

**MINISTRY OF BUSINESS  
SMALL BUSINESS BUREAU**

**MICRO AND SMALL ENTERPRISE (MSE DEVELOPMENT AND BUILDING  
ALTERNATIVE LIVELIHOODS FOR VULNERABLE GROUPS**

**NO. GRT/GF-13725-GY**

TERMS OF REFERENCE

CONSULTANT TO PROVIDE TRAINING IN COSMETOLOGY

**I BACKGROUND**

The Small Business Bureau (SBB) is a semi-autonomous agency under the Ministry of Business (MOB). The SBB has been instituted under the Small Business Act and was enacted to provide for an incentive regime and support programme for small businesses. The Guyanese Government had identified funding from the Guyana REDD+ Investment Fund (GRIF) resources to fund Low Carbon Grant Scheme which is being used to assist vulnerable persons and MSEs to access financing for their existing or potential business venture.

The objective of the MSE Project is to support the government's strategy to reduce carbon emissions by re-orienting the economy onto a low carbon path, through the creation of the necessary incentives for the beneficiaries to invest in the Low Carbon Sectors (LCS). Specifically, the Project contributes to the reduction of economic activity in Carbon Emitting Sector (CES) by facilitating the creation of employment via MSE in the identified sectors of the Low Development Strategy (LCDS), through the enhancement of their access to finance and business development training.

The target beneficiaries of the Project are MSE and vulnerable groups that meet the criteria established for small businesses in the Small Business Act and operate in the LCS identified in the LCDS.

**II OBJECTIVE**

The objective of the consultancy is to provide technological advanced methods of Cosmetology training to the various groups identified as MSEs and vulnerable persons within the Low Carbon Sectors. These Groups are located in all ten regions within Guyana. The training sessions are to be based upon a **Degree in Cosmetology**.

### **III ACTIVITIES**

Consultants will be expected to provide comprehensive guidance which can be easily followed and put into practice by the clients in attendance of each training session. Each training session is to be no less than six (6) months and no more than nine (9) months. These will include an evaluation of the training session by the clients in attendance as well as an evaluation of clients by the consultants, as well as a final test for participants.

### **IV DELIVERABLES**

All training material (training manuals and materials, course content, handouts etc.) will become the property of the Small Business Bureau with the right to replicate.

By the end of the training session, clients are expected to have passed with a grade of 75% and have accumulated a total of 1200 hours of professional work in the following areas :

- 100 hours- **ORIENTATION:** Regulations, Professional and Personal Development, Professional Ethics, Professional Hygiene and Good Grooming, Personality Development, Employee and Client Relationship, Public Relations, Salesmanship, Business Administration Related to Beauty, Salon Operations, Payroll Record Keeping & Taxes, Seeking Employment and Sanitation and Sterilization.
- 100 hours- **SHAMPOO AND RELATED THEORY:** Types, Chemistry and Safety Precautions
- 100 hours -**HAIR & SCALP TREATMENTS - RELATED THEORY:** Scalp Treatments & Manipulations, Hair Treatments, Related Knowledge, the Skin & Scalp, Disorders of the Skin, Scalp, & Hair, Light Therapy and Safety Precautions.
- 100 hours- **PERMANENT WAVING AND RELATED THEORY:** Scalp & Hair Analysis, Chemistry of Cold Waving, Principal Actions in Cold Waving, Curling Rods, Procedures, Normal, Tinted, Bleached, Problem Hair, Record Cards/Release Statements and Safety Precautions.
- 150 hours - **CHEMICAL HAIR RELAXING AND RELATED THEORY:** Classifications, Analysis of Hair, Chemistry of Relaxers, Procedures Normal, Tinted, Problem Hair, Conditioners, Record Cards/Release Statements and Safety Precautions
- 100 hours- **HAIR COLORING AND RELATED THEORY:** Classifications, Analysis of Hair, Chemistry of Color, Procedures Permanent Tints, Bleaching,

Corrective Work, Lash & Brow Tints, Record Cards/Release Statements and Safety Precautions

- 200 hours -MANICURING AND RELATED THEORY: Equipment, Implements, Cosmetics, & Materials, Types, Related Anatomy, Procedures, Repair Techniques, The Nail; Disorders of the Nail, Pedicuring, Artificial Nails, Release Statements and Safety Precautions
- 100 hours -FACIALS AND RELATED THOERY: Types, Chemistry of Cosmetics, Structure of the Skin, Manipulations, Make-Up, Arches, Temporary Hair Removal and Safety Precautions.
- 300 hours -HAIRSTYLING / HAIRCUTTING AND RELATED THEORY: Handling of Implements Used, Molding Arches and Lines, Finger Waves, Pin Curls, Stems & Bases, Roller Curls Stems and Bases, Style Patterns Artistry in Hairstyling, Comb-Out Techniques, Iron Curling, Blow Waving, Basic Shaping and Thinning, Style Cutting and Safety Precautions
- 50 hours -CHEMISTRY: Organic and inorganic chemistry, forms of matter, pH and pH scale, oxidation and reductions reactions and the chemistry of shampoos, cold waving, relaxers, color and cosmetics.
- 50 hours - SALON BUSINESS: Fundamentals of Business Management, Opening a Salon, Business Plan, Written Agreements, Licensing Requirements and Regulations, Laws, Salon Operations, Policies, Practices, Compensation Packages, Payroll Deductions, Telephone Use, Advertising, Sales, Communications, Public/Human Relations, Insurance, Salon Safety

At the end of the training the clients should have attained a Degree in Cosmetology.

## **V CHARACTERISTICS OF THE CONSULTANCY**

Type: Individual / Group Consultancy

Location: Guyana

Duration: Between 6 and 9 months, beginning xxxx, 2017

**QUALIFICATIONS/ REQUIREMENTS:** The Consultant should have high academic qualifications and extensive experience in the design and delivery of training in **Cosmetology** with the ability to offer accreditation.

- (i) Must have at least 5 years of work related experience in Cosmetology.
- (ii) Demonstrated experience working/ training Cosmetologists.
- (iii) The Facilitator must be currently operating or training in the Cosmetology sector.
- (iv) Professional certification in the area is a definite advantage.
- (v) Ability to accredit trainees is a requirement.
- (vi) Experience working on a similar project is an asset.
- (vii) Fluency in English is a requirement
- (viii) Willingness to travel to and within Guyana as required for the consultancy.

## **VI PAYMENT SCHEDULE**

20% - signing

30% - training programme held and clients show evidence of improved finished products (batch of product)

30% - submission of final report (both oral and written presentations) which includes evaluation of clients products and appropriate recommendations. Identification of high potential products.

20% - acceptance of report

Please submit your financial expectations for this consultancy as an individual file, outlining the costs associated with your bid to xxxxxxxxx

## **VII EXECUTION**

The SBB will be responsible for the execution of the consultancy