



REQUEST FOR PROPOSAL

Graphic Designer

To: Bidder

From: ARK Group DMCC (ARK)

Subject: Request for Proposal (RFP) No. RFP-ARK-23-ARKLB0140

Performance Period: February – March 2023

RFP Issue Date: 17 January 2023

RFP Closing Date: 25 January 2023

RFP Closing Time: 18:00 Beirut time

Deadline for Questions: 20 January 2023

Proposals must be received by ARK Corporate Services Department before the stated deadline, late or incomplete proposals may not be considered for award of contract. Instructions for the content, preparation, and submission of proposals are provided herein. A statement of work (SoW) is provided in Annex 1.

1. Purpose

The purpose of this RFP is to request proposals from graphic designers for services between February 2023 and March 2023. Further details are described in the statement of work (SoW) in Annex 1.

2. Description of Entity

ARK is a stabilisation and development company committed to empowering local communities and beneficiaries in conflict, post-conflict, and fragile areas through the provision of evidence-based programmatic interventions, policy recommendations, research, and capacity-building. Working with local communities, it seeks to understand and then mitigate the negative effects of conflict and instability, enhancing social cohesion and resilience whilst promoting human security, development, and economic opportunity. ARK is registered in the United Arab Emirates with branch offices in the Middle East and Europe.

3. Procedures for Submitting Proposals and Awarding Contract

- a. Qualified graphic designers or graphic design firms may submit a proposal by email to procurement@arkgroupdmcc.com.
- b. Proposals will be received until **25 January 2023 18:00 Beirut time**. No proposals will be accepted after the deadline.
- c. Any questions raised regarding this RFP must be in writing and emailed to procurement@arkgroupdmcc.com. The RFP number should be quoted in all correspondence. ARK



reserves the right to reject any and all proposals submitted and to request additional information from all bidders.

- d. The submission must be sent with two attachments. The first attachment is the technical proposal and the second attachment a price proposal. The attachment headings must clearly state the RFP number, the proposal type (technical or price) and the Supplier name.
- e. Example: RFP-ARK-23-ARKLB0140 – Graphic Designer – *Company Name*: Technical
- f. Do not make any reference to cost or pricing in the technical proposal as the technical offer is evaluated on merit.
- g. Failure to follow these procedures may result in proposals being excluded from the evaluation process.
- h. Ensure you send your proposal before the RFP submission deadline stated on page 1. Proposals will not be accepted after the deadline.
- i. Discussions may be held to clarify proposals. If any such discussions are held, bidders will be notified that a best and final offer may be submitted by a revised deadline. The best and final offer provides the opportunity for bidders to revise their proposals based on additional information gathered during discussions. If a best and final offer is not submitted, the previous offer will be considered as final.
- j. Any questions regarding this RFP must be sent by email to: procurement@arkgroupdmcc.com on or before the date stated on page 1. Questions sent after this date may not be answered.
- k. Ensure the RFP number is quoted in all correspondence.

ARK reserves the right to reject any and all proposals and to request additional information if required.

4. Technical Proposal

Your proposal should contain a title page showing the RFP number, the name of the company, registered address, company number, telephone number and the name and title of a contact person.

Provide a written response for each of the following criteria as outlined in section 4 of this RFP. Ensure each response is concise and to the point and no more than one page of A4 paper. Tables, diagrams, and images can be used and further guidance on how to achieve points is provided in the scoring guide.

Maximum score for technical proposal is 70 points.

- a. **Qualifications and skills (20 points).** Provide details of the graphic designer/s who will carry out the tasks described in the SoW, their qualifications including time spent in graphic design, and why you believe they are the most suitable people to provide graphic design services to ARK. Responses that demonstrate the ability to innovate and achieve will score higher.
- b. **Experience in providing graphic design (15 points).** Please describe how long each person has been a graphic designer, their experience in providing graphic design services and a list of previous



clients and the services they were provided. Higher points will be awarded to proposals that match the services sought by ARK or describe and demonstrate how they will be provided.

- c. **References (15 points).** Provide at least three references and a brief description of the work you performed for each of them. Ensure you include their name, organization, email address and a telephone contact number and all details are up to date. ARK will contact your references as part of the selection process and assume permission to do so unless stated otherwise. Your references will not be contacted by ARK or our associates for any other reason.
- d. **Portfolio (20 points).** Provide at least five examples of previous graphic design work. Web links or URLs can be used and are preferable.

5. Price Proposal

The price proposal should clearly state the total cost in USD for all services described in the SoW in Annex 1. To determine the reasonableness of the price quoted, a breakdown of the total cost should be included to illustrate the cost components that make up the total price.

6. Evaluation

Proposals will be evaluated and scored for both technical and price with a combined maximum score of **100**. The ratio of points is **70 for technical and 30 for price**.

Evaluation takes place over two rounds. In the first-round potential graphic designers must meet the mandatory criteria and will be scored on their qualifications, experience, references, and portfolio. All graphic designers who meet the mandatory criteria and the threshold score of 52 points (75%) will proceed to have their price offers evaluated.

Price offers will be scored proportionally from lowest to highest price with the lowest offer being scored highest. The average score from all financial categories will be calculated to provide a total financial score. Following the scoring rounds, the points from both technical and price evaluations are combined to provide a total score. The most advantageous offer will be determined by combining the technical and financial scores and the highest-scoring proposal will be selected for the award of the contract. In the event of a tie, the proposal with the highest-scoring technical offer will be selected.

The evaluation criteria are as follows:

- a. **Mandatory Criteria:** Graphic designers must have the technical skills, capability, and capacity to deliver the services described in the SOW throughout the term of the contract. Graphic designers must also have at least 5 years of graphic design experience and hold an appropriate qualification. Any offers that do not meet these criteria will be eliminated.
- b. **Technical Scoring:** All technical proposals will use the scoring methodology illustrated in the table below.



Scoring Table		
Points	Definition	Interpretation
Very High 8-10	Excellent	Meets and exceeds: Demonstration by Potential Provider with evidence of its ability to deliver a solution over and above Ark's minimum requirement. Response demonstrates factors that will offer potential added value.
High 6-7	Good	Meets: Demonstration by Potential Provider with evidence of its ability to deliver a solution for Ark's requirement.
Medium 4-5	Minor Reservations	Almost meets or minor reservations only: Some minor reservations and/or limited evidence of Potential Provider's ability to deliver a solution for ARK's requirement.
Low 1-3	Serious Reservations / Potentially Non-Compliant	Serious Reservations: Serious reservations and/or lack of evidence of Potential Provider's ability to deliver a solution for ARK's requirement. ARK reserves the right to consider bidders scoring this rating as being non-compliant.
Zero	Unacceptable/ Non-Compliant	Unacceptable: No demonstration and/or no evidence of Potential Provider's ability to deliver a solution for ARK's requirement. ARK reserves the right to consider bidders scoring this rating as being non-compliant.
Points are multiplied or divided according to the highest possible score e.g., when the category has 25-points the scores in the table are multiplied by 2.5.		

c. **Price Scoring:** The maximum number of points for the Price Proposal is 30 and this will be awarded to the lowest price offer for each type of service. Points will be awarded proportionally for all other offers. For example, if supplier A offers the lowest price, they will score 30 points. If supplier B offers the services at twice the price as supplier A, they will receive half the points i.e., 15 points.

7. Award of Contract

On completion of all scoring, the graphic designer or firm with the most advantageous proposal, based on the highest combined scores of the technical and price offers, will be offered the award of contract based on the SoW in annex 1. All entities that submitted a proposal will be notified of their result with a brief description on why they were not selected.



**ANNEX 1
STATEMENT OF WORK
Graphic Designer**

1. Background

ARK is a stabilisation and development company committed to empowering local communities and beneficiaries in conflict, post-conflict, and fragile areas through the provision of evidence-based programmatic interventions, policy recommendations, research, and capacity-building. As part of this commitment, ARK implements a UK funded security assistance programme in Lebanon which requires logos, templated documents, and data visualisations that project a professional image to ARK's clients and other stakeholders.

2. Purpose

ARK will contract a graphic designer to review and improve current designs, and develop and implement new templates, improve the online portal, and create graphics and data visualisations for reports. A detailed list of tasks and fixed rates are provided in section 5.

3. Description of Services Required

The graphic designer will work with the programme staff at their office in Beirut, Lebanon on a close and continuous basis to fully understand the programme's brand and work collaboratively with the project team.

4. Deliverables

1. Branding strategy improvement by building of current strategy for MS PowerPoint, Word, and Excel deliverables.
2. Redesign of current logos and creating new ones where appropriate.
3. MS PowerPoint, Word, and Excel template development.
4. Improving existing donor facing portal.
5. Design for two quantitative reports.
6. Data visualization for two quantitative reports.

5. Milestones and Payment Schedule

Due Date	Milestone	Proportion of contract value
1 February 2023	Improve the design of the existing four logos.	50%
8 February 2023	Design and data visualization for border public perception study (100-page images from pre-existing data)	
15 February 2023	Development and design of templates (1 Word, 1 PowerPoint and 1 Excel)	
27 February 2023	Assessment of improvements to existing donor portal.	25%
10 March 2023	Design and data visualization for flashpoint public perception study	25%



	(100-page images from pre-existing data)	
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6. Requirements and Qualifications

The graphic designer must hold a formal qualification in graphic design and have at least 5 years or more experience of creating design products for a range of different clients.



ANNEX 2

RFP ARK-23-ARKLB0140- [Company Name] - Technical Proposal

DO NOT SEND WITH PRICE OFFER

Title Page

Company name or full name for freelance or sole traders.	
Trading name (if different from registered company name)	
Registered address	
Website address	

RFP CONTACT DETAILS

Contact name and title	
Email	
Phone	

COMPANY REGISTRATION DETAILS

Trading status	Public Limited Company <input type="checkbox"/> Limited Company <input type="checkbox"/> Limited Liability Partnership <input type="checkbox"/> Sole Trader <input type="checkbox"/> Third Sector <input type="checkbox"/> Other. Please specify <input type="checkbox"/>
Registration date	
Registration number	
Trade license number	
VAT number	
Are you a Small, Medium or Micro Enterprise **	YES <input type="checkbox"/> NO <input type="checkbox"/>

** See EU definition of SME https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

Company registration documents may be requested.



Technical Criteria

Qualifications and Skills (20 points). Provide details of the graphic designer/s who will carry out the tasks described in the SoW, their qualifications including time spent in graphic design, and why you believe they are the most suitable people to provide graphic design services to ARK. Responses that demonstrate the ability to innovate and achieve will score higher. **One page maximum.**



Experience in providing graphic design (15 points). Please describe how long each person has been a graphic designer, their experience in providing graphic design services and a list of previous clients and the services they were provided. Higher points will be awarded to proposals that match the services sought by ARK or describe and demonstrate how they will be provided. **One page maximum.**



References (15 points). Provide at least three references and a brief description of the work you performed for them. Ensure you include their name, organization, email address and a telephone contact number and all details are up to date. Ark will contact your references as part of the selection process and assume permission to do so unless stated otherwise. They will not be contacted by ARK or our associates for any other reason.

Reference 1.

Reference 2.

Reference 3.



- e. **Portfolio (20 points).** Provide at least five examples of previous graphic design work. Web links or URLs can be used and are preferable.



ANNEX 3

RFP ARK-23-ARKLB0140- [Company Name] - Financial Proposal

DO NOT SEND WITH TECHNICAL OFFER

Due Date	Milestone	Proportion of contract value	Offer Price
1 February 2023	Improve the design of the existing four logos.	50%	
8 February 2023	Design and data visualization for border public perception study (100-page images from pre-existing data)		
15 February 2023	Development and design of templates (1 Word, 1 PowerPoint and 1 Excel)		
27 February 2023	Assessment of improvements to existing donor portal.	25%	
10 March 2023	Design and data visualization for flashpoint public perception study (100-page images from pre-existing data)	25%	

Comments: