

Request for Quotation (RFQ)

RFQ Number: LED RFQ- 321

Issuance Date: January 28, 2022

Deadline for Offers: February 9, 2022

Description: RFQ 321- Go to Market, Branding & Website

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 **February 9, 2022** 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 **321** 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 **February 7, 2022** 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*

N.B: the TA timeline must not exceed end of June 2022

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

Hotelbrain Lebanon SARL Anis Nsouli Street, Baugi Building Verdun, Beirut

HotelBrain Lebanon is a hospitality management, consulting, and property management company, established in 2012. The company is an expert in the field of hospitality management, consulting, and property management. Hotelbrain has been offering hotel management services in Lebanon since 2012 and then expanded into Airbnb management. In the past few years, the company added a new service which is “Wellness Travelling”, which includes a self-development journey where inhouse healers, life coaches, development experts and trainers will work on the improvement of the spiritual, mental and physical well-being on the participants.

Hotel Brain Lebanon sarl is a completely independent company, it bears only the name of a Greek company <https://hotelbraingroup.com/> with which the owners have had in the past some cooperation at a technical level only. This was minimized starting 2016. No common shares exist between the companies, only occasionally do they coordinate on some projects.

Hotelbrain is combining its hospitality experience with its wellness expertise to create the perfect vacation package for its clients, so the company recruited some of the best therapists, coaches, and career experts to create an online academy offering courses and advice on navigating the changes of the current situation. It also created a market department that offers wellness products to its clients originated from Lebanon to the world.

R-Evolution is a project that Hotelbrain has dedicated a lot of time to since the company believes that it is the focus of the future. COVID-19 has changed the way people look into life and travel, so the company made sure it caught up with the changes. Hotelbrain's focus was on the Lebanese market, but due to current events, Hotelbrain will be target clients from all over the world, thanks to the new kind of travellers “The Healing Traverlers” whose numbers are increasing. This type of traveller is focusing on self-development whether it is physical, mental, or spiritual. The company is putting all its expertise to create the best retreats at the best destination since the company aims to create a community of people focused on their journey of fulfilment.

HotelBrain is targeting B2B and B2C clients in Lebanon and the Middle East to embark on an inner and outer journey, people who tend to focus more and more on finding their true self, and those who are focused on their wellbeing. HotelBrain is working to create the perfect vacation for them. The company is negotiating with local hotels and clubs.

In addition to this, the company is also negotiating internationally with several hotels.

HotelBrain will be working with the buyers to handle their management as well as their human resources in addition to training and launching their property. And with individual clients that have handed to HotelBrain their properties for full management. In addition to this, the company organizes retreats locally in abroad (mainly in Greece) for healing travelers.

HotelBrain is working diligently on improving and perfecting its services to penetrate new markets and attract new travelers sharing the same vision. For the company to be able to achieve this target it lacks a website and international business development assistance.

LED with cost-share with HotelBrain to hire a consultancy firm that can develop a website for the company and to provide international business development assistance. The firm will handle the development of the company website. The website will be oriented to B2B and B2C clients and will include three languages and a payment gateway. The consultancy firm will assist the company to develop its international reach, by providing skills and know-how on how to attract international clients, close deals, and improve the business.

KMR SAL (part of Richa Group)

Jal el Dib- Mallah center- 3rd floor

The family's entrance into the retail arena came in 1965 when Richa for General Trading was established. After around 50 years of great success, Richa Group was founded to manage the growing business of Richa for General Trading, Noujoum S.A.R.L, The Media Forum S.A.R.L, and all their other subsidiaries in Lebanon.

Richa Group is one of Lebanon's leading retailers that operate multiple retail formats in the Lebanese consumer market. Headquartered in Lebanon (Beirut and Bekaa). The Group's principal activities are to import, export, market and distribute food and non-food products, including preserved products, frozen food, canned vegetables, canned fish and canned fruits, Alcoholic drinks, dairy substitute products, edible oils, dried fruit, vinegar, sauces, cornflour, rice, pasta and noodles, ketchup, mayonnaise, breakfast cereals.

When the financial crisis started in Lebanon, the owners found an opportunity in producing local high-end mozzarella that will substitute the imported mozzarella at much more competitive pricing and will have a social impact by helping local farmers to sell their milk production. The factory will need almost 4 tons of milk a day initially and it will grow with the increase in production and market share.

The factory is now ready to operate under KMR SAL, a newly established company, whose main activity will be the production of mozzarella cheese and processed cheeses. The activity of the company will be purely industrial it will be employing a minimum of 20 people from which 5 skilled white-collar employees and the rest factory workers. The company will be creating job opportunities in a very depressed region and will employ Lebanese people that are both educated and in need of employment.

The company itself is a startup however the Deputy General Manager has extensive knowledge of the mozzarella industry and has been working with this product for almost 12 years.

KMR SAL will be focusing on the local market before going international. As per their presence and success in the Lebanese market for decades, the owners believe that despite the tough financial crisis that the country is witnessing, the potential is high, and the import substitution for a high-end product is needed. The company will be servicing the Modern Trade (supermarkets), Traditional trade (wholesalers and groceries) and Horeca (Bakeries, restaurants, hotels, etc...) with more than 1000 clients and through a distribution agreement with Richa Group SAL.

KMR SAL will produce mozzarella cheese and processed cheeses in blocks and shredded in multiple packages and sell it via Richa Group.

Mr. Richa explained that nowadays the product development cycle is predictable especially to the founders of KMR who have years of experience in the mozzarella. They visited the biggest international factories and attended lots of seminars and training sessions and they came up with an exceptional product made in Lebanon. The biggest risk and constraint for the Richa Group is to get the product to the market successfully. Mr. Richa believes that if they will apply the conventional sales wisdom the result can be a cash shortfall.

LED will cost-share with the client to hire a consultancy firm to help the company in the modern go-to-market strategy along with modern branding and website. The consultancy firm will develop a complete go-to-market strategy covering the mechanism to understand and penetrate the market targeted, the target audience within these markets, the product positioning and branding, and its unique value and the price. Besides, the consultant will help in the development of a native website oriented on B2B.

Lightbox International sal Gemayzeh- Beirut

Lightbox, founded in April of 2002 in Beirut, Lebanon, is a high-end provider of lighting and home automation engineering design and supply. It offers a unique line of products covering architectural, decorative, technical, and individual lighting solutions. The company operates in the Middle East, Europe, and Africa, and imports its raw materials mainly from Europe.

Lightbox successfully delivered many high-end hospitality, residential and commercial projects in the region, including landmark hotels, showrooms, pubs and restaurants, façade lighting, residential buildings and towers, villas, shopping stores, malls, boutiques, public gardens, museums, governmental projects, offices and office buildings, banks, resorts, schools, embassies, galleries as well as industrial facilities.

Lightbox is working on a new branch in Kuwait to service its clients in the Arab countries. In addition, the company is developing an export strategy to earn new projects in the Middle East and Africa regions. Besides, Lightbox is working on several large-scale projects and is in an advanced negotiation stage to earn them.

The new buyers will be buying Lightbox services including lighting designs and solutions with high-end lighting supply and fixtures. Lightbox, in addition to the design, will be in charge of the implementation and commissioning of the projects in the subject.

Lightbox is a leading provider of lighting products and solutions with outstanding engineering and design capabilities. For the company to be able to attract additional buyers and large projects in the region, it lacks an up-to-date website and an international marketing strategy including rebranding.

LED will cost-share with Lightbox to hire a consultancy firm with expertise in the development of lighting solutions websites. The firm will develop a native website for the company according to the client's needs and requirements. The website will include the company portfolio, products, and solutions and will enable clients to interact with the company. It will support 3 languages: English, French, & Arabic. In addition to this, LED will assist Lightbox in its rebranding and marketing strategy through which the company will target international client firms. The consultancy firm should have

experience in creating the proper identity for a similar type of business and will set the proper strategy for the company to follow to achieve its targets.

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

Client	Business Advisor	Tel
Hotelbrain Lebanon SARL	Samer Salamany	+961 70 516 980
KMR SAL (part of Richa Group)	Nidale Khalil	+961 70 516 782
Lightbox International sal	Samer Salamany	+961 70 516 980

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. 321

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): _____