

# Terms of reference: Design and implementation of the commercialisation of Choma magazine

Issued by [HIVSA](#)

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HIVSA launched [Choma magazine](#) in 2013 in response to an identified need and urgency around reducing HIV prevalence amongst adolescent girls and young women (AGYW).



## Background



HIVSA launched *Choma* magazine ([www.choma.co.za](http://www.choma.co.za)) in 2013 in response to an identified need and urgency around reducing HIV prevalence amongst adolescent girls and young women (AGYW). The magazine, which posts content around five content pillars namely,

- love and relationships,
- sex and pregnancy,
- health,
- fashion and beauty, and
- inspiration has been hugely successful with a solid base of returning and new users. The

magazine has always been operational through donor funding. HIVSA has a vision to grow the magazine both in terms of its content, relevance and geographical coverage.

Given the current and potential access the magazine has to female users, a strategy for the commercialisation of *Choma* that aims to access corporate sponsorships to generate revenue for *Choma* has been developed. This for-profit strategy will be housed under Community Development Solutions SA (CDSSA), HIVSA's for-profit entity.

## Scope of work

CDSSA seeks to contract the services of a service provider for the following outputs:

- Devise an implementation strategy to activate CDSSA through the operationalisation of the *Choma* magazine. This is a two- year scope of work that will be reviewed annually.
- Support the development, marketing and analysis of a nationwide survey for girls and women.
- Utilise the data from the survey to create a value proposition for corporate sponsorships.

- Design a three-year cost, profit model, growth strategy and revenue generation activities.
- Map potential corporate sponsors, securing sponsorship deals and supporting the development of sponsorship contracts.
- Support the in-house transition of the scope of work after a two-year period.



### Proposal requirements for pre-qualification round

Proposals submitted should include the following:

- A portfolio of evidence demonstrating a track record of activating start up entities and supporting their growth to a point of profit making.
- A preliminary description of the proposed activities to be undertaken under each of the outputs listed above. Should the consultant be short listed at the pre-qualification round, further information and detail will be provided by HIVSA to facilitate the submission of a final proposal
- An estimation of the costs per output.
- An estimation of the duration/timeframes of the activities supporting each output.



### Timeline for the submission of proposals

Proposals for the scope of work outline above should be submitted to HIVSA's procurement department by the 18 August 2022 using the following details:

Attention: Fortune Phiri

E-mail: phirif@hivsa.com

Questions relevant to this TOR should be submitted to Ms Yashmita Naidoo (naidooy@hivsa.com) by 11 August 2022.

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