



Home of Fair Trade Enterprises

Call for tenders

Sales Management of MADE51 Project

Location: Global (Asia, desirable)

Period: From start date to 31st December 2022

Overview

- Provide customer service on MADE51 Sales Coordination: Manage B2B order process
- Development of standard response system to ensure that all interest in MADE51 is captured
- Research key retail markets for MADE51 Holiday Collection
- Buyer contact engagement and responses management in MADE51 CRM Platform
- Explore digital marketing platforms in Asia: Research of various D2C and B2B marketing channels

Background

The World Fair Trade Organization is the global network of organisations representing the Fair-Trade supply chain. Membership in WFTO provides Fair Trade organisations with credibility and identity by way of an international guaranteed system, a place of learning where members connect with like-minded people from around the world, tools and training to increase market access, and a common voice that speaks out for Fair Trade and trade justice - and is heard.

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative designed to connect refugee artisans with markets. By modernizing traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers, UNHCR and its MADE51 partners will be able to connect refugee-made artisanal products with international markets where they are in demand.

The World Fair Trade Organization (WFTO) seeks to support the development of UNHCR's MADE51 initiative, by ensuring that refugee artisans are working according to Fair Trade standards (fair wage payments, decent working conditions, environmental concern, etc.) and that their supporting local social enterprises are export ready and have the capacity to connect refugee-made crafts with markets where they are in demand. The WFTO will support this through co-development of the Pathway to MADE51 and onboarding process, and through technical support and activity coordination.

The goals of MADE51 are:

1. Uplifting refugee artisans through income, skills, and connections.
2. Supporting the growth of local, social enterprises in hosting countries.
3. Keeping cultural traditions and talents alive.
4. Revealing refugees as talented, positive contributors.
5. Engaging the private sector to join forces with UNHCR in supporting refugees.

The MADE51 implementation model is to identify refugee artisans and engage a local social enterprise (LSE) who together develop and market a product line. To ensure that the social enterprise can integrate the refugee-made product line into their operations and introduce it to their customer base, marketing support, business development services and seed funding are offered. UNHCR and its partners will showcase the product collection through a MADE51 brand and marketing platform, which widens sales opportunities and offers new market access for refugee artisans and their supporting social enterprises.

Recognizing that UNHCR is a humanitarian actor with extensive knowledge of its Persons of Concern, UNHCR invites Strategic Partners to contribute their technical expertise so that MADE51 can reach its goals through a true collaborative initiative.

Main tasks and deliverables

1. Provide excellent customer service on MADE51 sales coordination, including:

- Respond promptly and follow inquiries of buyers interested to source refugee-made products by providing them buyer briefs, pricing, MOQs and expected delivery dates.
- Manage B2B order process by receiving Purchase Orders from buyer and issue an invoice to the customer, in line with the outlined Financial Management Partner standard operating procedures.
- Ensure daily order processes around order fulfillment and payments are well structured with clear standard operating procedures and liaise between all partners to resolve issues as they arise
- Manage all customer communication once the contact has been received.
- Develop a standard response system to ensure that all interest in MADE51 is captured and fully explored, and their details entered the Salesflare database.

2. Focus on marketing the Special Collections (Holiday Collection and other special collections) and holiday seasonal sales

- Conduct research on key retail markets for MADE51 Holiday Collection and develop a list of contacts to be approached. Obtain approval from MADE51 team before approaching.
- Approach new buyer contacts and record responses in Salesflare database. Follow up with all those who expressed interest.

3. Sales development with Asia markets focus

- Draft targeted retailer/company list and share with UNHCR Hong Kong
- Jointly approach companies towards orders and retail partnerships and promotions
- Based on responses, continue to build towards retailer engagement
- Support any in-person retail sales opportunities and events in Hong Kong market
- Explore utilizing digital marketing platforms in Asia by researching various D2C and B2B marketing platforms and shortlisting those that appear most advantageous for MADE51
- Explore potential trade show participation for 2023

Expected Results/Deliverables

- Increased response ability to all companies interested to order MADE51 products
- Increase in number of orders received in 2022
- Increase in numbers of retailers and companies interested in MADE51 and now in Salesflare
- Strengthened prospects for engagement in Asia market for holiday season and 2023.

Selection criteria

- +2-3 years of experience in global retailing and digital sales sector, preferably working with SMEs in the handmade goods sector in Asia.
- Successful previous experiences as sales representative, working alongside retailers, wholesalers, and other commercial stakeholders
- Experience in working (directly or indirectly) with UNHCR
- Experience setting sales goals
- Experience coordinating commercial functions for international organisations
- Commercial stakeholder engagement skills

Application procedure and deadline

Organizations interested should submit a proposal document (a maximum length of 5 pages long), using as a reference the questionnaire attached to this document. The proposal should lay out how the supplier expects to perform the assignment and a financial proposal. Please send it to made51@wfto.com by 17th October 2022.

* Due to privacy requirements and regulations, all CVs and application letters will be deleted within 3 months of the application.

Content of the proposal and questionnaire

Please see below a suggested list of components that can be included into your proposal for this assignment. As mentioned above, the proposal should be less than 5 pages long.

A. General Context

- Motivation
 - Business profile or CV (if individual)
 - Implementation plan
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B. Technical Questions

- Indicate your company's technical suitability to deliver this service for WFTO/UNHCR (Max 300-word count)
 - Describe your familiarity with working in commercial activities for handmade goods in Asia markets (max 300-word count)
 - Describe the qualifications that you would seek for the person employed to deliver on the activities listed. (Max 150 words)
 - Please describe work areas mentioned in the vacancy offer that your company would not be able to meet (max 150 words)
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C. Financial Proposal (compulsory)

- Budget required in the form of a quote
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