



PRESS CORPORATION PLC

REQUEST FOR PROPOSALS

TERMS OF REFERENCE FOR THE SET-UP OF AN EXPORT TRADING AND DISTRIBUTION VENTURE

1. Background

Press Corporation Plc (PCL), incorporated in Malawi and listed on the Malawi Stock Exchange, is the largest holding company with interests in different sectors of the Malawi economy, including energy, hospitality, telecommunications, property management, financial services, food and fast-moving consumer goods. It is a highly diversified company with stakes in several subsidiary companies, joint ventures and associated companies. PCL's strategic approach emphasizes growth through investments in new projects and ventures, and in both green and brown fields. More details can be accessed on www.presscorp.com. Moving forward, PCL envisions to re-entrench its role as a catalyst for national development.

Driven by the current strategic plan, PCL is looking to expand further its portfolio and is currently exploring strategic investment opportunities in Malawi aimed at generating consistent and scalable foreign currency income streams through high-value exports. To inform investment decisions and guide the establishment of this business, PCL seeks to engage a qualified consultant or consulting firm to support the design and implementation of a commercially viable export trading and distribution platform in Malawi. The primary objective is to generate sustainable foreign exchange earnings through the export of high-value, competitive Malawian products to regional and international markets.

The purpose of this document is to provide potential consultant(s) with the terms of reference for this assignment.



2. Objectives

The primary objective of this engagement is to develop a commercially sound and investor-ready business concept for an export trading and distribution platform in Malawi, complete with: market sizing and opportunity assessment, sector and value chain prioritization, business model design, bankable financial projections and investment-grade execution roadmap. The end goal is to support PCL's decision-making and implementation of a profitable and scalable export business capable of delivering measurable foreign currency inflows.

3. Scope of Consultancy

The scope of work for this project includes but is not limited to the following:

3.1 Market Sizing and Opportunity Assessment

- Conduct comprehensive market research to quantify export potential for at least 3–5 high-value sectors (e.g., horticulture, spices, processed foods, aquaculture, specialty textiles, macadamia, tea, coffee, honey).
- Analyze global and regional demand trends, pricing dynamics, trade barriers, certifications, and competitor positioning.
- Map existing Malawian production capacity, seasonality, quality standards, and supply-side constraints.
- Assess logistical, regulatory, and financial bottlenecks affecting export competitiveness

3.2 Sector and Value Chain Identification

- Identify 2–3 priority sectors with the highest potential for immediate, scalable, foreign exchange-generating exports.
- Map end-to-end value chains for selected sectors, including input supply, production, aggregation, processing, certification, logistics, and international market access.
- Highlight critical gaps and intervention points where the trading platform can add value.

3.3 Business Model Design



- Propose a commercially sustainable business model for the export trading and distribution platform (e.g., aggregator-trader, joint venture, franchise, digital marketplace, cooperative export hub).
- Define revenue streams, cost structure, pricing strategy, and partnership models (e.g., with farmers, processors, logistics firms, financiers, buyers).
- Incorporate risk mitigation strategies (currency, counterparty, logistics, quality, compliance).
- Outline governance structure, operational workflow, and scalability roadmap

3.4 Key Success Factors and Enablers

- Identify critical success factors including: access to finance, cold chain/logistics infrastructure, quality assurance systems, export certifications (e.g., GlobalG.A.P., Fair Trade, Organic), digital traceability, and strategic buyer relationships.
- Recommend policy or ecosystem interventions needed to support platform success (e.g., customs efficiency, export incentives, FX retention schemes).

3.5 Financial Modeling and Investment Readiness

- Develop a detailed, bankable 5-year financial model including: Revenue projections by product and market, CAPEX and OPEX breakdown, Cash flow, profit and loss, and balance sheet, Break-even analysis and ROI and Sensitivity analysis under multiple scenarios (optimistic, base, pessimistic)
- Structure the model to be investor-ready, including clear assumptions, KPIs, and funding requirements.

3.6 Execution Strategy

- Develop a phased implementation roadmap with clear milestones, responsibilities, resource requirements, and KPIs.
- Include stakeholder engagement plan (farmers, cooperatives, government agencies, financiers, international buyers).
- Recommend pilot project design for rapid validation and de-risking.



4. Key Deliverables

The consultant will be expected to deliver the following:

1. **Inception Report** – outlining methodology, work plan, and timelines.
2. **Market Assessment Report** – including market sizing and opportunity analysis.
3. **Sector and Value Chain Report** – with prioritized sectors and value chain maps.
4. **Business Model Report** – detailing the proposed model and operational framework.
5. **Bankable Financial Model** – in Excel with assumptions, projections, and sensitivity analysis.
6. **Execution Strategy** – including implementation roadmap and investment plan.
7. **Final Consolidated Report** – incorporating all components and recommendations.

5. Duration

The timeline for this assignment is expected to be three **months**. The timeline for deliverables will be mutually agreed upon between the consultant and PCL, with regular progress reviews and checkpoints scheduled throughout the engagement.

6. Qualifications

- a) Proven experience in export development, agribusiness, or trade facilitation in Sub-Saharan Africa (preferably Malawi or similar context).
- b) Strong track record in market analysis, value chain development, and financial modeling for agri-exports.
- c) Experience developing bankable business models and attracting private investment. Familiarity with Malawi's export regulations, logistics corridors, and agricultural sector.
- d) Minimum of 7 years of relevant experience, with a preference for consultants with investment or private equity backgrounds.
- e) Advanced degree(s) in Business, Economics, Agribusiness, Finance, or related fields.



7. Management of the Contract

The consultant will report to the Chief Executive Officer on all administrative matters and key deliverables.

8. Obligation of PCL

PCL will make available to the consultant all the relevant information on the assignment, and will be expected to review and approve all the deliverables.

9. The Technical Proposal and Financial Proposal

The consultant will be expected to submit a technical and financial proposal for PCL's consideration.

10. Payments Terms

The consultant is expected to propose a payment schedule which will be discussed during contract negotiations.

11. Submission of Proposals

The proposals should include the following:

- a) A detailed project plan outlining the approach to be taken, including the methodology, timelines and deliverables.
- b) A budget proposal.
- c) A summary of the consultant(s) experience and qualifications.
- d) References from previous clients.

The consultant(s) will be required to submit the Technical and Financial Proposals electronically through the email address below. The email title should be clearly captioned '**Tender for Export Trading Company Set-Up**', and should be sent to the address below by 20th October 2025 at 5:00 pm.

Requests for clarifications and applicants' proposals may be sent to:



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