

# Terms of Reference (ToR)

## Survey on Readiness and Experience with E-Commerce in the Republic of Serbia

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Reference Number: 20241219/EUforIM/survey

**1. Background** The survey is conducted within the framework of the EU-funded project "EU Support for Internal Market in Serbia." The objective of the project is to support the development of the internal market, enhance e-commerce, and strengthen consumer protection mechanisms. Understanding the readiness and experience of consumers and businesses with e-commerce is essential to identify challenges and design targeted interventions.

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**2. Objectives of the Assignment** The assignment aims to conduct a comprehensive survey addressing:

1. Factors determining the readiness and experience with e-commerce from the point of view of **consumer behavior** in the Republic of Serbia.
  2. Factors determining the readiness for e-commerce from the point of view of **businesses** in the Republic of Serbia.
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**3. Scope of Work** The contractor will be responsible for:

- Reviewing and refining the provided survey methodology and questionnaires to ensure relevance and alignment with objectives.
  - Conducting the survey using a representative sample of:
    - Consumers (Part A).
    - Businesses (Part B).
  - Ensuring data collection adheres to ethical standards, including obtaining informed consent and protecting respondent anonymity.
  - Submitting anonymized datasets for analysis.
  - Providing a summary report on data collection processes, challenges faced, and initial observations.
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### 4. Methodology

- **Survey Design:** Utilize the provided methodology and questionnaires (annexed to this ToR) with minimal modifications. Any proposed changes must be approved by the Contracting Authority.
- **Data Collection:** Employ appropriate techniques (e.g., online surveys, phone interviews, or in-person interviews) to achieve representativeness.

- **Sample Size:** Ensure statistically valid sample sizes for both consumers and businesses in line with the provided methodology.
  - **Quality Control:** Implement mechanisms to ensure data reliability, such as pilot testing, validation checks, and training enumerators.
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## 5. Deliverables

The contractor will deliver the following:

1. **Survey plan:**
    - Survey work plan and methodology.
    - Finalized questionnaires.
  2. **Raw Data:**
    - Anonymized datasets in a compatible digital format (e.g., CSV or Excel).
  3. **Summary Report:**
    - Description of data collection processes.
    - Initial observations and notable trends (if applicable).
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**6. Implementation Schedule** The assignment must be completed within **4 months** from the contract signature. Key milestones include:

- Survey plan: **1 month from contract signature.**
  - Completion of data collection: **3,5 months from contract signature.**
  - Submission of raw data and summary report: **4 months from contract signature.**
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**7. Contractor Requirements** The contractor must demonstrate:

- Proven experience in survey design, data collection, and analysis.
  - Expertise in e-commerce and consumer behavior studies.
  - Knowledge of the Serbian market is an advantage.
  - Capacity to manage logistics and human resources for large-scale surveys.
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**8. Coordination and Reporting** The contractor will report to **project office** in Serbia in line with signed contract and must ensure regular communication on progress, including:

- On demand updates via email or virtual meetings.
  - Submission of deliverables for review and approval.
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**9. Payment Terms** Payments will be made in tranches upon the successful completion and approval of the following milestones:

- **20%:** Upon approval of the Survey plan.

- **50%:** Upon completion of data collection and submission of raw datasets.
- **30%:** Upon approval of the summary report.

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**10. Ethical Standards** The contractor must adhere to high ethical standards, including:

- Protecting the anonymity and privacy of all respondents.
- Avoiding bias and ensuring inclusivity in the survey.
- Complying with the relevant data protection laws.

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#### Annexes

1. 01\_Sample Questionnaire for Consumers.
2. 02\_Sample Questionnaire for Businesses.
3. 03\_Detailed Survey Methodology for Consumers.
4. 04\_Detailed Survey Methodology for Businesses.

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For any clarifications, please contact [ivan.majercak@eu4imserbia.eu](mailto:ivan.majercak@eu4imserbia.eu).