



Request for Quotations (RFQ)

RFQ Number: DCEO-ERB-TECH-2022-001

Issuance Date: January 9, 2022

Deadline for Offers: January 23, 2022

Description: Provision of Re-Branding and Digital Marketing Services

For: Durable Communities and Economic Opportunities (DCEO) Project

Funded By: United States Agency for International Development (USAID),
Contract No. 72026719D00001

Implemented By: Chemonics International Inc.

Point of Contact: Procurement Team at dceoprocurement@iraqdceo.com

******* 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 <https://www.chemonics.com/our-approach/standards-business-conduct/>.

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 dceoprocurement@iraqdceo.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:

Background: Iraq Durable Communities and Economic Opportunities (DCEO) is a United States Agency for International Development (USAID) program implemented by Chemonics International. DCEO aims to support vulnerable communities to build community resilience against destabilizing factors by increasing their adaptive capacity and economic well-being.

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.

Purpose: To increase the competitiveness of Iraqi firms and create employment for Iraqi citizens, the project engages private enterprises to solve problems that are constraining their growth and limiting productive employment opportunities. The purpose of this scope of work is to provide **Romatex Company** with support to **grow the company enterprise** by acquiring **Re-Branding and Digital Marketing Services**.

2. **Offer Deadline and Protocol:** Offers must be received no later than 17:00 local Baghdad time on **January 23, 2022**, by email. Any emailed offers must be emailed to dceoprocurement@iraqdceo.com.

Please reference the RFQ number 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 or administrative requirements of this RFQ may be submitted no later than 17:00 local Baghdad time on **January 13, 2022**, by email to dceoprocurement@iraqdceo.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. **Specifications:** Section 3 contains the technical specifications of the required items. All services offered in response to this RFQ must be new and unused.

Please note that, unless otherwise indicated, stated brand names or models are for illustrative description only. An equivalent substitute, as determined by the specifications, is acceptable.

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. 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 the event this is not possible, offerors may complete the table in Section 3.

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.
- Company Profile.
- Past performance references of similar works.
- Technical offer including technical know-how, approach and methodology, Personnel Qualifications and CVs.

6. **Delivery:** The delivery location for the items described in this RFQ is Erbil, Iraq. As part of its response to this RFQ, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order). The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.
7. **Source/Nationality/Manufacture:** All goods and services offered in response to this RFQ or supplied under any resulting award must meet **USAID Geographic Code 937** in accordance with the United States Code of Federal Regulations (CFR), [22 CFR §228](#). The cooperating country for this RFQ is Iraq.

Offerors may not offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

8. **Taxes and VAT:** The agreement under which this procurement is financed is not exempt from the payment of taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, offerors must include taxes, VAT, charges, tariffs, duties and levies in accordance with the laws of the Cooperating Country.
9. **DUNS Number:** Companies or organizations, whether for-profit or non-profit, shall be requested to provide a Data Universal Numbering System (DUNS) number if selected to receive an award in response to this RFQ valued greater than or equal to USD\$30,000 (or equivalent in other currency). If the Offeror does not have a DUNS number and is unable to obtain one before proposal submission deadline, Offeror shall include a statement noting their intention to register for a DUNS number should it be selected as the successful offeror or explaining why registration for a DUNS number is not possible. Contact Dun & Bradstreet through this webform to obtain a number: <https://fedgov.dnb.com/webform>. Further guidance on obtaining a DUNS number is available from Chemonics upon request.
10. **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.
11. **Evaluation and Award:** 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. Points will not be awarded for cost which will be primarily evaluated for realism and reasonableness. For overall evaluation purposes of this RFQ, technical evaluation factors other than cost, when combined, are considered approximately equal to cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.

The relative importance of each individual criterion is indicated by the number of points below:

- **Technical Know How– 10 points:** Chemonics will assess whether the proposal explains, understands, and responds to the objectives of the project as stated in the Scope of Work.
- **Approach and Methodology – 15 points:** Chemonics will assess whether the proposed program approach and detailed activities and suggested timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?
- **Personnel Qualifications –10 points:** Chemonics will evaluate the curriculum vitae (CV) of the proposed team members and evaluate if the offer has the experience and capabilities carry out the Scope of Work?
- **Corporate Capabilities: and Past Performance – 15 points:** Offerors must include [insert number, e.g., [3 or 5] past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: name of point of contact who can speak to the offeror’s performance, name, and address of the company for which the work was performed, and email and phone number of the point of contact. Chemonics will assess the past performance of the Offerors by contacting three references who may indicate the Offeror's past performance for projects of similar size and scope.
- **Cost – 50 Points:** The overall cost presented in the offer.

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 Vendors, if in the best interest of the DCEO Project.
- Chemonics may cancel this RFQ at any time.
- Chemonics may reject any and all offers, if such action is considered to be in the best interest of Chemonics.

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 DCEO 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.

12. **Terms and Conditions:** This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate Chemonics, the DCEO 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. Please note the following terms and conditions will apply:

- (a) Chemonics’ standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in

response to this RFQ and identified in the resulting award; payment will not be issued to a third party.

- (b) Any award resulting from this RFQ will be firm fixed price, in the form of a purchase order.
- (c) No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
- (d) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (e) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFQ must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFQ shall pass to Chemonics following delivery and acceptance of the goods by Chemonics. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to Chemonics.

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:

- Cover letter, signed by an authorized representative of the offeror (see Section 4 for template)

- Official quotation, including specifications of offered equipment (see Section 3 for example format)

- Federal Funding Accountability and Transparency Act (FFATA) Subaward Reporting Questionnaire, signed by an authorized representative of the offeror (see Section 5 for questionnaire)

- Copy of offeror's registration or business license (see Section 1.5 for more details)

- Company Profile

- Past performance references of similar works

- Technical offer including technical know-how, approach and methodology, Personnel Qualifications and CVs.

Section 3: Specifications and Technical Requirements (Scope Work)

Background of the Client

The client is a retail ready wear clothes chain, which started the business in 2011, their products include Men and women ready clothes, most of the buyers are individuals buying directly from the shop. Currently the client has 14 shopping chains in Erbil, Duhok, Sulaymaniyah, Mosul, Baghdad, Karbala, and Basra, more branches will be opened in other Iraqi Governates.

1- Re-Branding

Shopping Shop's goal is to develop a fresh identity that clearly defines who Shopping Shop is, what they do, and why what they do is important to customers. The new identity must include a brand platform as well as a new visual system to summarize Shopping Shop's key messages in a brief and compelling way that resonates with customers, key stakeholders, business partners and beyond. The identity must work for both customer outreach purposes as well as regional and legislative positioning.

The brand must support Shopping Shop's 2022 adopted Strategic Communications Plan (SCP), which outlines the organization's guiding principles for communication; outlines the messaging that will be used in all efforts; details the tools and tactics that will be used to deploy the plan; and identifies the metrics that will be used to measure its effectiveness. Finally, proposals must accommodate an aggressive project schedule with the goal of internally launching Shopping Shop's new brand identity between summer and fall 2022.

A. Brand Development Research, which will include:

- Brand Audit Review
Existing brand guidelines, samples of existing corporate templates and marketing and promotional materials as well as previously conducted research and documentation.

B. Visual identity design and guidelines, which will include:

- Brand Positioning
Develop the brand messaging and language to be used for the Shopping Shop, including how the shopping Chains presents itself and how the company's programs and services are described and identified. As part of this process, a simple document will be produced for internal purposes to clarify brand positioning by identifying for example, the brand essence, character, brand promise, key brand messages and audience perception.
- Visual Identity Design
Create a brand visual identity based on the knowledge obtained through the branding and communications strategy process. The Management preference would be discussed and to present to them more than 10 Identity Brand Logo, with final set of three (3) with a minimum of two (2) options that clearly and creatively reflect and present how and why Shopping Shop.
- Brand Hierarchy
The Shopping Shop brand will be the primary brand for the Firm and the shopping Chains. Under that primary brand, there may be a need for sub-brands for individual departments or specific marketing requirements such as Black Friday, Newroz, New Year's... etc campaigns. These sub-brands need to be consistent with the primary brand.

- Visual Identity Guidelines

The visual identity guidelines document (or “Brand Guide”) will specify, articulate, and depict the defining elements of the visual identity system and provide examples for marketing communications materials. Including:

- Brand creative parameters (i.e., fonts, design styles, photo styles, color palette, etc.)
- Acceptable and unacceptable uses of the brand
- Permission guidelines for logo use
- Samples of how the brand could be applied to website and social media pages.

Complete a branding style guide for the Shopping Shop to include the following items as a minimum:

- A. Produce a specific comprehensive Branding Style Guide.
- B. Brand Characteristics with proper spacing/sizing
- C. Provide graphic design as needed for logo integration.
- D. Color palette/fonts
- E. Template (présentations, letterhead, envelopes, etc.)
- F. Use as department identifier
- G. Use along with department brands (those w/ Marketing Mission)
- H. Board & Commissions identifiers
- I. Digital Media uses/application
- J. Business Cards
- K. Ad Specialty Items
- L. Email Signature/Correspondence
- M. Vehicle Decals
- N. Unacceptable Uses
- O. Apparel

- Intellectual property

The service provider understands and agrees that the conceptual-to-final branding designs are the intellectual property, whether intangible or tangible, of the Shopping Shop. The contractor agrees and understands that the company will use the branding as it deems necessary, and the service provider specifically waive any right to any royalties or future compensation there related.

2- Digital Marketing

The agency shall be responsible for the overall Digital Marketing, Strategy, Plan, Training of Staff and Implementation and Communication campaigns across all social media and digital channels including below deliverables: All marketing efforts through Search Engine Optimization (SEO), Search Engine Marketing (SEM), Display, paid and organic social media & Affiliate marketing including but not limited to creative development, media buying, developing overall product and brand strategy, content management, online reputation management etc. related to digital and social media marketing space. The agency should be capable of running both performance as well as brand campaigns; along with brilliant creative team and should be willing to work in collaboration with the mainline/primary creative and media agency. Create media plans with 360-degree digital coverage including, search, display, OTT, native, social, content, PR, influencers, and other forms of digital marketing techniques that may be available/evolve with time. Measuring and implementations of their platform's performances via proprietary analytical tools and tag implementation solutions. Creating a digital marketing architecture and roadmap pertaining to broad objectives of the Company.

The agency shall be responsible for three main scopes as below:

- a) Digital Marketing Strategy
- b) Digital Marketing Plan
- c) Digital Marketing Training for Implementation
- d) Implementation for three months

The 3 months implementation shall be as follow:

- a) Search Engine Optimization
- b) Search Engine Marketing
- c) Social Media Marketing
- d) Mobile Marketing
- e) Digital Content Marketing (Text, Graphics & Video)
- f) Landing page development
- g) Online Customer Relationship Management
- h) Online Reputation Management

Time frame

Deliverable Time (in months)

- Re-Branding : 1 Month
- Digital Marketing Strategy, Planning, and Training : 3 Months
- Implementation : 3 Months

Location of Performance:

The contractor will deliver their services and trainings in Erbil, Kurdistan Region of Iraq.

Deliverables:

- Brand Analysis Report
- New Brand Identity
- Training of Employees on Digital Marketing Implementation
- Digital Marketing Strategy
- Digital Marketing Tactics
- Implementation & evaluation

The table below contains the technical requirements of the commodities/services. Offerors are requested to provide quotations containing the information below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Section 3 and submit a signed/stamped version to Chemonics.

Line Item	Description and Specifications	Unit	Qty	Total Price (USD)
1	Re-Branding which includes developing a Marketing strategy, designing the new logo, and designing the related physical assets like marketing materials, signs, bags, etc.	L.S	1	
2	Digital Marketing, which will include Strategy, Planning, Training, and Implementation, as below: Strategy, Planning, and Training; includes Situational Analysis, Capacity building, Marketing strategy and planning, Staff recruitment, Sales team training, Designer training, social media specialist training, Marketing resulting & KPIs, and planning for Digital marketing evaluation and adjustment, Content creation, Copywriting, Translation, Localization, Suitable platforms and channels, Online promotion, Social media management, Digital communication templets, Video marketing, Influencer marketing, Gap Assessment of current Digital Marketing Including the E-Commerce and advise the solutions.	L.S	1	

Delivery/ Implementation time (after receipt of order): _____ calendar days.

- **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: Durable Communities and Economic Opportunities
Erbil, Iraq
Reference: RFQ No. DCEO-ERB-TECH-2022-001

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 DCEO 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): _____

Section 5: Federal Funding Accountability And Transparency Act (FFATA) Subaward Reporting Questionnaire

If the offeror is selected for an award valued at \$30,000 or above, and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRS.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this quotation, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, **Company Name** certifies as follows:

a) In the previous tax year, was your company's gross income from all sources above \$300,000?

Yes No

b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the DUNS number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and** (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

Yes No

c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the DUNS number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):

Yes No

d) Does your business or organization maintain an active registration in the System for Award Management (www.SAM.gov)?

Yes No

I hereby certify that the above statements are true and accurate, to the best of my knowledge.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____