

Division of tasks Benin Business Champions Project

	Candidate implementing partner	PUM
R0 Start-up phase	Responsible to elaborate action plan, M&E plan, elaborate scoping and company assessment tool	Procedural agreements on division of tasks and responsibilities between implementing party, PUM, EKN Cotonou, RVO and other stakeholders. It should be clear to the implementing partner what the procedures are to "use" a PUM expert in the coaching trajectories of the companies.
R1 In-depth understanding of company's current performance, tailor-made and joint business coaching to improved business performance	Responsible for scoping and company assessment. Based on the assessment, an action plan is elaborated which includes proposals for PUM experts	Planning and execution of approximately 30 expert missions, both to individual companies, but also joint activities to all companies
R2: Market access	Part of coaching trajectories and specific activities – fairs, missions – to exchange and increase visibility of the companies.	Marketing could be included as topic in PUM expert missions Potentially also role for PUM experts during fairs, exchange and missions
R3: Loan facilitation	In lead to support companies in developing loan applications and facilitate contact to financial institutions.	Loan application and facilitation to financial institutions could be included as topic in PUM expert missions
R4: Strengthening of business clusters	Responsible to directly strengthen 10 business support clusters	PUM in lead to bring together and link companies, BSOs and other relevant stakeholders into business clusters...
R5: Eco system development	At least 5 value chain and stakeholders analyses	... and develop these cluster into vibrant ecosystems