



Request for Quotation (RFQ)

RFQ Number: LED RFQ- 243

Issuance Date: May 25, 2021

Deadline for Offers: June 7, 2021

Description: Go to Market

For: LED-Lebanon

Funded By: United States Agency for International Development (USAID),
Contract No. AID-268-17-C-00001-00

Implemented By: Chemonics Beirut S.A.R.L

Point of Contact: Roger Karam

***** ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *****

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <http://www.chemonics.com/OurStory/OurMissionAndValues/Standards-of-Business-Conduct/Pages/default.aspx>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value, or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact Douglas Griffith, dgriffith@chemonics.com with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics' Washington office through the contact information listed on the website found at the hyperlink above.

Section 1: Instructions to Offerors

1. **Introduction:** Chemonics, through Chemonics Beirut S.A.R.L., acting on behalf of the U.S. Agency for International Development (USAID) and the Lebanon Enterprise Development (LED) Project, under contract number AID-268-C-17-00001, is soliciting proposals from **local Lebanese firms** that can support our clients on the below scope of work.

Offerors are responsible for ensuring that their offers are received by Chemonics in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

Offerors should take note that this RFQ does not obligate Chemonics to execute a subcontract nor does it commit Chemonics to pay for any costs incurred in the preparation and submission of any proposals for this solicitation. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

2. **Offer Deadline and Protocol:** Offerors shall submit their proposals electronically in accordance with the instructions below:
 - **Technical and financial** offers must be received no later than **4 pm** local Beirut time on **June 7, 2021** by email to LEDprocurement@lebanon-edp.com
 - Technical offer ONLY shall be submitted to the client. It is the responsibility of the offeror to share contact information of the client and send the technical offer before the above-mentioned deadline.

Please reference the RFQ number **243** in any response to this RFQ. Offers received after the specified time and date will be considered late and will be considered only at the discretion of Chemonics.

3. **Questions:** Questions regarding the technical should be asked to the client directly during site visit & questions regarding administrative requirements of this RFQ may be submitted no later than **4 pm** local Beirut time on **June 3, 2021** by email to LEDprocurement@lebanon-edp.com Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that Chemonics believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding. Only the written answers issued by Chemonics will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Chemonics or any other entity should not be considered as an official response to any questions regarding this RFQ.
4. **Scope of Work:** Section 3 contains the scope of work of the required service.
5. **Quotations:** Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis, including delivery and all other costs. **Pricing must be presented in USD** and offers must remain valid for not less than thirty (30) calendar days after the offer deadline. Offerors are requested to provide quotations on their official quotation format or letterhead;

In addition, offerors responding to this RFQ are requested to submit the following:

- Organizations responding to this RFQ are requested to submit a copy of their official registration or business license.
- Individuals responding to this RFQ are requested to submit a copy of their identification card along with MOF registration if applicable.

6. **Taxes and VAT:** The agreement under which this procurement is financed is not exempt from the payment of taxes, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, offerors must include taxes, charges, tariffs, duties and levies in accordance with the laws of the Cooperating Country.
Chemonics Beirut SARL is VAT exempted all invoices issued by your company will be stamped and signed with a special stamp filled in detail as mentioned in the agreement with the ministry of finance.
7. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Chemonics will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.
8. **Evaluation Criteria:** The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below
 1. *Cost: 30 Points*
 2. *Offeror's qualification, expertise & past experience: 20 Points*
 3. *Scope of Work: 25 Points*
 4. *Site Visit & Client feedback: 20 Points*
 5. *Timeline & Days of Intervention: 5 Points*

Follow-up discussions may be conducted with several Consultant(s) to resolve any questions, finalize the scope of work and agreement on final not-to-exceed costs as a means to recommend final selection to Chemonics.

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Chemonics reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, Chemonics reserves the right to conduct any of the following:

- Chemonics may conduct negotiations with and/or request clarifications from any offeror prior to award.
- While preference will be given to offerors who can address the full technical requirements of this RFQ, Chemonics may issue a partial award or split the award among various suppliers, if in the best interest of the Lebanon LED Project.
- Chemonics may cancel this RFQ at any time.

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the Lebanon-LED Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

9. **Terms and Conditions:** This is a Request for Proposal only. Issuance of this RFQ does not in any way obligate Chemonics, the LED Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Chemonics' standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request.

Section 2: Offer Checklist

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- SOW
- Timeline & Days of intervention (Duration **AND** Man-days)
- Cost in USD
- Qualification, expertise & past experience: please include:
 - CVs for the consultants that will work on the project
 - Company Profile
 - List of clients having similar intervention
- Company Registration papers

Section 3: Scope of Work

A- Description of the Client

Spearhead Marketing & Communications SAL Dekweneh, civil defense street, hajj bldg., 7th floor

Spearhead agency was created eight years ago. While many businesses were shifting to focus on their core expertise and outsource all other not directly related functions, the Spearhead's owners decided to build up a team that would be the extension or a part of their client's team, becoming their marketing department or an extension of it. The company's success is built on putting themselves in their client's shoes, providing them with the solutions the company needs to excel, going deep into details in every aspect of the business until they understand it inside out. They delve into the operating model, the target markets, the industry, the competitors, the clients, the success stories and those which ended in disappointment. The goal from the exercise they do is to know everything since every aspect of the brand impacts the viability and success of the business. The full solution is a three steps model:

- 1- Brand building which consists of:
 - Brand strategy
 - Brand identity
 - Marketing strategy
- 2- Brand expression which consists of:
 - Visual communications
 - Website
- 3- Digital marketing which consists of:
 - Digital marketing
 - Optimization and review

The services offered to the clients can start from strategy, to branding design, web development, digital advertising, social media management and consultancy, to build the perfect winning brand experience.

Throughout these eight years, the agency was able to establish a rich network of clients all over the Lebanese territory and from different industries.

While their business in Lebanon is surviving the current situation and the global pandemic, the agency is now looking to export its services and grow their business, which they know is well needed in different markets and will be a major source of foreign income for their business sustainability and growth. Thus, their vision is now updated and redefined, including establishing solid presence in outside markets, starting by KSA, Qatar, Egypt, UK & France.

Many businesses from export markets already approached Spearhead agency.

Companies from different sectors are potentially a client in such business. Competitiveness nowadays relies on a successful branding strategy in all sectors without exceptions, allowing the businesses to differentiate themselves in their markets and giving full visibility of their products/services to their clients.

Therefore, there is not any limitation on the agency's clients. Spearhead can offer them a full or partial solution to create or enhance the client's branding strategy: from brand strategy and brand uplift to designs for campaigns, website design and videos up to retaining existing clients through a monthly or yearly fee.

The clients also expect that by reaching out to the markets in KSA, Qatar, Egypt, UK & France, they will also introduce the Lebanese Market to those foreign businesses, with a possibility for them in investing in the Lebanese market, now that, the investment cost would be much less than earlier and thus create job opportunities for the Lebanese people.

The agency is aware of the markets needs as well as the advantages for foreign companies to recruit such services from Lebanese companies. The agency is also confident in their expertise and is relying on the experience and high reputation they built over the years in almost all industries in the Lebanese market. However, they need support to define clearly their "Go to Market" scheme to expand their business in the above-mentioned countries in a clear and planned way. While the chosen countries to start with were defined based on the advantages the agency has there, from language to Lebanese reputation, settling in these markets needs to be done through an outlined plan of action that will strongly support their export expansion vision.

LED will cost share with this company to hire the appropriate highly skilled expert company with extensive market establishment experience that will be able to develop for them the appropriate methodology for an efficient approach to the targeted markets. They need to identify sector and develop the action plan to successfully grow their presence in these sectors and secure deals.

Atelier Beautanique SARL Street Al Abadyet, Section 9, facing Bible society, Ground floor, Bauchrieh, Metn, Mount Lebanon

Atelier Beautanique is a natural/organic skincare and body care startup operating from Beirut. The business concept was developed in 2020 and production started during December 2020. The company owners come from scientific backgrounds: computer engineering, with a vast experience in tech startups and corporate business and from industrial manufacturing and wide experience in managing manufacturing plants. The team consists of green chemists with a mission to preserve the planet all the while crafting products that speak the language of the body and the soul. The business is focused on formulating natural products with the highest quality possible with the aim of leveraging Lebanese manufacturing ecosystem and to raise awareness on the usage of green and environmentally friendly products in Lebanese market. The products are vegan, cruelty-free, all-natural, free of any chemicals, and formulated in respect to top natural certification's standards. The current products list consists of the following:

- Sôp Brand: o Natural Liquid Hand Soap 300mL & 500mL (in 6 scents) o Fleur de Sel – Body Scrub 250g (in 4 scents)
- Heel Brand: o Essential oils (Lavender – Rosemary – Cinnamon – Bergamot – Rose) o Vegetable Carrier Oils (Sweet Almond – Sesame – Jojoba – Argan – Avocado – Castor) o Cuticle and Nails Oil o Hair Serum/Oil (CGM – Frizzy Hair – Hair growth).

Despite Covid-19 and the financial/economic crisis, the business is doing great and growing fast. Lebanese people do need to take care of their skin and physical appearance; while they were used to buy high end international brands that now are not affordable to the majority, they found in Atelier Beautanique the solution to their problem and shifted to this new brand offering premium quality.

The next step now is to expand their presence and enter international markets, now that the brand acquired a high reputation and requests are being received from abroad. This next step would be the company's strong arm by exporting to outside the country and being able to sustain and grow the brand locally keeping the affordable prices.

To expand the brand's business, the company divided the buyers into direct consumers and indirect sector:

Direct consumers are those that are directly placing their orders via the company's e-commerce platform, their Instagram page and through the walk-in into their workshop.

Indirect sectors refer to: physical shops (such as Wake Continental, Live Organic, Scentele, Convivio, Dalia Aziz Institute of Beauty, Passion Beauty Treatment Center...) and online platforms (such as Sohati Care, Mint Basil Market, Hicart, Kwikby, Sawa Express, Kiosk.io, Made in Lebanon, Top 20 Stores, Matcha & Mascara...) and other facilities where direct consumers will also be able to buy.

Nowadays, many platforms are reaching out to the company asking them to display their products. To launch the export business, the firm conducted a market study in different countries. The study results confirmed the need of their products in these markets and requests started to arise. The plan is now to put in place the roadmap for the export business and launch it as soon as possible.

Some of the already established connections in the export market are in the Gulf, North America, Canada, Dominican Republic & Europe.

Other contacts are under talks and promising results are awaited

The company is registering a month-to-month growth that is very promising. Distributing their products in Lebanon is now a regular task and orders are increasing on a weekly basis.

The company is aware of the market need for such products, and that the need is growing nowadays. They have performed studies, markets' assessment but they need a professional consultant to assist them in putting in place the go-to-market strategy for the export business: Distribution, local channeling, beauty spas... The consultant should also assist them for the certification bodies. Their main target is to have strong and solid entry to the export markets via big distributors, fully prepared, so the expert will be requested to have the necessary know how in addition to having the knowledge of the relevant certification bodies.

LED will cost share with this company to hire a consultancy firm that will guide the company in developing their expansion plan internationally. The consultant will review the company's operation, the studies and steps done so far and will assist them to put in place the "Go to Market" strategy,

identifying opportunities, challenges, legal aspects, marketing elements, certification bodies... and recommending/implementing action plans suitable for the firm's vision.

Haber printing SARL Zouk Mikael- Sannine street- facing Saadeh food- Kerbage Bldg, GF

Haber Printing was founded in 1994 by Bechara I. Haber, operating with humble equipment in an artisanal setup. Through its 25 years of operation in Zouk Mikael, Haber Printing evolved with one goal in mind: becoming a state-of-the-art printing business.

With the ascension of Wissam Haber to the leadership as the head of Haber Printing, the vision rapidly became a reality as the company thrived and currently offers superior quality across all its product range, a rich variety in its printing and packaging solutions and a top-notch customer service. Haber Printing currently operates with a positive and green workplace philosophy while serving a rich mix of clients both locally and regionally within the MENA. Their daily search for excellence is achieved through maintaining a clean working environment, operating following strict procedures, paying close attention to details, offering premium customer service, and providing outstanding delivery or shipping services.

Haber Printing's target is to maintain the highest quality across all expert services while steadily seeking growth through a structured vision. Highly dedicated to the customers satisfaction as they prioritize meeting deadlines with the needed specifications and ultimately the best product with an exceptionally rapid turnaround time and minimum error margin. Awarded with Heidelberg's™ "The First for the Best" title as a successful business partner, Haber Printing's search for excellence never ceases with the usage of the latest technological innovations both on the operational and technical levels.

Haber Printing is one of the first printing companies to adopt an eco-friendly approach in its operations, usage of recycled paper when possible, special inks and paper recycling initiative with "Terre Liban" constitute an essential base for a whole philosophy in perpetual development. Throughout the years, Haber Printing highly invested in sophisticated machineries and the factory is ready to serve big markets. The next plan is to go international and start the export.

The company decided to expand internationally and will start by the penetration of the Egyptian market. The decision came when many of Haber Printing clients moved to Egypt and tried to print there but they found that the quality of printing is very low and cannot satisfy their standard requirements.

After a market study Haber Printing believed that they have a huge potential to work there and to position themselves as leaders in the high-end printing, the advantage is the accessibility of the market with a short time shipment of 5 days knowing that Haber Printing decision is to keep the factory in Lebanon.

Haber Printing will start to target the Lebanese companies that recently moved to Egypt then they will be entering the market by targeting other international companies seeking for high end printing products.

Haber Printing is offering a wide range of products in the paper and board printing industry, commercial printing, packaging, and books bindings. The main items are books, magazines, packages, stationeries, calendars, cards, wedding cards, menus, placemats, NCR paper, numbering and perforations, boxes...

The target is not the commercial printing but the high-end printing, so Haber Printing believes that their target clients are international companies and 5 stars hotels and restaurants.

Through the years, Haber Printing highly invested in know-how and high-end equipment, but they focused only on the Lebanese market and the exports remained very modest. With the current crisis in Lebanon and having a manufacturing system designed to serve a bigger market, the company is currently using only 40% of its production capacity so the priority today is to enter new markets otherwise they will be witnessing a very low return on investment.

The CEO thinks that the management and the team are not ready to go internationally due to many challenges very specific to this sector such as cultural differences, international compliance regulatory, slower pace, local competition, marketing, etc. To be in winning situation he believes that Haber Printing must have the right infrastructure and to do all the due diligence before any action to secure a safe entry.

LED will cost-share with the company to hire a marketing consultancy firm to help the company in developing a strategic Go-to Market plan that includes a market entry strategy, competitor's analysis, marketing strategy & media planning, a targeted level of sales, pricing strategy, needed policies and export procedures. The consultancy will aim to help Haber Printing to expand successfully on a clear and solid grounds in the Egyptian market.

Kidea SAL Mazraat yachouh, Kidea Building.

Kidea has been in the business of kids and baby wear since 2003 which made it the largest Lebanese wholesale supplier of children's clothing. A variety of children wear baby clothing and accessories which caters for kids, tweens and teens' wears from 0 to 16 years.

Kidea is committed to providing the best quality, service, and value in the market with unique standings in the design. Manufacturing and supply industries are at the core of their success; thus, they became Lebanon's best wholesaler of 100% locally-made cotton kids clothing.

With their large experience in the business, they know exactly the products that customers need, which include clothing for newborn and toddlers, onesies or accessories, slippers and pajamas, bed pads, jumpsuits, and gifts set.

Kidea products are distributed to different cotton malls and small layette shops in Lebanon, but due to tough competition by the international brands very well implemented in the market with excellent products and marketing strategies, Kidea found difficulties to expand their market share.

With the current crisis and closure of many international shops, Lebanese women started to search for local manufacturer of kid's layette and clothes. The owners found themselves in front of two options, whether to close the business or to invest in it by creating experiential shopping to attract

the hyperconnected consumers who disregard the conventions of traditional retail in old fashioned shops.

As Lebanese entrepreneurs, they decided to keep the business in their country and expand it to cover the retail industry. The decision was done based on a feasibility study, which proved that they could guarantee a breakeven point in two years and create new job opportunities for Lebanese citizens while preparing the brand for international expansion.

Kidea's presence in the Lebanese market is still very limited, and the brand is not well known among end consumers; however, with the big names leaving the market or reducing their presence, the owners see a huge opportunity for their brand to grow locally and fill a significant gap. They are aiming to build a retail concept shops, always by maintaining the highest quality-price ratio coherently with a large collection and targeting the medium customer segment.

The plan is to start with two new shops in prime locations and extend the presence gradually to cover all the Lebanese market. Kidea will be selling a range a variety of children wear, baby clothing and accessories directly to the end consumer.

The company is reaching the customers through old-fashioned small layette shops and malls and a basic website newly launched. The brand image is highly relying on those small shops while the distribution channel has an important role in promotion and marketing especially in the clothing sector and operating within the retail environment requires an in-depth understanding of consumer behaviors and operational discipline combined with aggressive internal and external marketing policies. Retailers today need to anticipate consumer demands, develop the optimal pricing strategy, and out-market both direct and indirect competition to influence each buying decision.

LED will cost share with the client to hire a consultancy firm to help the company to adjust and adapt their concept and develop their go to market plan. The consultant will be providing tactical guidance on concept development, expansion and roll out plan, strengthening of brand positioning, creating an effective customer experience pre and post sales, implementing a clear pricing strategy and enhancing the online channels in alignment with the branding and marketing strategy.

Site Visit

Site visit or conference call with the client for this requirement is mandatory. If you submit a tender without having attended the site visit or making a conference call, your bid may be deemed non-compliant and will not be considered.

To arrange a visit or conference call, please coordinate with our business advisor for each client before the deadline. Depending on the situation, each client has the right to take conference calls instead of site visit.

	Business Advisor	Tel
Spearhead Marketing & Communications SAL	Pamela Renno	+961 70 516 728
Atelier Beautanique SARL	Pamela Renno	+961 70 516 728

Haber printing SARL	Nidale Khalil	+961 70 516 782
Kidea SAL	Nidale Khalil	+961 70 516 782

Each consultant should submit a proposal that include a detailed SOW accompanied with price for each technical assistant. Please note that each consultancy firm has the right to choose to submit their proposal for one and/or more companies combined.

N.B: Before awarding the contract for the winning vendor please be reminded that the SOW hence deliverables will be divided between LED and the client firm. The consultancy firm will sign two separate contracts for the SOW:

1. A contract to be signed with LED that represents most of the technical assistance deliverables and;
2. A contract to be signed with the client firm to represent the deliverables for the client cost share part.

Section 4: Offer Cover Letter

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:

To: LED Project
Fattal- Dolphin Building, 7th Floor
Daoud Ammoun Str., Horsh Tabet, Sin El Fil
Beirut, Lebanon

Reference: RFQ No. 243

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any Chemonics or LED project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to Chemonics’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone and Website: _____

Company Registration or Taxpayer ID Number: _____

Company DUNS Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____