



Business Directory 2021

Terms of Reference

Background

The Business Eswatini Directory is a publication that features useful trade information in the Eswatini context, extensive information about Business Eswatini, and a classified listing of members affiliated to the organisation. This publication has been produced over the past decade without fail, and it is the desire of the organisation to keep it in circulation going into the foreseeable future because of the collective value it has created for members. It is at this backdrop that Business Eswatini seeks to engage the services of a suitably qualified consultant to administer the compilation, layout and design of the publication as detailed underneath.

Scope

The consultant has to render services towards:

- a. Advertising consultancy; and
- b. Layout and design of the publication.

Roles and Responsibilities

The consultant's roles and responsibilities, over and above any value-add services proposed by the consultant, include the following:

- a. To provide a workplan with detailed timelines and expected milestones relating to the project in tandem with Business Eswatini;
- b. Promote and sell advertising space in the Business Eswatini Directory 2021;
- c. Give guidance of the creative rationale for the layout and design of the publication;
- d. Provide the layout and design services of the publication;

- e. Advise on the overall delivery of the service to increase the reach and impact of the project on the business ecosystem and other relevant stakeholders; and
- f. Provide other relevant value-add services (not listed in this document) for the augmentation and longevity of the project.

Qualifications

The consultant should have the relevant qualifications and demonstrable expertise supported with adequate experience to undertake a project of this magnitude.

Deadline and Address

The deadline for submission of proposals detailing relevant expertise and qualifications should be sent to the below address by close of business of the 28th February 2020.

(Further enquiries should also be addressed to the same address)

Email:	mbусos@business-eswatini.co.sz
Telephone:	+268 2404 0768
Mobile:	+268 7625 3431