

**REQUEST FOR EXPRESSION OF INTEREST
(CONSULTING SERVICES – INDIVIDUAL SELECTION)
FOR TDB GROUP, NAIROBI OPERATIONAL HUB**

FEASIBILITY STUDY TO RUN AND OPERATE AUDITORIUM AND CONFERENCING FACILITIES

The Eastern and Southern African Trade and Development Bank (TDB) is an African development finance institution. TDB serves 25 member states in its region, with the mandate to finance and foster trade, regional economic integration, and sustainable development, through trade finance and project and infrastructure finance.

TDB Nairobi Operational Hub, located at TDB Tower in 184 Lenana Road, Kilimani, Nairobi, Kenya, intends to run and operate the auditorium and conferencing facilities located at the Tower.

TDB is requesting for the submission of proposals from local and regional market expert consultants to advise on the feasibility of running and operating the facilities as outlined in the detailed terms of reference (TOR).

TDB invites eligible individual consultants to apply for the consulting assignment. Interested individual consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services as required in the TOR. The submissions should include a cover letter summarizing the relevant experience and indicating its relevance to the assignment at hand.

The expressions of interest should be accompanied by a CV, phone contact, postal and email addresses, copies of relevant academic documents/ qualifications and copies of the appointment letter (s)/ contract (s) of the current or most recent employment.

The individual consultant will be selected in accordance with the open competitive selection processes of individual consultants' as set out in the procurement regulations. The consultant will be selected based on the following criteria:

- a) Master's degree in hospitality, business management, facilities management, or related fields from a recognized institution.
- b) 10+ years hands-on experience in marketing, business development, operations, or conference & events.
- c) 5+ years of consulting experience in facilities management, or conferencing & events facilities related.
- d) Proven track record of similar conferencing and auditorium facilities feasibility studies.

All inquiries should be sent to the following email address: Bernard.Kobia@tdbgroup.org.

Expressions of Interest must be sent via email to the email address: procurement@tdbgroup.org and submitted by **May 15th, 17:00 hours Nairobi time**. Submissions should reference "FEASIBILITY STUDY TO RUN AND OPERATE AUDITORIUM AND CONFERENCING FACILITIES" in the email subject line.

TRADE AND DEVELOPMENT BANK (TDB) TERMS OF REFERENCE FOR THE INDIVIDUAL CONSULTING ASSIGNMENT

1. DESCRIPTION OF THE AUDITORIUM AND CONFERENCING FACILITIES

The auditorium and conferencing facilities are located on the 1st floor, with direct access from the tower's main reception, at the ground floor, through a spiral staircase.

The facilities are composed of the following:

- 1.1. Multiconference facilities (total area 480 m²): three (3) rooms separated by and operable soundproof acoustic partition. The rooms are fully fitted, furnished, and equipped with the latest audio-visual fittings and systems. TDB have procured furniture for various seating arrangements for u-shaped style training room, banquet style training room, and theatre style training room.
- 1.2. Auditorium A (AV equipment room, and auditorium control room) (area 206.15 m²) (123 seats)
- 1.3. Auditorium B (store rack room) (area 83.42 m²) (62 seats)
- 1.4. Amenities within the floor includes:
 - reception registration area with guest storage cabinets
 - secretariat office (accommodates 2 workstations)
 - lounge and waiting area.
 - servery and function breakout area
 - furniture store
 - kitchenette
- 1.5. Amenities within the tower includes:
 - Breakout and lunch area (3rd floor): fully furnished and equipped with kitchen equipment to cater for two (2) servery areas.

2. SCOPE OF WORK

The requested feasibility study shall be divided into three (3) phases. the 1st phase shall assess the overall viability to commercially operate the outlined facilities considering the overall local market demand. once the commercial viability of operating the facilities is confirmed and approved by TDB, the 2nd phase shall propose the business strategy to market the facilities; and finally, the 3rd phase shall propose the overall operational management strategies for the successful operation of the facilities.

The phases deliverables are as detailed below:

2.1. Phase one (Demand analysis and market overview)

- local market analysis (market demand and supply)
- conferencing industry analysis
- competitors' analysis (analysis of competitive and comparable facilities)
- target market analysis (customer analysis and segmentation)

- financial analysis (revenue vs expenses)
- cost benefit analysis
- swot analysis
- recommendations

2.2. Phase two (Business overview and structure)

- business strategy
- product offering and packages.
- marketing strategy

2.3. Phase Three (Operational management)

- Operations requirement:
 - event management and booking system.
 - event related security operations (issue of access cards)
 - use of catering facilities on 3rd floor
 - audio visual system operations
 - parking management
 - emergency response plan
 - maintenance of the facilities
- Resources requirement:
 - breakdown of staff and skills sets required to fully run and operate the facilities.
 - other resources required.

3. EXPECTED DELIVERABLES & OUTPUTS

For each phase, the consultant is expected to submit a report detailing the analysis findings and proposed course of actions.

- Phase 1: Demand analysis and market overview report
- Phase 2: Business overview and structure report
- Phase 3: Operational management report

4. REPORTING LINE

The consultant will report to the associate executive of CSA & POD and will work closely with the facilities and property management and CAIR teams. The consultant will be based in Nairobi.

5. ASSIGNMENT DURATION

Three (3) months.

6. REMUNERATION

Negotiable based on applicant's qualifications and experience.