

July 3rd, 2024

Request for Quotation (RFQ)

Subject RFQ #:	Developing E-Catalogues for Small & Medium Enterprises Exporters-Egypt
RFQ Issue Date:	July 10 th , 2024
Terms of Reference / Specifications:	Developing E-Catalogues for SME exporters
Project	Trade Reform and Development in Egypt (TRADE)
The Company	Palladium International, LLC
Country of Performance	Egypt
Closing Date and Time	July 31 st , 2024
Contact Person	Ahmed Hadi, Procurement Advisor
Details for Submission	Submissions should be emailed to applyTRADE@thepalladiumgroup.com

Thank you for your interest in the above procurement. As implementer for the Project, Palladium invites you to submit a proposal for the terms of reference below. Your proposal must be valid during the Validity Period.

Please submit your proposal in accordance with the Details for Submission above by the Closing Date and Time. This RFP in no way obligates Palladium to award a contract nor does it commit Palladium to pay any cost incurred in the preparation and submission of a proposal. Palladium bears no responsibility for data errors resulting from transmission or conversion processes.

I look forward to your response. If you have any queries, please do not hesitate to contact me by e-mail applyTRADE@thepalladiumgroup.com

Yours sincerely,

Rachid Benjelloun
Chief of Party, TRADE

Schedule - Terms of Reference

Purpose

USAID TRADE plans to engage several Service Providers to develop e-catalogues for up to 100 Small and Medium Enterprises (SMEs). The e-catalogues will serve as one of the SMEs' main marketing tools in export promotion activities such as International Trade Shows. The e-catalogues will showcase the products and services of each SME, helping them enhance their visual representation, global presence and streamline their efforts for export growth. Through e-catalogues, SMEs can make a lasting impression on potential partners, clients, and investors. It also helps SMEs present their capabilities effectively.

Type of Contract

Blanket Purchase Agreement

Anticipated Contract Term:

1. 12 months from the date of contract award.
2. The assignment is expected to start on/about July 20th, 2024, and end on/about July 19th, 2025.

Scope of Work and Standards

The selected Service Providers will develop or revamp e-catalogues for up to 100 SMEs to enhance their visual representation. This will include a company assessment report, layout/design of the catalogue, text editing/copy writing, photoshoot, QR code development, and uploading on appropriate platforms (i.e., company's website).

As part of this process, the Service Providers shall undertake the following:

1. Initial Assessment of Branding Guidelines:
 - Before commencing work on the e-catalogues, the Service Providers shall conduct an initial assessment of the existing branding guidelines, if any, for each SME.
 - If the SMEs have existing branding guidelines, the Service Providers shall evaluate them to determine their alignment with market standards and suitability for the e-catalogue development.
 - If no branding guidelines are in place, the Service Providers shall develop comprehensive branding guidelines tailored to each SME's needs and market requirements.
2. Assessment of Existing E-Catalogues (if applicable):
 - For SMEs with existing e-catalogues, the Service Providers shall assess the quality and effectiveness of the e-catalogues in meeting market standards and buyer expectations.
 - Based on the assessment, the Service Providers shall identify areas for improvement and recommend necessary actions to enhance the existing e-catalogues.
3. Development of E-Catalogues:
 - For SMEs requiring the development of new e-catalogues, the Service Providers shall assess their needs, preferences, and current offerings to create customized e-catalogues that effectively showcase their products.
 - The e-catalogues shall be designed to align with the branding guidelines established or revised in the initial phase of the project.
 - Special attention shall be given to creating e-catalogues that facilitate new linkages with buyers and enhance the SMEs' visibility in target markets.

Technical Acceptance Criteria

1. Submission Requirements:
 - The Service Providers must submit INDD, IDML, PDF, and all raw and final files.
2. Adherence to Brand Guidelines:
 - The e-catalogues must adhere to the respective SMEs' brand guidelines in terms of look and feel.

3. High-Quality Product Imagery:
 - The e-catalogues must include multiple high-definition photos for each product, showcasing different variations and angles.
4. Comprehensive Product Details:
 - Product details should include:
 - Unique SKU and item numbers.
 - Assigned product names.
 - Descriptive features of the products.
 - Variants such as colors, flavors, sizes, etc.
 - Attributes/materials highlighting product composition.
 - Categorization/subcategorization of products.
 - Prices for each product.
5. Comprehensive Catalogue Layout:
 - The e-catalogues must include:
 - Front and back covers.
 - Introduction pages.
 - Table of contents.
 - Product chapters.
 - Company or brand information.
 - Product showcasing to highlight top sellers and facilitate cross-selling opportunities.

Milestones

Milestone	Description	Documentation Required	Payment terms
A. Assessment Report	For each SME, the Service Providers shall provide an assessment report detailing the SME needs, suggested designs and layouts, and action plan with timelines	Assessment report detailing the SME needs, suggested designs and layouts, and action plan with timelines	30% of the total e-catalogue price to be paid by the SME upon agreement on the assessment report and action plan
B. E-Catalogue Design	The Service Providers shall design an e-catalogue for each SME, incorporating professional photos, descriptive text, fonts, colors, etc. The proposed e-catalog designs will be discussed and approved by the respective SMEs	Submit the final version of the e-catalogue as per the design that was approved by the SMEs along with QR-Code	70% of the total e-catalogue price to be paid by TRADE
C. Publication of E-Catalogue	The Service Providers shall publish downloadable e-catalogues, including a QR code, on the most suitable platform (i.e., the company's website) for accessibility and convenience.	Publishing the final version of the e-catalogue on the SME's website (if applicable)	

The assignment of developing an e-catalogue will be on cost share basis between USAID TRADE and the SMEs, where 70% of the e-catalogue cost will be paid by USAID TRADE and 30% of the e-catalogue cost will be paid by the SME.

Evaluation and Award Process

Evaluations will be made on a best value trade off basis. Quotations must meet the following criteria to be considered eligible:

- Offerors must demonstrate previous experience in developing e-catalogues, particularly for manufacturing SMEs.
- Offerors must demonstrate previous experience in developing branding guidelines
- This solicitation is open to companies.
- Companies might be from any nationality that is not restricted by geographic code = 937 (Please refer to Source, Nationality and Origin Restrictions section below). Companies may form partnerships to bid for this solicitation.
- Offerors must pass Palladium's due diligence standards.
- Offerors must not be barred from working with the US government.

SOURCE, ORIGIN AND NATIONALITY RESTRICTIONS

- This code, 937, encompasses the United States, Egypt, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source. Only service providers falling within this specified geographic code will be eligible for consideration for the award.
- References:
- USAID ADS Chapter 310: <https://www.usaid.gov/ads/policy/300/310>
- USAID List of Prohibited Source Countries: <https://www.usaid.gov/ads/policy/300/310mac>

PROCUREMENT INTEGRITY AND ETHICS

It is Palladium's Policy that no gifts of any kind and of any value be exchanged between vendors/contractors and Palladium personnel. Discovery of the same will be grounds for disqualification of the vendor/contractor from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

Instructions to the Offerors:

As part of the quotation submission, offerors must include the below items, which will be reviewed by a selection committee from USAID TRADE, to shortlist the offerors:

1. **Technical Approach:** the assessment of existing e-catalogues or developing of an e-catalogue:
 - Assessment of Existing E-Catalogues for SMEs with existing e-catalogues, to identify areas for improvement and recommend necessary actions to enhance the existing e-catalogues.
 - the Service Providers shall assess their needs, preferences, and current offerings to create customized e-catalogues that effectively showcase their products
2. **Previous Experience:** Samples from previously developed catalogues and/or e-catalogues:
 - Offerors must provide samples showcasing their work on previously developed catalogues and/or e-catalogues. Samples involving TRADE target sectors, e.g., Apparel, Home Textiles, Food Processing, Chemicals, engineering products, Building Materials such as marble and ceramic, and Packaging materials).
 - Samples from previously developed branding guidelines
3. **Financial Proposal:** Quotation for one new e-catalogue development:
 - Offerors are requested to provide a quotation for the development of one new e-catalogue. The quotation should include the price (per unit) for the development of one new e-catalogue, which comprises:
 - Up to 25 pages
 - Up to 25 images
 - Inclusion of the company's logo
 - QR-Code

- Upon specifying the price (per unit) for one new e-catalogue, offerors are also expected to provide the total fees for covering up to 40 e-catalogues (for 40 companies) throughout the duration of the assignment. USAID TRADE will allocate up to 40 companies for each Service Provider to develop/revamp their e-catalogues.
 - Quotation for conduct an initial assessment of the existing branding guidelines for each SME, USAID TRADE reserves the right to decide if they will proceed.
 - If the SMEs have existing branding guidelines, the Service Providers shall evaluate them to determine their alignment with market standards and suitability for the e-catalogue development.
 - If no branding guidelines are in place, the Service Providers shall develop comprehensive branding guidelines tailored to each SME's needs and market requirements.
4. **Personnel Qualification:** Submit the profiles/CVs of the team members that will work on the development of the e-catalogues, including and not limited to: Art Director and/or Designer, Copywriter and/or Editor, Photographer, any other team member.

The offerors are encouraged to offer their best terms and prices with the original submission. Palladium reserves the right to award under this solicitation without further negotiations.

Attachments:

Please review the additional documentation and proposed contracts terms and conditions which should be given consideration when preparing your quotation. By submitting your bid, you will certify that that you agree with the contract terms and conditions as included in this solicitation and that all prices include all aspects of the required compliance with the terms and conditions of the proposed contract.

- Annex A – USAID TRADE FFP Subcontractor under USAID CPFF (Organizations).
- Annex B - Financial Proposal Format
- Annex C - Past Performance Format
- Annex D – Palladium Due Diligence Form(s)
- Annex E - Palladium Business Partner Code of Conduct.
- Annex F - Certifications: Terrorism, Anti-Kick Back, Debarment, Foreign Corrupt Practices Act

You can access the annexes using this link:

https://palladiumgroup-my.sharepoint.com/:f/g/personal/ahmed_abdelhadi_thepalladiumgroup_com/EgGKAVB4MKNMiVIYYAw-d0IBulrQOUBJKrYQD3_W-25pgw?e=XaZSeR

Any contract/purchase order resulting from this solicitation must be signed by both parties to be considered valid and in force. All costs associated with, but not limited to, production, preparation and/or delivery of goods or services, including deliveries, accepted by Palladium staff, without a fully executed (signed by both parties) contract/purchase order, are at the vendor's risk only. Palladium shall not pay for any costs, without limitation, associated with production, preparation or delivery of goods and/or services under this or any other contract/purchase order, which has not been signed by both parties.

If your quotation is successful, you will be required to enter the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant client terms and conditions. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotations pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.

Terms and conditions

1. Proposal Conditions

By submitting a proposal, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Proposal Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFP unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation

The Company may review all proposal to confirm compliance with this RFP and to determine the best proposal in the circumstances.

4. Alterations

The Company may decline to consider a proposal in which there are alterations, erasures, illegibility, ambiguity, or incomplete details.

5. The Company's Rights

The Company may, at its discretion, discontinue the RFP; decline to accept any proposal; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a proposal; satisfy its requirement separately from the RFP process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate proposals as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries

The Company may amend or clarify any aspect of the RFP prior to the RFP Closing Time by issuing an amendment to the RFP in the same manner as the original RFP was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFP should be directed to the Contact Person identified on the cover page of this RFP.

7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter discussions and negotiations with, any or all potential suppliers in relation to their proposals. In doing so, the Company will not allow any potential supplier to tailor or amend their proposal.

8. Confidentiality

In their proposal, potential suppliers must identify any aspects of their proposal that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their proposal.

The potential supplier acknowledges that during this RFP, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFP and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFP and after the completion of the process.

9. Alternatives

Potential suppliers may submit proposals for alternative methods of addressing the Company's requirement described in the RFP where the option to do so was stated in the RFP or agreed in writing with the Company prior to the RFP Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material

If the RFP references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material

and considering it in framing their proposal. And provide it to the Company upon request.

11. Price/Cost Basis

Prices or costs quoted must show the tax exclusive price, the tax component, and the tax inclusive price.

The contract price, which must include all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company requires to evaluate the potential supplier's financial stability.

13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies

If there is inconsistency between any of the parts of the RFP, the following order of precedence shall apply:

- (a) these Terms and Conditions.
- (b) the first page of this RFP; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents, and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their proposal or the RFP process.

Potential suppliers must disclose where proposals have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their proposal from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFP) which could give rise to a perception of bribery or corruption in relation to the RFP or any other dealings between the parties.

17. Jurisdiction

This RFP shall be subject to the laws of the District of Columbia, United States of America. The language of the arbitration will be English.

The Potential Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this RFP or the breach, termination, or invalidity thereof. If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this RFP or the breach, termination, or invalidity thereof, shall be settled by mediation through the American Arbitration Association by filing a request for mediation with the AAA and the other party. The Parties will be bound by any arbitration award rendered because of such arbitration as the final adjudication of any such dispute.