

## REQUEST FOR PROPOSALS

---

# MARKETING AGENCY CONSULTANT TO SUPPORT PROMOTION OF JACK BEAN AND MIXED BEAN TEMPEH

---

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

### TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	4
III. TERMS AND CONDITIONS OF THIS SOLICITATION	7
IV. OFFER OF SERVICES	10

---

## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Benin, Uganda, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

### 2. BACKGROUND

Indonesia is one of the largest consumers of soybeans globally, with a significant portion of its demand met through imports. In 2022, Indonesia imported approximately \$1.53 billion worth of soybeans<sup>1</sup>. Domestic soybean production has been insufficient to meet the growing demand, with local production covering only about 20% of the total requirement<sup>2</sup>. This heavy reliance on imports makes the soybean supply chain vulnerable to global market fluctuations and environmental concerns. The environmental impact of soybean imports is significant. The intensive monoculture systems used in major soybean-exporting countries contribute to deforestation and biodiversity loss. Additionally, the long-distance transportation of soybeans results in substantial greenhouse gas emissions. These factors highlight the need for more sustainable alternatives to imported soybeans.

GAIN aims to show that consumption of sustainable foods with high micronutrient values and low environmental footprints could contribute to the shifting of healthier and environmentally positive diet choices. In Indonesia, GAIN has identified tempeh as a priority food that is nutritious and has low environmental impact. Study showed that the most of large tempeh producers use imported soybeans (Wiloso et al 2019).

#### Jack Bean Tempeh

GAIN Indonesia thus assessed the feasibility of the market for more environmentally positive tempeh production and processing. The results show that jack bean has high potential to be developed as a soybean tempeh alternative, considering its cheap raw material price, nutritional profile (relatively low fat and high protein), sensory properties (high acceptance), and scale-up readiness. The value chain for tempeh using alternative beans (e.g., jack beans) is still underdeveloped, with opportunities to increase production and consumption.

---

<sup>1</sup> Soybeans in Indonesia | The Observatory of Economic Complexity

<sup>2</sup> Determinants of Soybean Production and Imports in Indonesia

There are different challenges in mixed bean and jack bean tempeh production in different areas. In some cases, the main challenge is stability of jack bean supply. In others, the challenge is more on market demand. Supply and demand are deeply interrelated and must be jointly achieved. Several challenges with building demand for jack bean tempeh are anticipated as the price can be higher than for soybean tempeh and the taste is slightly different. Building a comprehensive demand generation and marketing strategy is essential to address this.

### **GAIN's Jack Bean Tempeh Project**

GAIN is currently supporting jack bean and mixed bean tempeh<sup>3</sup> producers and other value chains actors to (i) scale-up the supply chain of jack bean to produce alternative tempeh variety and (ii) support the business development and marketing of mixed bean and jack bean tempeh. The produced tempeh is expected to be fully absorbed by the market, generate profit, and develop into a sustainable and expanding business in the future. To ensure the long-term viability of this business, GAIN is currently conducting a study to understand consumer preferences and potential demand-side challenges, from May to July 2025. A strong grasp of consumer attitudes, potential barriers to jack bean and mixed bean tempeh uptake, and targeted marketing approaches to address these barriers is critical to maximize product acceptance. The result of the study will include marketing strategies.

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP. The purpose of this RFP is to engage services of a Service Provider **to implement marketing strategies for tempeh producers in marketing their products**

## **3. SCOPE OF WORK AND DELIVERABLES**

### **The successful applicant shall:**

Improving design of implementing strategies (1 year, and 5 years plan) resulted from the consumer research.

Implement the marketing strategies/solution for RPA and RPN, in coordination with business consultant that we hired and informed by findings of GAIN's consumer research.

Conduct creative ideation from marketing strategies, informed by the consumer research already conducted by GAIN

Implement marketing activities, including;

- Provide recommendation on product innovation (if feasible) and added value
- Supporting packaging of jack bean tempeh
- Branding: adopting suggested key messages and visuals into creative format for social media and point of sales materials
- Marketing/Promotion: content production, campaign events etc.
- Sales strategies; B2B and B2C
- Monitoring product reviews from consumer group or business chain; using insights to improve marketing strategies

---

<sup>3</sup> Mixed bean tempeh: soybean & jack bean

- Behaviour changes strategies for jack bean tempeh

Coordinate closely with GAIN and partners in implementing marketing activities

Produce progress and final reports on marketing activities and outcomes

### 3.1. OBJECTIVES

To support RPN and RPA for implementing their marketing strategies on jack bean tempeh and jack bean for mixed bean tempeh production

### 3.2. DELIVERABLES

- Marketing strategies for RPA and RPN (Short term (1 year) and long term (5 years))
  - Short Term (1 Year): Develop and implement integrated marketing strategies that encompass both online and offline channels.
  - Long Term (5 Years): Create a comprehensive roadmap for sustained growth, incorporating evolving trends in both digital and traditional marketing.
- Progress report on the implementation of marketing strategies for RPA and RPN; Provide regular updates on the execution of both online and offline marketing initiatives, highlighting key achievements and areas for improvements.
- Final report on the implementation of marketing strategies for RPA and RPN; Summarized the outcomes of the marketing strategies, detailing the impact of both online and offline efforts, and provide insights for future campaigns.
- Marketing content for social media
- Performance tracking & optimization – Measuring marketing effectiveness and adjusting strategies for better ROI.

KPI<sup>4</sup> for the Marketing Consultant will be adjusted based on the findings of consumer research in July

## 4. TIMELINE

The duration of this consulting project is from August 2025 - January 2026

## 5. CONSULTANT'S QUALIFICATIONS

- Proven experience in creative ideation with relevant food consumers
- Proven capability to design and implement market entry strategies (B2B and B2C) for food products from SMEs, with proven impact to product conversion rate to consumers and/or businesses
- Responsive and adaptive in monitoring product review from consumer group or business chain; and ability to translate it to improving marketing strategies

---

<sup>4</sup> KPI will be adjusted following the results of consumer research findings

- Strong communication skills to coordinate with GAIN and other partners
- Proven track record in project management
- Extensive networking with relevant partners on the topics and as required in the scope of work above
- Understanding the scope of work: the proposal shall be demonstrated a clear understanding of the project objectives and deliverables.
- Demonstrated a clear understanding of the technical requirements of this ToR: providing detailed technical documentation of the proposed strategy.
- Innovative approaches required implementing each of the parts of the scope of work.
- Comprehensive work plan and reasonableness of proposed time frame: proposal shall include a feasible work plan to ensure successful completion of deliverables, including how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposal approach include evidence of cost-effective approaches to undertaking the scope of work within the proposed budget, and proposals shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan: the team members of this project shall have the relevant qualifications and overall experience required to successfully implement the project. Additionally, roles and responsibilities of each team shall be clearly defined.
- Flexibility to adapt to changing client needs, situation, and project requirements

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### 1. CONTACT

Please direct all inquiries and other communications to the contact: [ibudiman@gainhealth.org](mailto:ibudiman@gainhealth.org) and [Eyunindio-sari@gainhealth.org](mailto:Eyunindio-sari@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

### 2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

### 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- In their proposal the consultant should review the GAIN [report](#), business consultant plan, and business plan from the 2 tempeh producers, before providing recommendations and propose the design of the marketing strategies for the 2 tempeh producers.

\* Link to the 2 tempeh producers' business plan; [link 1](#), [link 2](#). Please send us an email to request for the access to the files.

- The proposal needs to be formatted as two separate documents:
  - 1) Technical proposal
    - Detailed proposal on explaining how the areas of work mentioned in Scope of Work will be addressed, including risk and mitigation strategy and timeline (1 year)
    - Description of previous relevant work
    - Composition of team with names and brief biographies of all key staff (CVs may be included in an annex)
    - Three References and contact information
  - 2) Financial proposal:
    - Budget
    - Detailed budget justification
    - Offer of services

#### **4. DEADLINE**

Documents should be sent to [ibudiman@gainhealth.org](mailto:ibudiman@gainhealth.org) and [Eyunindio-sari@gainhealth.org](mailto:Eyunindio-sari@gainhealth.org) by COB Jakarta time on **May 30<sup>th</sup>, 2025**

#### **5. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

#### **6. REVISIONS**

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

#### **7. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

#### **8. COMPLETION**

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **9. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## **10. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## **11. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

# **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

## **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

## **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
  - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - Providing detailed technical documentation of the proposed strategy.
  - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

### **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

### **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.



## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

#### IV. OFFER OF SERVICES

1. Offer submitted by:

---

---

---

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
- a. Click or tap here to enter text.
  - b. Click or tap here to enter text.
  - c. Click or tap here to enter text.
  - d. Click or tap here to enter text.
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
  - (b) A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

\_\_\_\_\_. Click or tap here to enter text.

Signature (applicant)

\_\_\_\_\_. Click or tap here to enter text.

Signature (applicant)