

Request for Quotation (RFQ)

RFQ Number: LED RFQ- 263

Issuance Date: Jun 28, 2021

Deadline for Offers: July 8, 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 **July 8, 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 **263** 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 **July 6, 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 Level-of-effort (Number of working days) term contract, 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.

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 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*

In case you have already an established daily rate with LED, this rate shall be fixed for a at least six month.

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

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.

Kiss The Spoon: Beirut, Msaitbe, Tallet El Khayyat, Television Street, Al Waha Bldg., 7th floor

Tania Koujou, a young Lebanese lady, with expertise in marketing, discovered that she suffers from Irritable Bowel Syndrome (IBS), the main cause of several digestion issues she faces. She decided to cook her own food, so she would not fear to eat it and try to enjoy it. As per Tania's words: "Food turned into a pleasure to kiss!" The IBS journey turned into a blog that became a core movement and a central part of who she was. She started taking classes and achieving a professional level on this industry. Later on, she quit her advertising job by the end of 2018 and started "Kiss The Spoon - KTS", in July 2019 and kept growing despite all the growing tough obstacles in Lebanon.

Today KTS consists of a large community, relying on KTS products to enjoy food and feel better, appreciating the handmade and homy feel of it. The recipes are created balancing a sweet spot between pleasure and nourishment, while keeping the ingredients simple, accessible, nourishing, and delicious. Production is now taking place at a residential kitchen specialized for KTS, the employees there feel it is their home and enjoy cooking. Around half of the ingredients are locally purchased, such as the eggs from local farmers, the fruits as well, the honey from Baalback, the grape molasses from Chouf, the fig from Saida, the date syrup from Eshmoon, etc. The other half is imported as it does not exist locally.

KTS is now specialized in treats and breakfasts. The products can be found in supermarkets such as: Urban, Marqet, New Earth, Back Burner café, Meat the Fish. They are also available at Mintbasil (online shop), and through Toters and Zomato.

However, the owner is very ambitious, she established her mission and vision, as well as her long-term achievement plan. Today she is entering new markets, to help sustain her business in Lebanon and grow it. In addition to the export plan, KTS is looking to develop its product range, to cover people suffering from diabetes, or other issues as well as any person without specific health issues.

During July 2021, KTS will launch an online platform to enable her clients purchasing directly, while also creating a loyalty program to support the client retention plan.

Having a big kitchen in Beirut furnished and equipped based on the international norms, as a big headquarter to serve the expanded operation, is next on her investment plan, to be ready in 2022, with Lebanese workers to serve the clients.

Tania's clients are segmented in Business to Business (B2B) and Business to Consumer (B2C). B2C are the community that is constantly growing in Lebanon, those might be buying directly from KTS or through the shops. Almost every month, one hundred new person purchases KTS products and around another one hundred purchase regularly for a period not less than four to six months. On the other hand, her B2B is starting. An NDA was signed with a large company in Dubai. The scope of work is already divided and launching will take place during summer 2021. The expansion plan is to move to another step as soon as the launching is done. KTS is also targeting hotels, spas and other similar institutions where the products would be served. Several talks are taking place.

Today, most buyers are those who suffer from issues such as the IBS, but want to eat enjoyable food. However, due to the taste and quality of the food, its authenticity and the spirit spread around it, the community of KTS grew and number of people not suffering from any issues but buying these products is increasing. The product range development will include such categories of people and others.

Regular buyers often include KTS bowls as a ritual in their breakfast, placing repeat orders for their weekly meals. Others also place repetitive order for KTS snacks. All the clients are constantly asking KTS to expand the product menu including different type of salads so to include the lunch as well in their weekly meal orders.

In addition to that, a big client in Dubai is signing the first export deal. KTS will be in charge of the recipes, the training manuals and the marketing plan.

The owner of KTS, an expert in the marketing field and in the food creation, has established a stable presence in Lebanon, growing day to day. However, she needs to gather her authentic and "artisanal" feel she puts in her food and the remaining categories of buyers she did not target yet, thus a product development plan is needed. On the other hand, the owner is also receiving excellent feedback from export markets after tasting her food and accordingly she added the export market to her vision and started by Dubai where the deal is almost at its end. A more detailed plan should be placed to support the export growth. Thus a "Go-to-market" strategy detailed on all levels from the kitchen layout to the menu and product development, categorizing the clients and sectors she will

target on the local and international level, with a clear milestone and plan to abide by is highly needed, covering the branding plan, the financials estimate needed, the cost calculation frames and all related variables so to proceed forward achieving the targeted vision.

LED will cost share with this company to hire a consultancy firm that will guide the company in developing their local and international expansion plan. The owner will share with the consultancy firm the company's operation plan, the demand they are receiving, their developed channels and all the studies done so far for him to be able to come up with a "Go-to-market" strategy, identifying opportunities, challenges, legal aspects, marketing elements... and recommending action plans suitable for the firm's vision.

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. **each client has the right to stop meeting consultants/ consultancy firms at his disclosure.**

Client	Business Advisor	Tel
Haber Printing	Nivine Chaaban	+961 70 516 132
Kiss The Spoon	Pamela Renno	+961 70 516 728

Scope of Work:

Each consultancy firm should submit a proposal that include a detailed SOW accompanied with price for each technical assistant.

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 consultant 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. 263

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/Consultant Name: _____

Company/ Consultant Address: _____

Company/ Consultant Telephone and Website: _____

Company/ Consultant Registration or Taxpayer ID Number: _____

Company DUNS Number: _____

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

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