



**TERMS OF REFERENCE**  
**I-REAP Component Head**

**I. Rationale/Background**

The Government of the Philippines (GOP) has obtained a loan from the International Bank for Reconstruction and Development - World Bank (IBRD-WB), amounting to FIVE HUNDRED MILLION DOLLARS (US\$500,000,000) for the purpose of financing the 'Philippine Rural Development Program (PRDP)' to support the Government's effort to reduce poverty among the rural communities in the country.

The PRDP is a six-year (2015-2021) initiative envisioned to increase farm and fishery productivity and incomes in target areas in all 16 regions of the country. The program seeks to achieve this objective by improving access of farmers and other industry players to a strategic network of infrastructure, market information and support services. Specific investments and interventions are to be implemented under four central components of the program, namely: 1) Local and National Level Planning (I-PLAN); 2) Infrastructure Development (I-BUILD); 3) Enterprise Development (I-REAP); and 4) Project Implementation Support (I-SUPPORT).

I-REAP activities can be categorized into two sub-components namely; Rural Agri fishery Enterprise and Productivity Enhancement; and Technology and Information for Enterprise and Market Development. This component will support the development, implementation and sustainability of agricultural, livestock or fishery-based entrepreneurial activities, based on the analysis priority commodity value chains being supported under the Regional Agricultural Fisheries and Modernization Plans (RAFMPs) and as reflected the Provincial Commodity Investment Plans (PCIPs). It will engage the engage broad sections of the sector in the production of marketable surplus through vertical clustering, joint business planning and investments by proponent groups engaged in rural agri-fishery enterprises.

It is targeted that around 1,500 proponent groups consisting mostly of producer groups including small producers and fisheries associations engaged in enterprises will be assisted over the six-year duration of the project. At present, there are only 138 enterprises pipelined for I-REAP of which 11 has been issued No Objection Letter by World Bank and the National Project Coordination Office (NPCO).

**Scope of Services to be rendered**

The I-REAP Component Head will provide assistance on business plans, marketing plans, and business development strategies. He will provide incubator services and group technical assistance education. He will analyse the businesses financial health and creates financial readiness action plans.

**Specific Tasks**

1. Assist the Regional Field Offices/ Regional Project Coordination Offices (RPCOs) in the orientation of the Local Government on the PRDP and its components;
2. Leads the cluster-wide orientation on the I-REAP operations manual;
3. Provides technical support to the Regional Project Coordination Offices (RPCOs) in the evaluation of I-REAP Subproject proposals prior to RPAB Review and Approval;
4. Reviews and facilitates the issuance of "No Objection Letter" for I-REAP Subproject proposals within the PSO threshold;
5. Expedited the endorsement to NPCO of Subproject proposals beyond PSO threshold);
6. Assist in the consolidation of regional annual work plans to produce the cluster-wide work plan for the I-REAP Component
7. Together with the RPCO's conduct training and workshops related to the I-REAP component;

8. Consolidates regional reports on physical and financial progress of I-REAP component;
9. Supervises/ evaluates the work and performance of I-REAP Component Staff;
10. Participates in cluster-wide and inter PSO coordination meetings, seminars and workshops;
11. Leads the monitoring of ongoing I-REAP Subprojects and ensures the impact of I-REAP Subprojects towards attaining Project Development Objectives and
12. Perform other duties that may be required by the Luzon A Program Coordinator.

**Description of Relationship and Reporting Obligations:**

The I-REAP Component Head shall report directly to the Deputy Project Director/ Project Director and shall provide on a monthly written accomplishment report.

**Qualification Standards**

**Education**

Master degree in Finance, Management, Agribusiness, Agricultural Economics, Marketing, Economics, with CS Eligibility or PRC license

**Experience**

- At least six (6) years of directly related experience in financial analysis and business consulting/ coaching with agribusiness, agri-based SME development and similar fields;
- Demonstrated experience working with SME's
- Preferably has experience working with PLGU's, producer groups and SME's.


**Knowledge, Skills and Abilities**

1. Knowledgeable in business procedure including business financing, human resources, IT, operations and sales and marketing; Skills in preparing and presenting summaries of financial analyses with good oral and written communication skills
2. Understanding of financing options for business start-ups and business expansions;
3. Skills in preparing and presenting accurate written and oral summaries of financial analyses prepared;
4. Skill in using financial analysis computer programs;
5. Strong interpersonal skills;
6. Ability to communicate effectively in oral and in writing, work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector;
7. Advanced proficiency in MS word, excel, and power point.


**Job Location:**

Program Support Office (PSO), Luzon A Cluster, DA RFO3, Capitol Compound, Sto. Nino, City of San Fernando, Pampanga

Recommending Approval:

  
ELMA S. MANANES  
Deputy Project Director  
PSO Luzon A Cluster

Approved by:

  
ENGR. ROY M. ABAYA  
Regional Executive Director and  
PRDP Program Director  
PSO Luzon A Cluster



Republic of the Philippines  
Department of Agriculture  
**PHILIPPINE RURAL DEVELOPMENT PROJECT**  
Project Support Office Luzon A Cluster  
City of San Fernando, Pampanga

## **TERMS OF REFERENCE**

### **Business Development Officer (Marketing)**

#### **I. Rationale/Background**

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#### **Scope of Services to be Rendered**

The main role of the Business Development Staff on Marketing is to take the lead in providing technical assistance through coaching and mentoring of the RPCO (for PSO position) LGU and the Proponent Groups (for RPCO position) in developing the marketing strategies and plans of the enterprise.



### **Tasks and Responsibilities**

1. Identify together with the LGU and the PG the competitors and assist in the preparation of the competitors assessment to include buying and selling practices, pricing and promotions strategies.
2. Conduct target buyers profiling to include information on total demand and potential demand for the enterprise
3. Assist in the preparation of the enterprise marketing plan using the different marketing mix (product, price, place, promotion) and identify corresponding budget
4. Facilitate market linkage of the enterprise with potential or target buyers
5. Prepare purchase agreement with farmer suppliers and marketing agreement with the buyers
6. Assist the LGU and the PG in complying the comments and recommendations of the business plan reviewers
7. Assist the Component Head in the validation and selection of proponent groups and enterprise business model
8. Assist the Component Head in monitoring ongoing I-REAP Subproject and in ensuring the impact of I-REAP Subprojects towards attaining Project Development Objectives.
9. Perform other duties that may be required from time to time.

### **Qualification Requirements**

#### *Academic Qualification*

At least a Bachelor's degree in Agribusiness, Agricultural Economics, Business Administration major in Marketing, Agriculture, and other related fields.


#### *Experience*

At least four (4) years' experience in any or combination of the following: market development, product development, preparation of marketing plan, business plan preparation, project proposal writing, project development.

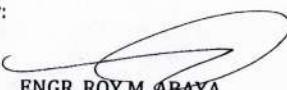
#### *Knowledge, Skills and Abilities*

1. Considerable knowledge in marketing agri-fishery based commodities
2. Analytical and operational knowledge of agribusiness
3. Understanding of business procedures including business financing, human resources, IT, operations and sales and marketing financing options for business start-ups and business expansions
4. Strong interpersonal skills
5. Ability to communicate effectively in oral and in writing, work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector
6. Advanced proficiency in MS word, excel, and power point

Recommending Approval:

  
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Deputy Project Director  
PSO Luzon A Cluster

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PRDP Program Director  
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Republic of the Philippines  
Department of Agriculture  
**PHILIPPINE RURAL DEVELOPMENT PROJECT**  
Project Support Office Luzon A Cluster  
City of San Fernando, Pampanga

## **TERMS OF REFERENCE** **Business Development Staff (Operations)**

### **I. Rationale/Background**

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### **Scope of Services to be Rendered**

The main role of the Business Development Staff on Operations is to take the lead in providing technical assistance through coaching and mentoring of the RPCO (for PSO position) LGU and the Proponent Groups (for RPCO position) in preparing the operational plan and technical requirements of the enterprise.

### **Tasks and Responsibilities**

1. Identify together with the LGU and the PG the technology required for the enterprise and its adaptation and implementation
2. Provide guidance in operations planning from identifying the inputs/raw material ingredients, the process, technology, the output, product or services and the corresponding budget or expenses
3. Identify and assess existing technology/ies that could be adapted by the enterprise
4. Assist in the identification of technology or equipment specifications appropriate for the enterprise
5. Work closely with the I-BUILD in the preparation of the DED and POW for the infrastructure component of the enterprise
6. Prepare process and operational flow of the enterprise
7. Ensure compliance of enterprise to food safety standards (GAP, GAHP, GAPP, GMP, HACCP, etc)
8. Assist the LGU and the PG in complying the comments and recommendations of the business plan reviewers
9. Assist the Component Head in the validation and selection of proponent groups and enterprise business model
10. Assist the Component Head in monitoring ongoing I-REAP Subproject and in ensuring the impact of I-REAP Subprojects towards attaining Project Development Objectives
11. Perform other duties that may be required from time to time.

### **Qualification Requirements**

#### *Academic Qualification*

At least a Bachelor's degree in Agriculture, Agricultural Engineering, Agribusiness, Agricultural Economics, Food Science, Food Technology, Business Administration, and other related fields

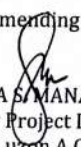
#### *Experience*

At least four (4) years' experience in any or combination of the following: farming, manufacturing, processing, product development, production planning, business plan preparation, project proposal writing, project development


#### *Knowledge, Skills and Abilities*

1. Considerable knowledge in production and processing of agri-fishery based commodities
2. Analytical and operational knowledge of agribusiness
3. Understanding of business procedures including business financing, human resources, IT, operations and sales and marketing financing options for business start-ups and business expansions
4. Strong interpersonal skills
5. Ability to communicate effectively in oral and in writing, work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector
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