

Request for Proposal
Provision of Business Training, Coaching, and Mentoring Services

To: Service Provider

Date: 25-June -2025

RFP-013-2025

Section 1: Introduction

SENTRUM Project is seeking proposals from experienced and qualified organizations to provide Business Training, Coaching, and Mentoring Services across three key regions of Myanmar: Monywa, Bogale, and Meiktila.

This RFP is issued under Output 3 – Activity 2 of the SENTRUM project, which aims to enhance entrepreneurship and green job creation in rural areas by equipping MSMEs with skills, tools, and guidance to build sustainable, energy-efficient enterprises.

Detailed Terms of references for the requested proposals are annexed to the present document.

Section 2: Proposal Requirement

A. Technical Proposal

- Organizational background and relevant project experience
- Understanding of ToR and proposed approach
- Work plan and timeline for each lot
- Training curriculum and coaching methodology
- Monitoring & Evaluation plan
- CVs of proposed personnel

B. Financial Proposal

- Budget per lot (in MMK), clearly itemized
- All costs must be inclusive of applicable taxes and logistics
- Separate envelope (digital or physical)

Section 3: Evaluation Criteria

Proposals will be assessed in a two-stage evaluation process:

1. Technical Evaluation – 60% of total score
2. Financial Evaluation – 40% of total score

A minimum score of 70% in the Technical Evaluation is required for the Financial Proposal to be considered.

Stage 1: Technical Evaluation

Criteria	Weight
Understanding of ToR and Methodology	20%
- Clarity of proposed approach and alignment with objectives	
- Realism of implementation workplan and timeline	
Quality of Training & Coaching Approach	30%
- Appropriateness of proposed curriculum and digital adaptation	
- Inclusion of practical tools for low-literacy rural entrepreneurs	
Team Composition and Expertise	30%
- Experience and qualifications of trainers and coaches	
- Use of certified methodologies (GERME, CEFE, etc.)	
Monitoring, Evaluation, and Sustainability Plan	10%
- Systems for tracking progress, feedback loops, and post-training impact	
Gender, Inclusion, and Local Relevance Strategy	10%
- Consideration of gender, inclusion, and rural MSME ecosystem	

Stage:2 Financial Evaluation

The Financial Proposal will be scored based on cost-efficiency, clarity, and value for money.

Criteria	Weight
Cost-Effectiveness and Realism	80%
- Realistic and reasonable pricing	
- No underestimation of essential costs	
Budget Clarity and Breakdown	10%
- Transparent budget items and justifications	
Comparative Value (across lots if applicable)	10%

Section 4: Submission Details

The offer needs to submit to procurementmm0@gmail.com not later than 25-July-2025 5:00 PM. Any quotation offer will not be considered after the deadline of the date.

Section 5: Questions and Clarifications

Any contact must be made by e-mail before 11-July-2025 5:00 PM at the following email address: procurementmm0@gmail.com with the following email title: RFP-013-2025- Business Training, Coaching, and Mentoring Services.

BUSINESS TRAINING, COACHING AND MENTORING SERVICES

Terms of Reference (ToR)

01/05/2025

1 - BACKGROUND

Securing Energy Needs and Transition of Rural areas in Myanmar (SENTRUM) project is implemented in 4 regions of Myanmar. The project aims at contributing to improve access to renewable electricity and use of energy-efficient products by MSMEs and rural households. The SENTRUM project, funded by the European Union over a 4-year period, aims at (i) ensuring the physical availability of equipment through design and delivery of renewable energy systems, and support to the last-mile distributors of energy-efficient appliances and the minigrid infrastructure build-out, (ii) set-up sustainable financial mechanisms to ensure affordability of energy-efficient products and (iii) develop skills as well as supporting the development of skills and entrepreneurship capacities to contribute ensuring the demand for clean energy goods and services is met.

The SENTRUM project implements TVET activities through its Output 3 which will combine different training modalities and entrepreneurship support according to the context and needs assessment to build proximity support schemes to local entrepreneurs. 4 groups of activities will be implemented:

- Set-up a workforce planning (jobs and skills) based on territorial assessment surveys and concertation with local actors (Output 3 / Activity 1).
- Set-up training schemes including vocational and entrepreneurship training and work-based learning for economic actors to create or to develop their businesses with a focus on green jobs connected to the action (Output 3 / Activity 2).
- Set-up sustainable training facilities providing hard and soft support to training centres (technical equipment, design/improvement of training curricula, technical advice on gender-inclusion and accessibility-inclusion) and setting up mobile training units (Output 3 / Activity 3).
- Raising awareness through campaigns to facilitate the adoption of energy-efficient products and for end-users to encourage proper use and maintenance of energy-efficient products (Output 3 / Activity 4).

The business training, coaching and mentoring services outlined in these ToR and that will be implemented as part of Output 3 activity 2 directly contribute to:

- Enhancing the entrepreneurial skills of local MSMEs, especially those engaged in renewable energy and energy-efficient technologies' activities.
- Strengthening business viability by equipping aspiring entrepreneurs with financial literacy, business planning, and market access strategies.
- Facilitating access to financing by preparing entrepreneurs to present viable business plans to financial institutions.

It is important that the service provider takes into account that the majority of MSMEs it will support will be micro-enterprises, located in rural areas and run by entrepreneurs who are not necessarily literate.

2 - PURPOSE

The business training, coaching and mentoring services to be provided as part of this call for tenders will complement Output 3's job-specific training activities by (i) ensuring that that business skills are systematically integrated into the curricula delivered by apprenticeship masters, training centres or through digital training materials, (ii) providing aspiring entrepreneurs and existing businesses with structured development support to complement their vocational training and (iii) reinforcing the link between entrepreneurs and businesses engaged in renewable energy and energy-efficient activities and viable business models.

3 - OBJECTIVES

The service providers will be responsible for:

- Delivering business training and coaching to young entrepreneurs under the supervision of the SENTRUM Project team.
- Supporting entrepreneurs in developing business plans, financial management skills, and preparing for credit applications.
- Ensuring the sustainability of entrepreneurial ventures through tailored support.

Key tasks include:

- Conducting training sessions on business planning, financial literacy, and entrepreneurship;
- Providing individualized coaching to refine business ideas and strategies.
- Organizing long-term mentoring sessions to ensure the sharing of best practices and lessons learned among peers as well as the sustainability of the trained entrepreneurs.
- Preparing entrepreneurs to present their business plans to financial institutions.
- Offering post-financing follow-up to ensure successful credit utilization.

4 - TARGET BENEFICIARIES

These services target 3 categories of entrepreneurs:

1. First-time entrepreneurs: Young people who have just completed their vocational training with little or no specific business idea. The objective of the support there is to help them clarify their business idea, structure the creation project, carry out market research, and build a business plan to assess the viability of the business. First-time entrepreneurs need to acquire managerial

skills and receive individualized support to develop their project and be able to manage it over the long term.

2. Early-stage start-ups: Entrepreneurial support will focus on strengthening managerial skills, improving business organization and sales capabilities, and formalizing a business plan.
3. Seasoned entrepreneurs: These are individuals or MSMEs who have been in business for more than 2 years. They have solid experience and sometimes already got external funding (loans), but personalized support would help them improve their business development prospects, pursue diversification, or strengthen their financial structure. They need then to strengthen their commercial and management skills.

5 - SERVICE LOTS

The project is divided into the following lots:

- Lot 1: Monywa – 3 cohorts for a total of 100 beneficiaries for this region.
- Lot 2: Bogale – 3 cohorts for a total of 100 beneficiaries for this region.
- Lot 3: Meiktila – 3 cohorts for a total of 100 beneficiaries for this region.

Service providers must submit separate technical and financial proposals for each lot.

6 - SCOPE OF SERVICES

1. Selection of Beneficiaries

- Use project-approved tools to select entrepreneurs from the SENTRUM database.
- Collaborate with TVET Officers to identify beneficiaries.
- Submit a detailed report on the selection process.

2. Training

- Deliver modular training programs aligned with SENTRUM's green jobs focus, covering:
 - Business planning;
 - Financial literacy;
 - Market linkages and customer awareness strategies.
- Curricula adapted to the digital format.

3. Individual Coaching

- Provide one-on-one coaching to help entrepreneurs:
 - Provide support in conducting comprehensive market research;
 - Prepare or refine business plans;
 - Prepare investor-ready pitches for financial institutions;
 - Navigate regulatory compliance (licensing, product standards, etc.).

It is important to note that the approach promoted by the project is to use the development of the business plan as the guiding thread of the coaching process, while keeping in mind that the structure of the business plan should remain simple so that it is the entrepreneur who prepares it, with the support of the coach.

4. Mentoring

- Long-term mentorship (6–12 months post-training) to ensure sustainability:
 - Pair entrepreneurs with seasoned mentors;
 - Focus on troubleshooting operational challenges;
 - Facilitate peer-to-peer learning networks among SENTRUM beneficiaries.
- Integration with technical training: Mentors shall collaborate with apprenticeship masters and training centres to bridge technical and business skills;
- Progress tracking: Regular mentorship reports to measure business growth and employment creation.

5. Monitoring

- Regular communication and reporting to the SENTRUM project

7 - SERVICE PROVIDER PROFILE

1. Experience

- Legally registered entity operating in Myanmar.
- Minimum of 3 years of experience in entrepreneurship training, coaching and implementation of mentoring programs.
- Proven knowledge of local business ecosystems.

2. Team composition

- Project Focal Point: Primary liaison to monitor project implementation and report to the SENTRUM team.
- Trainers: Certified in relevant methodologies such as GERME, CEFE, Business Canvas model, etc.
- Coaches: Experienced in entrepreneurship or business advisory and mastering the methodologies mentioned above.

8 - PROPOSAL REQUIREMENTS

1. Technical proposal

- Overview of the organization and relevant experience.
- Understanding of the assignment.
- Proposed methodology and work plan.
- Coaching and training module details.
- CVs of key personnel.

2. Financial proposal

- Detailed budget with cost breakdown.