

CONSULTANCY SERVICES: DEVELOPMENT OF BUSINESS PLANS FOR YOUTH ENTERPRISES

ABOUT US:

Practical Action is an international development organization putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems — challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We consist of a UK registered charity with community projects in Africa, Asia and Latin America, alongside an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

In Kenya, we've been active for three decades, driving meaningful change in the systems that shape people's lives. We are a trusted partner to the government, funders, private sector, and communities. For more information, visit www.practicalaction.org

ABOUT THE PROJECT:

Practical Action is implementing a five (5) year initiative panning the nine (9) counties of Kisumu, Homabay, Siaya, Migori, Nyamira, Kakamega, Bungoma, Busia and Vihiga. The project dubbed Resilient Agriculture that works for the Youth (RAY) aims to make agriculture an attractive and resilient employer for young people by promoting agricultural livelihoods underpinned by agro-ecological principles and practices. The project targets four (4) main value chains namely poultry, African leafy vegetables, tomatoes and oil crops (groundnuts and soybeans). The project uses a peer-to-peer mentorship model. The model involves onboarding youth mentors mainly young men and women already engaged in agribusiness—and equip them with the skills to mentor 15-20 other youth entrepreneurs (mentees). Mentors and mentees form business relationships, whether as agents, customers, or product suppliers, creating an ecosystem of both backward and forward linkages with other actors.

The project commenced in November 2022. As of the end of December 2025, the RAY project had a cumulative outreach of 80,191 participants (67% being young women) through job creation pathway including: Mentorship and Regenerative Agriculture trainings, business management modelling, linkages to private sector actors on buy back models, last mile extension and affordable financial solutions to drive participants' entrepreneurship agenda.

OBJECTIVE OF THE ASSIGNMENT:

The overall objective of the consultancy is to support progressive Agri-prenuers to develop robust and bankable business plans with clear and actionable growth strategies to ensure long-term impact and business sustainability.

Specifically, the consultancy seeks to:

- Conduct thorough assessments of agri-prenuers business models, validate concepts, and identify gaps towards improvement.
- Collaborate with agri-prenuers to design innovative and adaptable business models tailored to their unique needs and market dynamics.
- Provide guidance and ongoing support to help agri-prenuers implement, test, and refine their business plans and models effectively.
- Assist Agri-prenuers in identifying and addressing potential risks, enhancing sustainability, and navigating obstacles for long-term growth.
- Collaborate with agri-prenuers to define clear growth objectives and milestones, develop growth strategies, and facilitate access to networks and partnerships.
- Empower agri-prenuers with the skills, knowledge, and resources necessary to independently manage and grow their businesses sustainably.

SCOPE OF WORK

The consultant will be responsible for supporting the development of bankable business plans for 30 agri-prenuers operating in the nine operational counties of Kisumu, Homabay, Nyamira, Migori, Vihiga, Kakamega, Bungoma and Busia. Working closely with Practical Action staff and key partners, the consultant will undertake the following tasks:

1. Development of Personalized Business Plans:

- Conducting comprehensive one-on-one consultations with the agri-prenuers to deeply understand their enterprises, objectives, and market dynamics.
- Providing tailored guidance to evaluate and forecast enterprise growth plans, aligning with the agri-prenuers vision.
- Assisting in the meticulous documentation of business strategies, roadmaps, and organizational goals within the business plan framework.

2. Financial Planning and Modeling Support:

- Work closely with the entrepreneur to meticulously outline and model a robust financial plan integrated with Key Performance Indicators (KPIs).
- Providing expert guidance in financial forecasting and budgeting to ensure alignment with business objectives and market realities.

3. Investor-Ready Pitch-Deck Development Assistance:

- Facilitating the development of an impactful investor-ready pitch deck by summarizing key business points in a concise and compelling manner.
- Providing strategic guidance in crafting a compelling narrative that effectively communicates the business value proposition, market opportunity, and competitive advantages.

4. Continuous Support and Feedback:

- Offering ongoing support and feedback throughout the business plan development process to ensure clarity, coherence, and alignment with agri-prenuers objectives.
- Providing regular checkpoints and progress reviews to track milestones, address challenges, and make necessary adjustments.
- Ongoing collaboration to foster a supportive and constructive partnership between the consultant and agri-prenuers.

5. Coordination, Reporting and Collaboration

- Work closely with the Practical Action project team to ensure alignment with overall project objectives and timelines.
- Participate in planning and review meetings as required.
- Submit progress reports and a comprehensive final report summarizing key achievements, challenges, and lessons learned.

EXPECTED DELIVERABLES.

The consultant is expected to deliver the following outputs within the consultancy period:

1. Inception Report- A detailed work plan outlining the methodology and timelines for implementing the assignment as well as a clear framework for monitoring progress and achieving the stated objectives.
2. Progress Report on Business Plan Development- Progress report on 30 enterprises supported on business plan development with enterprise specific approaches on business expansion, finance focus and risk management.
3. Pitch Deck on Investor readiness- A progress report with specific pitch desk on investments and partnerships key to enterprises growth for the 30 agri-prenuers
4. Final Consultancy Report- A consolidated report summarizing all progress of each youth owned enterprise, key achievements, lessons learned, and recommendations to guide replications and business expansion models

REQUIRED QUALIFICATIONS AND EXPERIENCE

For this assessment, the Consultant should have at least a Master's degree in Agribusiness /Agricultural economics/ Marketing/ Economics/ Commerce/Business Management or related field background and extensive experience and knowledge in implementing Business Development and Planning with young men and women. Among the desirable qualifications for a lead consultant are:

- over 5 years' experience supporting youth enterprises develop robust and sustainable Business Models and Plans.
- Technical proposals should indicate at least two similar projects and contacts of the relevant people who can be contacted for reference, as well as names and qualifications of the lead consultant(s)
- Demonstrated experience in agriculture trade and related services
- Good understanding and proven track record in safeguarding / do not harm principle.
- Experience working in the Lake Basin, (highly recommended).
- Good knowledge and understanding of gender equality issues, particularly in the context of the agricultural value chain.

ADMINISTRATIVE AND MANAGEMENT SUPPORT

Practical Action will provide overall coordination and oversight of the consultancy. Specifically, the organization will:

- Facilitate introductions and linkages with relevant stakeholders, including county government representatives, agri-prenuers/mentors, private sector actors, and development partners.
- Provide access to project documents, background materials, and relevant data necessary for the assignment.
- Review and provide timely feedback on draft reports and deliverables submitted by the consultant.

The consultant will be responsible for their own work tools, communication, and travel arrangements required to complete the assignment unless otherwise agreed in writing.

TIMEFRAME

The consultancy is expected to be carried out over a period of Three (3) months, commencing from February 2026 to May 2026.

The consultant will be engaged on a deliverable-based contract, with specific milestones linked to the completion of key activities and submission of satisfactory reports.

A tentative timeline is proposed as follows:

Deliverable	Timeline
Inception report and detailed work plan	Feb 2026
Progress report on business plan development	March -April 2026
Pitch desk on investor readiness	April 2026
Final report with learnings and recommendations	May 2026

REPORTING

The consultant will report to the **Project Manager**.

Specific reporting expectations include:

- Inception Report: Outlining the proposed approach, work plan, and timeline.
- Progress Updates: Brief status summaries highlighting activities implemented, challenges experienced, lessons learned, risks projected and next steps.
- Final Report: Comprehensive documentation of achievements, lessons, and recommendations.

GUIDELINES FOR SUBMISSION OF APPLICATION

Interested Consultants or firms are requested to submit.

- 1) A technical proposal outlining their interpretation of the TOR, proposed workplan: methodology, timelines, and deliverables.
- 2) A capability statement demonstrating how the consultants meet the required qualifications and competencies.
- 3) Detailed financial proposal in Kenyan Shillings: If the team consists of several members, the professional fees should not just be a daily rate, but it should be based on clearly shown time allocation by each member of the team to the various activities.
- 4) Copies of all relevant Curriculum Vitae (CVs). Only CVs for the specific individuals that will form the proposed team should be included; two references (including one from your last client).
- 5) Evidence of experience in similar work
- 6) Tax compliance certificates

PAYMENT TERMS

Financial proposal detailing the workplan, the budget breakdown and consultancy fees in Kenya Shillings. If the team consists of several members, the professional fees should be based on clearly shown time allocation for each member of the team to the various activities.

All payments shall be inclusive of applicable taxes and subject to Practical Action's financial procedures and timelines.

NOTE

1. Practical Action reserves the right to accept or reject any application.
2. All outputs, including the strategy, creative materials and raw data, will become the sole property of Practical Action and its partners.
3. Consultants must declare any existing or potential conflict of interest with or competing projects.
4. The consultants shall comply with Practical Action's Safeguarding and Data Protection policies and obtain informed consent from all research participants.

Note that the payments will be done subject to the consulting entity meeting quality and timely delivery of stated tasks.