

Call for Service Proposal
Consultant for market study and business development

Territorial development mission for language centers

As part of strengthening its territorial presence in Cairo and expanding its training offer, the French Institute of Egypt (IFE) is launching a six-month service contract call for proposals, aimed at supporting the development of its language centers' activities in the western and southern areas of Cairo.

1. Mission context and objectives

The Institut français d'Égypte seeks to consolidate its presence in the western area of Cairo, to enhance its visibility, to tailor its offerings to local needs, and to explore opportunities for a new establishment in the southern area.

The mission entrusted to the service provider aims to:

- Analyze the potential of the targeted districts
- Identify development opportunities
- Propose an appropriate operational strategy
- Support the implementation of a structured action plan

2. Mission description

The service provider will operate under the supervision of the Management of the Mounira Language Center, working in close coordination with the pedagogical and administrative teams.

2.1 Diagnostic phase

- Socio-economic analysis of the area and mapping of target audiences
- Study of the competitive landscape and existing offers
- Identification of linguistic needs of local stakeholders
- Analysis of the visibility and market positioning
- Review of the existing operational framework

2.2 Strategy development

- Definition of priority axes of development
- Identification of promising segments and potential partners
- Proposal of measures to adapt the training offer
- Definition of performance indicators and quantified targets

2.3 Action plan and operational support

- Development of a detailed and scheduled action plan
- Implementation of prospecting initiatives and local partnerships
- Contribution to communication and promotional actions
- Production of progress reports and adjustment recommendations

3. Desired profile

3.1 Qualifications and experience

The service provider must demonstrate:

- Expertise in business, marketing, management, territorial development, or equivalent field
- Proven track record in business development, prospecting, or commercial strategy
- Experience in the educational, linguistic, cultural, or training sector is desirable
- Demonstrated ability for strategic analysis and project management

3.2 Required skills

- Mastery of market study and territorial diagnostic methods
- Ability to design realistic and measurable development strategies
- Ability to build and activate local partnerships
- Production of reports, strategic notes, and summaries
- Good command of office and planning tools

Familiarity with the territory in question will be considered a significant asset.

4. Mission details

- Contract type: service provision
- Duration: 6 months
- Location: Mounira site of the French Institute of Egypt
- Expected start date: 1 April 2026

A detailed terms of reference document outlining all required activities will be appended to the service agreement.

5. Application file

Candidates must submit:

1. A portfolio
2. Examples of previous assignments completed
3. A brief service proposal (2–3 pages) including a budget and specifying:
 - understanding of the mission
 - approach to carrying out the diagnostic
 - key elements of a potential development strategy

6. Submission procedures

Applications must be sent to: ife.recruite@ifegypte.com and nibrahim@ifegypte.com

Subject: Application – Business Development for IFE Language Centers

Submission deadline: 15 March 2026