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RFQ No.: PR/BAG/007

Date: 22nd November , 2022

Request for Quotation

Overview on KAPITA

KAPITA Business Hub (Mehwar Alamal for Business Management Development and human resource training company) is a private sector development Company that aims to empower small and medium-sized enterprises (SMEs) through investment, research, incubation/acceleration, and market development programs.

KAPITA Company (Herein referred to as KAPITA) is pleased to invite prospective bidders to submit a quotation for five-months agreement under KAPITA's terms and conditions contained herein, for the provision of services described.

Overview of Programs

The Orange Corners Innovation Fund (OCIF) is a 4 year subsidy programme. It provides fund managers with capital to invest in early-stage start-ups. OCIF aims to stimulate innovation and improve access to finance for promising entrepreneurs in Baghdad. OCIF is an addition to the existing Orange Corners incubation/acceleration program. The programmes give young entrepreneurs access to training courses, networks and facilities to start or scale their businesses.

Scope of the required services:

We, at KAPITA Business Hub, are planning to provide the bellow requested services to the start-ups who are participating in OCIF program. By providing these services, we anticipate that this will be an added value to the start-up businesses and to have a significant improvement as well.

Service providers/Suppliers are invited to submit their offers in response to this RFQ and services laid out below: (Service providers/Suppliers can submit for all OR part of the below requested services)

Start-Up	Description	Unit	EST. Quantity
Start-Up A	Provide one photo session for (10 products)	L.S	1
	Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later. 1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy. 2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too. • Posts number: 15 post & 2 reels per month. 3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.	Month	2

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Start-Up	Description	Unit	EST. Quantity
Start-Up B	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	3

Start-Up	Description	Unit	EST. Quantity
Start-Up C	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	2
	Branding, Logo design, Presentation templates, Basic Visual identity (Colours, Fonts, Design elements, email template, letterhead) and social media template.	Design	1

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Start-Up	Description	Unit	EST. Quantity
Start-Up D	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	3

Start-Up	Description	Unit	EST. Quantity
Start-Up E	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	2

1. Payment Method:

- 1.1 The due payments will be according to the payment request/Invoices from the Service providers/Suppliers based on the approved services delivered to KAPITA.
- 1.2 The requested payment will be made within 14 working days after the receipt of the original signed and stamped invoice, and after official verification of the delivered services by KAPITA.
- 1.3 All Payments will be made in **cheque** OR **Bank transfer** form and paid to the name of the person indicated in the agreement, or officially authorizing another person to receive the payment accordingly.

2. Award

- 2.1 KAPITA reserves the right to award the agreement to one or more contractors.

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- 2.2 KAPITA reserves the right to withdraw the award in whole or in part should the successful contractor be unable to provide uptake capacity necessary or the delivery within the specific period and/or is unable to provide in full the agreed services.
- 2.3 Quantity requested in the RFQ are estimated upon the allocated budget.
- 2.4 Award Criteria:
Quotations that meet essential criteria will be assessed and scored by KAPITA panels against the technical and commercial criteria outlined this RFQ.

Criteria	Weighting
Technical Criteria: Company Profile, Past Experience (Track record), CVs of Personnel/Experts	60%
Commercial Offer	40%

3. Duration and Termination

- 3.1 The contract will be valid for Three months from the date of award and may be renewed for an additional period of time subject to the consent of both parties.
- 3.2 KAPITA may terminate this Agreement at its option by giving the contractor not less than one week notice in writing.

4. Submission:

- 4.1 If you are interested in submitting a quotation in response to this RFQ, please prepare your quotation in accordance with the requirements and conditions as set out in this RFQ and submit it hand-delivered in a sealed envelope to KAPITA, to the address:

Baghdad office, AL Mansour 609, Ally 13, House 10,

OR,

By email to procurement@kapita.iq, no later than 1st Dec, 2022, at 15:00 (Baghdad time).

If you experience any difficulties in locating the above address or submitting your offer, please contact [07503628633-07748013066](tel:07503628633-07748013066)

- 4.2 Your quotation must remain Valid for a minimum of thirty days from the date that it is issued to KAPITA in response to this requirement.
- 4.3 By issuing this RFQ, KAPITA is not bound in any way to enter into any contractual or other arrangement with you or any other potential Service providers/Suppliers.
- 4.4 Your offer should be in IQD mentioning the total cost per item.
- 4.5 All bidders should include a copy of their registration and any document proving legal operation in the country.
- 4.6 Applications should include: Service providers/Suppliers profile with personnel CVs and track record tailored to the above.

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Items	Description	Unit	EST. QTY	Unit Price	Total Unit Price
Start-Up A	Provide one photo session for (10 products)	L.S	1		
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Start-Up B	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report. after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	3		
Start-Up C	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report.</p>	Month	2		

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	Branding, Logo design, Presentation templates, Basic Visual identity (Colours, Fonts, Design elements, email template, letterhead) and social media template.	Design	1		
Start-Up D	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report.</p> <p>after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	3		
Start-Up E	<p>Professional Marketing services that include (Content creation, monthly calendar, 15 posts & 2 reels per month, handling all account of social media),including post promotion fees will be determined later.</p> <p>1. Research and Planning: The research is conducted to understand the client, its industry, and the target audience of the project, and analyze the data collected. Based on the data from the research, a plan and strategy have to be set to achieve the goals of the clients depending on their current situations and past marketing activities. the plan will include both of content strategy and media buying strategy.</p> <p>2. Executing and publishing after plan is set, content writing starts as well as graphic designs production starts. in the same time publishing will start then digital ads well start too.</p> <ul style="list-style-type: none"> • Posts number: 15 post & 2 reels per month. <p>3. Analysing and report.</p> <p>after the process is completed, must start to analyse the results and provide a report including recommendations.</p>	Month	2		
Total Amount					

General rules and conditions:

The envelope should be marked as follows:

- **PR/BAG/007**
- **ATTENTION: KAPITA tender box (Not to be opened by registry)**

Only Offers received as advised above will be taken into consideration. All offers sent after the deadline for replies will be considered as invalid as well as those sent (timely or untimely) to any e-mail address of the Company. Bidders may send questions for clarification purposes to: procurement@kapita.iq, Replies to all questions will be sent to all short-listed Service

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providers/Suppliers, without revealing the identities of either the bidder asking the question or the other shortlisted Service providers/Suppliers.

<u>Service providers/Suppliers Information</u>			
Service providers/ Suppliers Name:			
Representative Name:		Phone Number	
Address:			
Signature :		Date	/ /
Service providers/ Suppliers Email:		Stamp:	