

## **Call for Consultants**

### **Terms of Reference for a Marketing Consultant**

#### **Background**

Marie Stopes International Organisation Nigeria (MSION) is a results-orientated non-Governmental organisation, which uses modern management and marketing techniques to provide family planning, reproductive and sexual healthcare and allied services, MSION's goal is to meet the needs of underserved Nigerians and dramatically improve access to and use of family planning and other reproductive health services. MSION is a member of the Marie Stopes International Global Partnership which operates in over 40 countries worldwide.

MSION presently markets a brand of Misoprostol 200mcg Tablets with the Trade name Misoclear for Sexual Reproductive Health (SRH). We are at the stage of introducing other SRH products to increase our basket of products, with a view to increase our profitability and improve our impact in the market.

#### **Objective/Purpose**

The objective / purpose of this marketing analysis is for MSION to have quality and current information at hand in order to take informed decisions in the expansion of its range of SRH products that will positively increase the efficiency of the marketing Units of the Organisation. In this context, MSION would like to engage the services of a reputable and technically qualified individual/firm with extensive knowledge in the Nigeria Pharma market to:

- (1) Review the Nigerian Pharmaceutical and medical consumables / devices market.
- (2) Carry out detail market analysis, market segmentation, market trends, the key players, sales volume, determine the market size and competition analysis with reference to a group of SRH products already proposed by MSION. A knowledge in Family Planning (FP) and Sexual Reproductive Health (SRH) products will be an added advantage.
- (3) Give an in-depth analysis, consumer insight, and a possible risk analysis of the policy / regulatory environment in Nigeria as regards each of these products.

(4) Produce a go-to-market strategy for these products and possibly suggest realistic sales volume analysis (5 years monthly sales), including an in-depth 5Ps market analysis for all the products – (both proposed and recommended),

(5) Additional tasks as deemed necessary to complete all the aforementioned deliverables as determined by both MSION and the successful consultant/firm.

### **Methodology**

The Marketing Consultant will be expected to do an in-depth literature review of the FP/SRH segment of the Nigerian Pharmaceutical market by going to relevant places in the market to solicit for such information where granular details of the available market opportunities / gaps are to be identified gaps that MSION proposed products will fill both for relevance and profitability to the organisation bearing in mind the vision/mission of MSION.

As such, an in-depth marketing research / analysis including the theory of 5Ps, detailed product marketing analysis will be expected to be carried out on our proposed products as well as on the various related product presently marketed by MSION competitors within the FP/SRH sub-sector of pharmaceutical. This knowledge will assist us in taking the right decisions on how best to enter the market and what to do when there.

In order to do a thorough job of this exercise, MSION expects a wide consultation with stakeholders including but not limited to the Pharmacists Council of Nigeria (PCN), the Pharmaceutical Society of Nigeria (PSN), National Agency for Food Drugs Administration and Control (NAFDAC), some StateMoH as well as the Federal MoH. In addition, we will expect to receive intelligence reports of past product sales performances as reported by competing organizations with PMG-MAN.

### **EXPECTED OUTCOMES**

(1) A detailed market research and analysis of the FP/SRH Pharmaceutical market in Nigeria

(2) A deep market analysis for each proposed MSION products and recommendation on other products to consider introducing into the market

- (3) A go-to market strategy and product positioning for each of the new products.
- (4) A detailed communication strategy for each product.
- (5) A defensible 5 years sales projection and volume analysis for the products including proposed income/expenditure with possible recommended break-even point/year.

### **Requisite Experience and Qualifications**

#### **The ideal candidate:**

- (1) Must have at least 10 years' working experience in the Ethical Pharma marketing sector in Nigeria. He/she must show demonstrated experience in development of produced marketing strategies for products successfully introduced and still presently selling in the market.
- (2) Must have the ability to get concise and correct marketing information in a country like Nigeria with little or no marketing data records.
- (3) Must have a significant experience in sales and marketing in the healthcare sector, ideally in the Pharmaceutical sector. Experience as an Ethical Pharma company marketing manager will be advantageous.
- (4) Must demonstrate deep understanding of the law and other requirements surrounding provision of Pharmaceutical and healthcare products in Nigeria.
- (5) Should have a Bachelor's degree in Pharmacy or a related medical science course. An MBA (Marketing) will be an added advantage.
- (6) Must have a track record of being an accomplished sales person.
- (7) Must be highly self-sufficient, entrepreneurial, innovative, inspirational and persuasive.
- (8) Must have a strong personal commitment to the mission and goals of MSI.
- (9) Must be pro-choice

(10) Must be prepared to travel

### **How to Apply**

Interested individuals and companies are requested to submit a suitability statement (1,500 words maximum); describing how they meet the requirements including, plan to deliver this work piece, confirmation of availability and 3 references and an updated CV as a single document to: [recruitment@mariestopes.org.ng](mailto:recruitment@mariestopes.org.ng), quoting MSION – IMC as the subject of the email. Applications that do not follow this format will not be considered. **Deadline for application is on or before close of business on Thursday, 19<sup>th</sup> Feb. 2015.**