



---

**Programme:** Private Sector Development South Caucasus (PSD SC): EU-Co-financing “Support to SME Development in Armenia” (SMEDA)

**PN:** 13.2144.7.010.00

**AV:** Katja Kammerer

**TL:** Eva Maria Näher

**Activity:** Website development for Precision Engineering Sector

**Period:** 16<sup>th</sup> of June 2017 to 27<sup>th</sup> of July 2017

## 1. Brief Introduction

---

The private sector in Armenia faces several challenges such as the lack of cohesion and coordination of different small and medium-sized enterprises (SME) support programmes, inefficient steering mechanisms for the SME development process, a fragmented landscape of stakeholders, and an inefficient public private dialogue as well as an inefficient decision-making process. The donor coordination process in different intervention areas is currently not government-driven.

The involvement of the private sector in SME development strategies is not effective and interests of SMEs are in fact not reflected in decision-making processes. Supporting services are insufficiently available – both in quality and quantity. Underdeveloped capacities within the organised private sector are main obstacles and barriers to the envisaged development.

Innovative ideas are hardly developed and are rarely transferred into business cases. Research and development are limited, in particular in the SME sector with hardly any cooperation of businesses and research entities. The innovative and creative potential of young specialists is not employed.

Access to finance is another major challenge for SMEs. Due to high debts – accrued during the global financial crisis and an associated decline in GDP (estimated 14% in 2009) – many Armenian SMEs have only limited access to further credits and loans. In general, lending policies of most banks and financial institutions do not encourage investments in SMEs.

With this situation for the private sector in Armenia, the EU-co-financed, GIZ-implemented project “Support to SME Development in Armenia” (SMEDA) was initiated in 2016. The project is in line with the EU Single Support Framework 2014-2017 for Armenia. It is furthermore consistent with the strategic framework documents of Armenia (Armenia Development Strategy and SME State Support Strategy) in order to facilitate their implementation.

The objective of the project is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

The SMEDA-Project is part of the Regional Private Sector Development in South Caucasus Programme, which is operating in the three countries of the South Caucasus, Armenia, Azerbaijan, and Georgia. This umbrella programme faces the challenge of generating broad based inclusive growth to reduce the urban-rural gap and poverty above all in rural regions. In view of the small domestic markets with low purchasing power, the primary aim is to strengthen private sector development.





Development and Investments (MEDI).

### **Target Group and Implementing Partners**

The target group is composed of all relevant stakeholders involved in the development of SMEs in Armenia. This includes the political lead partner, the Ministry of Economic Development and Investments in Armenia, and the Small and Medium Entrepreneurship Development National Centre (SMEDNC), related sector associations, the Armenian Chambers of Commerce and designated SME support organisations.

An important project partner is the Armenian Enterprise Incubator Foundation (EIF), which implements parts of the project activities related to managing and monitoring of funds for start-ups and small businesses.

Another important target group is females and males, owners and employees of SMEs.

### **Planned Activities of SMEDA-Project**

- Support to policy making by assisting the Armenian government to implement the SME strategy and to introduce a review mechanism for the SME development strategy and its action plans
- Support to policy implementation by strengthening the institutional capacities of the Ministry of Economic Development and Investments and the SMEDNC in terms of coordinating the implementation of the SME strategy and related action plans as well as developing an information portal to support business performance on foreign trade transactions
- Support to Public-Private Dialogue (PPD) by strengthening the capacities of the Ministry of Economic Development and Investments to manage the PPD process as well as to assess and recommend on dispute settlement mechanisms and platforms
- Provide technical assistance to private sector organisations to improve and expand services and to increase their network with European businesses
- Strengthening the capacities of private sector organisations to participate in PPD platforms and to utilize the opportunities of technology transfer as well as to promote entrepreneurial skills, clusters and value chain development
- Support to linking research institutions and the private sector to foster innovation
- Support to state bodies and the private sector to access EU innovation support resources and platforms such as the new EU Framework Programme for Research and Innovation (Horizon 2020)
- Strengthening capacities of the Ministry of Economic Development and Investments to design, implement and promote clusters
- Support to improving cluster management, linking clusters to European networks as well as developing and promoting new areas for business incubation
- Supporting the provision of grants to support technology start-ups and SMEs promoting new services/products
- Support to EIF and SMEDNC to design and implement business acceleration and coaching programmes for entrepreneurs and grant recipients



---

## **2. Context and current situation in the field of assignment**

---

The SMEDA-Project embraces in total five result areas with a focus on improving the business and investment climate in Armenia. Small and Medium Enterprises (SMEs) are the main target group for this project.

The aim of SMEDA's result area 4 is to Improve the design and management of economic clusters, as well as to develop and promote new areas for business Incubation.

The government of RA in the Strategy of export-Led Industrial Policy of Armenia identified 11 sectors that have significant export potential, one of them is the Precision Engineering sector (PE). SMEDA has already organised several roundtables to identify barriers and challenges for the development of PE and initiate networking and experience exchange within the Armenian community.

Based on the needs identified during the roundtables SMEDA also implemented the sector study of PE and mapping of the vast majority of relevant companies from the sector. Based on the mapping results, 193 companies were identified.

One of the main barriers for the development of the sector is a lack of a networking platform (online), where Companies/Institutions/Laboratories (companies), can present their activities, understand in which stage is the PE ecosystem in Armenia, learn about new opportunities and collaborate with other companies. The website will also serve as a unique platform for MEDI to identify current problems of the sector. Likewise, the website will give an opportunity to other international organisations to familiarise with the PE ecosystem in Armenia and cooperate with its members.

For this propose SMEDA seeks to contract a company/expert or consortia to conduct this assignment.

## **3. Conditions of the assignment**

---

### **3.1 Objective and tasks**

The objective of this assignment is to enhance the sustainability and growth opportunities for the Precision Engineering sector in Armenia through developing a PE website ([www.engineering-armenia.am](http://www.engineering-armenia.am) / [www.engineering-armenia.com](http://www.engineering-armenia.com)).

The assignment is included in the Result Area "Economic Clusters". Hence, the website shall highlight the "cluster-idea" and show and support with its design and functions the networking and clustering character of the PE-sector.

The Website shall be easy to manage for the administrator and the members, easy to navigate for visitors, adapted for tablets and mobiles and with a simple and clear design. The Website shall also give an opportunity to the administrator to register other companies in future. Additionally, the administrator should have a content management possibility (should be able to modify the content of the sections of the Website including images, videos, links, formatting, etc.).



Besides its general informative purpose accessible to the broad public, the Website shall also contain a special section accessible only to companies with a login option, accessing where companies can update only their profile information.

The main homepage shall consist of the following sections:

- About,
- Companies/Institutions/Laboratories,
- News/Announcements (should also be accessible to members but managed by the administrator),
- Offers (should be visible only for members),
- Useful Information,
- Login,
- Etc. (could be suggested by the contractor).

During the operation of the Website the administrator shall have a possibility to add new sections.

There shall be additional functions such as:

- Map of companies, from where visitors can directly go to the company profile,
- Search engine,
- Weather/Time,
- Other useful features (suggested by the contractor).

The company profile shall be based on the sections of PE mapping and include information regarding company contact details; also have sections for

- About,
- Product/Services (here the members should also have an opportunity to use hashtags, which could be searched by visitors to find out about Companies/Institutions/Laboratories which are operating in that specific field or produce that product),
- Equipment (where members can put high-resolution pictures and specifications of the equipment),
- Offers/Suggestions (should be visible only for members),
- Gallery,
- Have the same map with more visible pin of the company,
- Etc. (suggested by the contractor).

The potential/future members shall be able to sign up on the Website, fill in their basic/mandatory information, which after verifying will be approved by the administrator. Then potential/future members will receive their login/passwords and start using their profiles.

The Website shall be bilingual (English and Armenian) and have links to <http://eu4business.com/>, [www.smeda.am/](http://www.smeda.am/), <http://mineconomy.am/> etc.

The Website shall be developed in line with EU and GIZ visibility rules and guidelines, for which additional guidance will be provided to the contractor by SMEDA.



The above-mentioned sections do not define the entire structure of the assignment, but only point out its main components. The Contractor in his or her proposal may suggest additional topics, which will be determined by SMEDA.

The assignment starts from 16<sup>th</sup> of June 2017 and lasts until 27<sup>th</sup> of July 2017.

### 3.2 Deliverables and resources

The following deliverables are to be submitted during the assignment period:

Tasks & Deliverables	Timeline	Man days (max)
<p><b>I. Concept Development</b></p> <p>After getting familiarised with information of PE mapping and conducted discussions with SMEDA (preferably 16 June), the Contractor shall develop a concept of the Website to be submitted to SMEDA for discussion and approval.</p> <p><b>Deliverable:</b> Concept, incorporating a rough visualisation of the Website including suggested design (cluster and networking character) and structure of the main sections (i.e. Home page, Company profile, etc.).</p>	19 June 2017	3
<p><b>II. Developing the Website</b></p> <p>Based on the elaborated concept the contractor shall develop the PE website</p> <p><b>Deliverable:</b> Initial Website to be submitted to SMEDA for discussion and approval (without final content)</p>	10 July 2017	20
<p><b>III. Finalising the Website</b></p> <p>The contractor shall upload all relevant information from the PE Mapping and other information provided by SMEDA to the Website</p> <p><b>Deliverable:</b> Final Website based on SMEDA's comments and suggestions; the logins and passwords of the members</p>	20 July 2017	10
<p><b>IV. Launching the Website</b></p> <p>The contractor shall assist SMEDA team members to familiarize with the operation of the Website</p>	27 July 2017	3



<b>Total</b>		<b>36</b>
--------------	--	-----------

### 3.3 Conditions and payment terms

The Contractor's offer must include:

- The **Financial offer** requires the Contractor to submit for consideration a summary of costs with respect to the above sections
- The **Technical offer** requires the Contractor to submit details pertaining to the Contractor's organization; the Contractors' experience in the field of website development (including the list of developed websites); comments/suggestions on the Terms of Reference, description of approach, methodology and work.

The description of approach, methodology and work plan must include activities and deliverables as indicated in above table.

Payment terms:

- Final payment upon fulfilment of the contract

### 3.4 Coordination and communication

The Contractor reports to the Team Leader of the EU-SMEDA project and closely collaborates with the responsible Project Expert as well as with the administrative support team in Armenia.

### 3.5 Submission Requirements

The Contractor must fulfil the following requirements:

- Strong proven expertise in the area of assignment with sound portfolio of developed websites
- Flexibility and readiness to make adaptations/changes upon the request
- Proficiency in English and Armenian languages (written and spoken)

### 3.6 Additional Documentation

- Description of Action
- Log Frame for SMEDA-Project
- Sector study and mapping of companies from PE sector