



## INVITATION TO SUBMIT PROPOSALS (CONSULTING SERVICES – FIRM SELECTION)

**Country:** Jamaica  
**Contracting Entity:** Planning Institute of Jamaica  
**Project Name:** Foundations for Competitiveness and Growth Project  
**Project Loan No.:** 9203-JM – Government of Jamaica  
Counterpart Financing  
**Project Activity:** FCG/GOJ/CON/41- Export Max – Cohort  
IV Market Penetration Planning (MPP)  
Consultancy

The Government successfully engaged the World Bank to extend and expand its 6-year US\$50 million loan facility called Foundation for Competitiveness and Growth Project (FCGP) to allow it to deepen the reform initiatives that had been supported under the Project. Approval was granted for the Additional Financing of US\$10 million from the World Bank and the Government committed to provide a further US\$5 million, thus providing a total of US\$15 million to support the various government entities implementation of investment climate reforms.

The consulting services (“the Services”)

The Government of Jamaica’s (GOJ’s) Micro Small and Medium Enterprise (MSME) & Entrepreneurship Policy (2017) identified MSMEs as important drivers of equity, economic growth, and sustained development in Jamaica. Despite their economic significance, MSMEs continue to face major challenges that hinder their growth and development. Many businesses are characterized by entrepreneurs that lack marketing capacity, operational capacity, business leadership, financial acumen, communication skills, and are generally unfamiliar with available business support services.

Export Max has been developed in alignment with the Government of Jamaica’s (GOJ’s) goals of increasing growth and exports, scaling and improving the success rate of MSMEs. It aligns with the GOJ’s MSME & Entrepreneurial Policy (2017) which is intended to provide a coordinated, coherent and targeted framework for the development and growth of MSMEs.

In this regard, the services of a consulting firm is being procured to design and develop a Market Penetration Plan (MPP) for each participating company, outlining tailored strategies and approaches that will competitively position them to take advantage of international market opportunities based on their respective market segments, products, service offerings, and their export capacity. Services to be provided by the Consulting Firm include the following:

- A total not exceeding 60 MPPs will be developed for companies from the Manufacturing and Services Sectors.
- Market penetration training with the cohort, covering a “How to guide for sales and marketing for penetrating International Markets”.

The intended start date is **September 2024** and the anticipated duration is six (6) months.

The **Request for Proposal** can be accessed at [www.gojep.gov.jm](http://www.gojep.gov.jm) or <https://www.pioj.gov.jm/procurement/>.

The Planning Institute of Jamaica now invites eligible firms (“Consultants”) to indicate their interest in providing the Services. A Consultant will be selected in accordance with the Public Procurement Act, 2015, the Public Procurement (Amendment) Act, 2018 and the Public Procurement Regulations, 2018. Detailed proposals must be uploaded on or before **Monday, July 22, 2024 at 2:00 p.m.** Submissions will be accepted via the Electronic Government Procurement Portal ([www.gojep.gov.jm](http://www.gojep.gov.jm)). No hard copy submission will be accepted.

Further information can be obtained at the address below during office hours of **8:30 a.m. to 4:00 p.m.**

**Planning Institute of Jamaica**

**Attn: Dellue Wint Dawkins**

**16 Oxford Road, Kingston 5, Jamaica**

**Tel: 876-960-9339**

**Email: [dwint@pioj.gov.jm](mailto:dwint@pioj.gov.jm) with copy**

**to [kmelliott@pioj.gov.jm](mailto:kmelliott@pioj.gov.jm) and [cswalker@pioj.gov.jm](mailto:cswalker@pioj.gov.jm)**