



“PROMOTION OF THE ECONOMIC STATUS OF WOMEN IN SOUTH LEBANON”

OCTOBER 2018

LEBANON FAMILY PLANNING ASSOCIATION FOR DEVELOPMENT AND FAMILY EMPOWERMENT

REQUEST FOR PROPOSAL FOR MARKETING, BRANDING, AND BUSINESS DEVELOPMENT OF FOUR COOPERATIVES IN SOUTH LEBANON

The Lebanon Family Planning Association for Development & Family Empowerment (LFPAD) is implementing a project in Tyre Region- South Lebanon and is working to establish and strengthen the capacity of 4 cooperatives in Abbassieh, Yanouh, Hmayre, and Jennata. The women all have experience in making preserves, drying food vegetables, distilling orange blossoms to make “orange blossoms water” and roses to make “rose water” as well as other food stuff that is traditional in this region. However, this project aims to support each cooperative who will have on board an estimate of 10-18 women in producing specific products.

LFPAD has been aiming to increase the aforementioned cooperative’s capacity so that these institutionalised entities can function more profitably after the end of project, and are able to obtain certifications such as ISO 22000. Members in these cooperatives participated in trainings to help them maintain quality and standardization of their production. Each woman participated in two training courses, one that stressed on ‘Hazard Analysis & Critical Control Points’ (HACCP), which provided the women with knowledge on food safety, hygiene and good manufacturing practices in order for them to produce high quality products that can be marketed in local, regional and international markets. The second training was on marketing and how to start a new business. The participants at the trainings were provided with basic marketing practices, importance of creating a brand, labelling and market assessment

As such, those women obtained the HACCP certification to insure maintenance of high quality of their products which may help promote the sale of their products. LFPAD is aiming to further build the capacity of these institutions by helping them establish their own institutions, or cooperatives, and assist them in business planning, marketing and branding their products in addition to strengthening their food production and safety skills.

Request for quotation

As such, the consultant agency will support the cooperatives in collaboration with LFPAD to implement procedures needed to achieve the 5 pillars of the projects in the four different cooperatives

- I. Cooperative establishment legalities and feasibility studies
- II. Establishing management systems in the cooperatives
- III. Creating food safety and management systems
- IV. Branding of items
- V. Marketing women production

Interested applicants should send technical and financial proposal to address: cchami@lfpa.org.lb

A- Technical Proposal Form

<p>TECHNICAL PROPOSAL FORMAT</p> <p>Promotion of Women Economic Status in South Lebanon</p>

Name of Proposing Organization / Firm:	
Name of Contact Person for this Proposal:	
Address:	
Phone / Fax:	
Email:	

SECTION 1: EXPERTISE OF FIRM/ ORGANISATION																					
<p><i>This section should fully explain the Proposer's resources in terms of personnel and facilities necessary for the performance of this requirement. All contents of this section may be modified or expanded depending on the evaluation criteria stated in the RFP.</i></p> <p>1.1 Brief Description of Proposer as an Entity: Provide a brief description of the organization / firm submitting the proposal, its legal mandates/authorized business activities, the year and country of incorporation, types of activities undertaken, and approximate annual budget, etc. Include reference to reputation, or any history of litigation and arbitration in which the organisation / firm has been involved that could adversely affect or impact the performance of services, indicating the status/result of such litigation/arbitration.</p> <p>1.2. Financial Capacity: Provide the latest Audited Financial Statement (Income Statement and Balance Sheet) duly certified by a Public Accountant, and with authentication of receiving by the Government's Internal Revenue Authority. Include any indication of credit rating, industry rating, etc.</p> <p>1.3. Track Record and Experiences: Provide the following information regarding corporate experience within the last five (3) years which are related or relevant to those required for this Contract.</p>																					
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 12.5%;">Name of project</th> <th style="width: 12.5%;">Client</th> <th style="width: 12.5%;">Contract Value</th> <th style="width: 12.5%;">Period of activity</th> <th style="width: 12.5%;">Types of activities undertaken</th> <th style="width: 12.5%;">Status or Date Completed</th> <th style="width: 12.5%;">References Contact Details (Name, Phone, Email)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Name of project	Client	Contract Value	Period of activity	Types of activities undertaken	Status or Date Completed	References Contact Details (Name, Phone, Email)														
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SECTION 2 - APPROACH AND IMPLEMENTATION PLAN

This section should demonstrate the Proposer’s responsiveness to the project by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; and demonstrating how the proposed methodology meets or exceeds the requirements.

2.1 Implementation Timelines: The Proposer shall submit a Gantt Chart or Project Schedule indicating the detailed sequence of activities that will be undertaken and their corresponding timing.

2.2. Subcontracting: Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of each entity and how everyone will function as a team.

2.3. Risks / Mitigation Measures: Please describe the potential risks for the implementation of this project that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks.

2.4. Partnerships: Explain any partnerships with local, international or other organizations that are planned for the implementation of the project. Special attention should be given to providing a clear picture of the role of each entity and how everyone will function as a team. Letters of commitment from partners and an indication of whether some or all have successfully worked together on other previous projects is encouraged.

2.5. Statement of Full Disclosure: This is intended to disclose any potential conflict in accordance with the definition of “conflict” under Section 4 of this document, if any.

2.6 Other: Any other comments or information regarding the project approach and methodology that will be adopted.

SECTION 2: PERSONNEL

3.1 Management Structure: Describe the overall management approach toward planning and implementing this activity. Include an organization chart for the management of the project describing the relationship of key positions and designations.

3.2 Staff Time Allocation: Provide a spreadsheet will be included to show the activities of each staff member and the time allocated for his/her involvement.

3.3 Qualifications of Key Personnel. Provide the CVs for key personnel (Team Leader, Managerial and general staff) that will be provided to support the implementation of this project. CVs should demonstrate qualifications in areas relevant to the Scope of Services. Please use the format below:

Name:		
Position for this Contract:		
Nationality:		
Contact information:		
Countries of Work Experience:		
Language Skills:		
Educational and other Qualifications:		
Summary of Experience: <i>Highlight experience in the region and on similar projects.</i>		
Relevant Experience (From most recent):		
Period: From – To	Name of activity/ Project/ funding organisation, if applicable:	Job Title and Activities undertaken/Description of actual role performed:
<i>e.g.</i>		
<i>Etc.</i>		
<i>Etc.</i>		
Declaration:		
<p>I confirm my intention to serve in the stated position and present availability to serve for the term of the proposed contract. I also understand that any wilful misstatement described above may lead to my disqualification, before or during my engagement.</p>		
<p>_____</p>		
Signature of the Nominated Team Leader/Member		Date Signed

B- Financial Proposal Form

The Proposer is required to prepare the Financial Proposal with detailed cost breakdown. Provide separate figures for each functional grouping or category.

Any estimates for cost-reimbursable items, such as travel and out-of-pocket expenses, should be listed separately.

In case of an equipment component to the service provider, the Price Schedule should include figures for both purchase and lease/rent options.

The consultant can re-arrange items according to his expert point of view

A. Cost Breakdown per Deliverables*

Item/s to be Supplied ¹	Quantity	Description/Specifications of Goods	Related Services	Cost
Preparing the financial feasibility template of cooperatives	3 cooperatives	Review and assist in writing the feasibility studies	Cooperatives will be established in Yanouh, Hmayre, and Jennata	
		Follow up on submission		
Provide engineering review for the cooperatives to be re-innovated	4 cooperatives	Provide expert opinion on the standards needed to achieve ISO certification	The 3 cooperatives + Joud Al Ard Cooperative in Abbasiyeh	
		Follow-up with the engineers and workers		

¹ Clustering items by lots, if any, is recommended, especially if partial bids will be allowed.

Training the cooperative members	4 cooperatives	Provide 3 training courses on introduction to cooperative management		
Reviewing of the cooperatives meeting minutes	4 cooperatives	Review of the meeting minutes in the first and trimester meeting and provide feedback for improving it		
Dividing the organizational chart and job description by position for cooperatives	4	A Manual will be developed for each cooperative		
Coaching for each of the key roles of the cooperatives		Training will be provided for HR and other personnel in the cooperatives		
Developing processes and policies in the cooperatives and train members on using them to achieve ISO 9001	4	Develop an accounting manual that can help the cooperatives in process and forms		
	4	Train the cooperative members in cooperative financial management		
Tracking and Helping in choosing, approving and evaluating raw material stock control	4	Processes and forms will be developed for each of the 4 cooperatives		
	4	Coaching and follow-up for procurement committees will be provided		
Training women in chocolate making for Jennata cooperative (this item may be subject to change)	1	Provide a training course on chocolate production and packaging for Jennata cooperative	Provide training material for members and documentation for the preparation process	

Training Yanouh Coop on pomegranate molasses and olives with herbs production	1 training course per product		Provide training material for members documentation for the preparation process	
Training Hmayre on 4 different products	1 training course per product	Provide a training course on production and processing of olives, shatta, makdous, kshek	Provide training material for members documentation for the preparation process	
Thyme production review for Abbasieh	1 cooperative	Assess the quality and taste and recommend changes	Assessment report	
Training on Frozen food production and packaging for Joud Al Ard	1 cooperative		Provide training material for members documentation for the preparation process	
Evaluating and Couch on GMP and GHP requirement including preparation site design layout and implementation requirements	4 cooperatives	Provide evaluation plan and coach on GMP/GHP	Training material and evaluation plan	

Implementing a FSMS in the cooperatives	4 cooperatives	HACAAP Development, policies and procedures development and coaching on HACCAP	Training material and documentation of policies, procedures, and HACCAP	
Providing training course on ISO 22000 and liaise with external parties to start the certification processes	4 cooperatives		Training material and evaluation plan	
Developing a brand name and logo for an estimate of 10 products produces by 4 different cooperatives	1 brand name	Implement a brand name branding workshop, packaging development, and material selection for each product	One brand logo, brand name, and packaging documents	
Logo design for 3 cooperatives	3	-	3 logos	
Story creation and brand positioning				
Provide marketing assessment and study the marketing mix (4 Ps)	1 study	Document the success stories of other cooperatives and the analysis of the product place price and possible promotion strategies	Marketing document	
Connecting the cooperatives to a minimum of 3 distributors		Sign an agreement document with a minimum of 3 outlets or distributors to display and sell women's products from the 4 cooperatives	Agreement document	
Testimonial and Video Production (5 min)	1	Document the success before and after the project	video	

EVALUATION AND SCORING CRITERIA

The evaluation will be based on the Combined Analysis/ Least Cost Methodology Scoring Sheet format, with 70:30 weightage (technical: financial). The technical and financial evaluation will be organized based on the available information in the submitted proposals / documents.

Experience (40 %)

	Items	Critical Weightage
1.1	Years of working experience in the 5 pillars of the project (Scoring criteria: Candidates which have the most years of experience will be scored more)	20
1.2	General experience in Agri-business and cooperative management	10
1.3	Prior experience with UN Women - FGE	5
1.4	Specific experience in Training and Coaching on agro-food production and packaging	5

Technical Capability (30%)

2.1	Education/ professional certifications	5
2.2	Quality of proposal, methodology (soundness in meeting the requirements, understandability of the context, timeline)	10
2.3	Familiarity and understanding of the context of rural women in South Lebanon	10
2.4	Availability for 10 month post signing the contract	5