



Request for Proposals

Consultancy work in:

Market Scoping and Analysis for Prawn and Seaweed Sectors in Kenya and Tanzania

July 2024





ABOUT GATSBY AFRICA

[Gatsby Africa](#) is a private philanthropic foundation that works to build stronger, more inclusive economies in East Africa (Rwanda, Kenya, Tanzania, Uganda) through the transformation of sectors. Our aim is to support stakeholders to transform high-potential sectors so that they are competitive, inclusive, and resilient, generating significant gains in jobs and incomes. Gatsby Africa currently has a portfolio of five high-potential sectors: Aquaculture, Commercial Forestry, Livestock, Textiles & Apparel, and Water.

WHAT WE ARE LOOKING FOR

Gatsby Africa is seeking proposals from qualified consultants to carry out an in-depth market study and analysis for the prawn and seaweed sectors in Kenya and Tanzania.

This analysis aims to assess the potential of these sectors by gathering and analyzing key data points, including costs of production, local, regional and international demand/competitiveness, and unit economics of each type of product.

BACKGROUND AND OBJECTIVES

The aquaculture and mariculture sectors in Kenya and Tanzania hold significant potential for economic growth, job creation, and poverty reduction. To unlock this potential, it is essential to understand the market dynamics, production costs, and demand trends for key marine products such as prawns and seaweed.

The objective of this market scoping and analysis is to provide a comprehensive assessment of these sectors, identifying opportunities and challenges, and offering recommendations for stakeholders to capitalize on market potential. The key data points to be analyzed include:

- Costs of production (including packaging and processing costs)
- Local and international demand trends
- Unit economics of prawn and seaweed—both profit margins and break-even points
- Regulatory and environmental factors
- Market access and distribution channels, including logistics and cold chain management
- The competitive landscape



SCOPE OF WORK

The scope of work is divided into two main components, each focussing on one of the target sectors: prawn and seaweed.

Consultants are invited to submit separate proposals for each component or a combined proposal covering all three aspects.

COMPONENTS OF THE SCOPE OF WORK

1. Prawn Sector Analysis:

- Determine the market sizes and demand for prawn products at the local, regional, and international levels by identifying addressable markets and evaluating their prices and metric ton sizes.
- Determine if the region has the right conditions for the prawn industry to thrive.
- Outline what needs to happen to realize the opportunity and potential stakeholders to drive this work.
- Identify how much prawn Kenya & Tanzania could produce given the available natural resources and suitability
- Assess costs of production, including packaging and processing (e.g., deveining).
- Evaluate unit economics and profitability of prawn farming and processing.
- Identify key regulatory and environmental factors impacting the sector.
- Map market access and distribution channels, including logistics and cold chain management.
- Analyse the competitive landscape (what are other lead-producing countries, and what are their competitive advantages over other East African countries?).
- Identify leading players locally, regionally and internationally.
- Identify opportunities for value addition and product diversification.

2. Seaweed Sector Analysis:

- Determine the market sizes and demand for seaweed products at the local, regional, and international levels by identifying addressable markets and evaluating the prices and metric ton sizes for each.
- Determine if the region has the right conditions for the seaweed industry to thrive.
- Outline what needs to happen to realize the opportunity and potential stakeholders to drive this work.
- Identify how much Seaweed Kenya & Tanzania could in theory produce given the available natural resources and suitability.
- Assess costs of production, including packaging and processing.
- Evaluate unit economics and profitability of seaweed farming and processing.
- Identify key regulatory and environmental factors impacting the sector.
- Map market access and distribution channels including logistics for different types of seaweed products.
- Analyze the competitive landscape (what are other lead producing countries/what's their competitive advantage vs Other East African countries).
- Identify leading players locally, regionally and internationally
- Identify opportunities for value addition and product diversification



TIMELINES

Activity	Jul	Aug	Sep	Oct	Nov	Dec
Release Request for Proposals						
Receive Request for Proposals	Submission deadline 18th August					
Contracting and initial work planning						
Market data collection and analysis						
Draft report submission						
Final report submission						

EVALUATION METHOD AND CRITERIA

Proposals will be judged based on the following criteria:

Experience and Expertise:

- Demonstrated experience in market analysis and scoping studies for mariculture and aquaculture sectors, particularly in East Africa.
- Proven track record of similar assignments in the prawn sub-sectors.
- Strong understanding of the regulatory and environmental landscape in East Africa.
- Experience in conducting comprehensive market demand and supply analyses.

Technical Approach:

- Detailed methodology for carrying out the market scoping and analysis.
- Innovative approaches to gathering and analyzing data, including stakeholder engagement.
- Clear workplan indicating a timeline and milestones for the delivery of key outputs.

Network and Stakeholder Engagement:

- Strong sector networks and a proven ability to engage with key stakeholders, including local and international producers, processors, and market players.
- Ability to access and leverage relevant market data and insights.

Value for Money:

- Competitive pricing and clear budget breakdown for each component of the work.
- Flexibility to accommodate additional data points or areas of interest as needed.

PROPOSALS

Completed proposals must include the following information:

- A technical proposal detailing the work plan, methodology, and timelines for performing the consultancy.
- A financial proposal, broken down by each component (prawn/shrimp and seaweed) and any additional workstreams.
- A description of the consultant(s) that will be undertaking the work, including qualifications, capabilities, and experience on similar assignments.
- Submission Deadline Proposals must be received no later than **23rd August at 4pm EAT**.

Please submit proposals to:

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and

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