

Request for Quotation (RFQ)

RFQ Number: LED RFQ- 343

Issuance Date: March 4, 2022

Deadline for Offers: March 15, 2022

Description: Digital Marketing Strategy

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 **March 15, 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 **343** 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 **March 10, 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

Agreen SAL Keserwan, Zouk Mickael, main street, Centro Colosseo Building

Agreen Organics was launched in 2018 to help fight the catastrophic deterioration in the Lebanese agriculture sector. It is a socially responsible company that aims at empowering farmers to produce healthy products. Agreen developed a system based on assisting and following up through the whole process of the value chain with the help of a qualified and professional team from different disciplines. The company encourages and sponsors farmers to grow Certified Organic products, the objective is to have high-quality, residue-free produce. They provided expertise, input contributions, waste reduction (energy, time, money, produce), empowered farmers by assisting and guiding them while ensuring fair earned compensation, all while having a positive impact on the environment.

Agreen provides a wide variety of local crops and pulses (flour, lentil, chickpeas, bulgur) organic goat dairy (halloumi, akkawi, labneh), microgreens (lentil, Cress, radish, peas...), Chicken and eggs as well as apple juice honey and Olive oil. The production process values traceability and is designed so that it is possible at each moment to know the origin of the product, date of transplant, date of processing, date of loading, transport, and temperature.

They currently possess 1,000 hectares dedicated to the cultivation of fruit and vegetables, such as Apples, cherries, and grapes, where the main objective is to produce high-quality natural produce. They follow the method of hazard analysis, known as Hazard Analysis and Critical Control Points (HACCP), identifying every one of the hazards that may be present at each phase of the production process, as well as the necessary controls to eliminate the detected risk.

The company is operational in Lebanon and they are preparing the ground for an expansion in Egypt; located in an environment that is privileged for its nature, agricultural production, and proximity to a natural water supply. The concern for the environment is present in all the phases of the production system; such as, for example, the elimination of surplus products and refuse, reuse and recycling of packaging, the use of returnable plastic boxes, etc. Their products are present in healthy shops, gourmet shops, supermarkets, and online retail platforms. Their cash-cow product is apple juice.

Agreen is establishing a subsidiary company in Egypt. The company will be distributing Agreen products all over Egypt initially and then it will expand its business to other countries such as UAE and the US.

The subsidiary company will be buying various Agreen products, including apple juice, honey, salad dressings, local crops and pulses, and Olive oil.

The management is currently moving forward with conservative B2B marketing strategies, which are mostly based on direct sales and face-to-face meetings with potential clients. However, to stay up to date with this digital world and the digitalization of the business approach, Agreen must reinvent its marketing strategy, concentrating on the company website and social media to reach a broader client base, especially since the company is entering the Egypt market and needs to quickly establish its ground in the market.

LED will cost-share with Agreeen to hire a consultancy firm to improve the digital presence of the company. The consultant will conduct a content gap analysis and evaluate the required content (videos, blogs, images, etc.), review the website structure design and work on keyword optimization, SEO, and analytics application configuration, and create a digital marketing strategy to build a better social media presence.

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
Agreen SAL	Youmna Younes	+961 70 516 413

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. 343

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): _____