
REQUEST FOR PROPOSAL

BALADY.PS – LOCAL CAMPAIGN
PROCUREMENT BALADY ONLINE MARKETPLACE & OTHER DIGITAL MEDIA TOOLS
RFP# PTc-047-2021-A

1. BACKGROUND

PALESTINE TRADE CENTER (PALTRADE)

PalTrade was established in 1998, as a non-profit development organization, which was mandated as the Palestinian National Trade Promotion Organization. Recently, PalTrade has evolved into an export development organization with a mission to lead the development and sustainable increase of Palestinian exports as a driving force for sustainable national economic growth; and has been instrumental in leading the way to establish a National Export Strategy. PalTrade provides a wide range of support in the areas of export development and market intelligence, export promotion, and export policy and advocacy.

CAMPAIGN CONTEXT

PalTrade, in partnership with Oxfam, launched the Balady platform, which is an e-commerce platform, as well as a mobile application available on iPhone and Androids, specialized in marketing Palestinian national products only. It is a link between the seller and the buyer by providing Palestinian products of all shapes and sizes at the most affordable prices and the highest quality. The platform hosts 45 stores (production units and companies) of food and agricultural products by establishing a special electronic store reaching the Palestinian consumer through an effective delivery network covering all cities of the West Bank and Gaza Strip.

Currently, the platform boasts 1,077 products from 207 registered stores, with more being added on a weekly, if not daily, basis.

CAMPAIGN GOAL AND OBJECTIVES

1. Website Awareness

There should be an increased public awareness on the functionality and significance of Balady as a platform and a central hub for consuming local products.

2. Application Traffic

There should be a noticeable increase in downloads and rating of the application on both the App Store and Google Play.

3. Increased Transactions

There should be a noticeable increase in local transactions (sales) and analytics that demonstrate the campaigns' success and an increase in users.

2.SCOPE OF WORK & DELIVERABLES

I. SCOPE OF WORK

The topics and ideas of the productions are open to the creativity of the contractor, but it is required to consider that some of the videos will be designed and used to promote the launch and registration into the online Marketplace. Contractor must abide by PalTrade and including showing the donors' logos, sponsors, and partners in all advertising materials in addition to showing a disclaimer which will be provided by PalTrade.

The contractor will be responsible for the Deliverables:

Item	Quantity	Features
1. Product Photography	100 stores * 1 photograph per store = 100 photos	White background with visual style and flow Dimensions should be applicable to all social media formats (range of size from 480*480 up to 2600*2600) Photos must be approved by PalTrade
2. 8 promotional videos to be posted on social media platforms	8 videos / year	Each video length should be between 30 to 50 seconds, some videos will have background music and some require voice over. (*Recommended range: minimum size of 403 x 403 pixels, and a maximum up to 2048 x 2048 pixels) Storyboards will be sent to PalTrade to be accepted from our side.
3. Social media management	1 years	Manage all social media accounts, publish videos and photos, sponsorship Ads when needed
4. Sponsored Ads	6 months	For a 6 month period the promotions should be organised with a modest spend on paid media (as a guideline this may be around \$500, and needs to be explicit in the response) and direct marketing activities.
5. Search Engine Optimization to enable better crawling parsing and search results.		<ul style="list-style-type: none"> - Plan, develop and implement our SEO strategy - Identify key SEO KPIs - Monitor redirects, click rate, bounce rate, and other KPIs - Prepare and present reports regularly - Identify our buyer persona to better target identified audiences - Stay up to date with the latest SEO and digital marketing latest trends and best practices - Setup google analytics and tools: increase accuracy and also harden the website. - Expired links shall be redirected.
6. Suggestions		Submitters have to provide suggestions on how to promote Balady further.

3. TIME FRAME

Assignment duration is 1 year from the date the contract is signed. The assignment is expected to commence on **Dec, 2021 and completed on Dec, 2022.**

4. GENERAL TERMS AND CONDITIONS

The proposal shall be submitted as a hard copy signed and stamped in two separate files in addition to a scanned signed and stamped copy on CD or USB, in PalTrade Offices located in Al-Bireh City- Al-Balou Street – Mall of Palestine Bld.2 – 5th Floor, and as below:

- Assignment is open to all designing and advertising companies, individual consultants.
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the technical proposal named: **RFP#PTC-047-2021-A Technical Proposal.**
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the financial proposal signed and stamped named **RFP#PTC-047-2021 A Financial Proposal.**
- Offer should be submitted by completing the price schedule in **Annex 1 in page 6.**
- All inquiries shall be addressed, in writing by e-mail to procurement@Paltrade.org , the deadline for receiving any inquiries about the scope and this RFP contents **Thursday 2nd of Dec , 2021 until 2:00PM.** No inquiries shall be received after this date.
- **The deadline for submitting the proposals** shall be no later than **Thursday 9th of Dec, 2021 until 12:00PM,** any proposals received after this date and time will be rejected.
- The submitted proposals shall be valid for the period of (90) days from the date of submission.
- Submitted proposals languages shall be English.
- In submitting a proposal, the proposer acknowledges that PalTrade is not liable for any costs incurred for the preparation and/or submission of the proposal.
- PalTrade may cancel, postpone, divide or extend this RFP or any part of it without any reasons, and the service provider does not have the right to ask for any compensation or price differences.
- PalTrade will not be bound to the lowest price submitted, and without stating any reason for this noting that the evaluation will be technical, and if succeeded, financial.
- PalTrade has the right to withhold the names of the participants in this RFP and their corresponding proposals.
- PalTrade will prepare a service contract with the winner of this RFP.
- PalTrade shall pay the contracted service provider the approved contracted amount after submission of final report and job completion, against PalTrade approval of the given works and against a tax invoice and valid source of origin.

5. TECHNICAL PROPOSAL

5.1 RFP Documents **signed and stamped.**

5.2 Companies should be able to provide company profile, Valid company registration certificate, vat official invoices and valid deduction at source certificate, **Individuals' consultants** are requested to include their full details, CVs ,cover letter and copy of their ID.

5.3 Proof of Relevant Experience:

- At least 1-2 team members' CVs are requested to complete needed works with below minimum skills:
- Education: Advanced university degree in related field
- Experience: At least 5 years of experience in related target fields. **design and management of e-commerce platforms marketing campaigns, including integration with external vendor's mobile applications, logistics service providers.**
- **CVs: include Photographer, social media specialist, designers etc.**
- Language: Fluency in oral and written English and Arabic

5.4 Proposed Detailed Methodology:

- Detailed outline and a clear description of the proposal technical approach to complete the work specified in this RFP.
- Describe the promotional campaign for the platform and the mobile application toward potential consumers and retailers in Palestine.
- Give suggestions to promote Balady Management of the campaign, human resource needed (i.e. photographer, social media manager, PR specialist, etc.)

5.5 Work Plan and Time frame

- Provide a work plan that outlines all the steps that will be taken through the campaign duration (one year) to promote Balady online marketplace with assigning time frame
- Marketplace expectation at the end of this campaign

1. Submitter can provide any related documents that support his offer and suggestions.

6. FINANCIAL PROPOSAL & REQUIREMENTS :

- 1. Price proposal filled, signed, and stamped per (Annex1) in separated sealed envelope**
- 2. Detailed financial budget with breakdown of cost.**
- 3. Prices shall be in USD and including VAT**
- 4. Price should be valid for 60 days.**

7. RFP EVALUATION:

7.1. TECHNICAL EVALUATION WEIGHTING OUT OF (%70):

No	Evaluation Criteria	Max (points)
	Technical Weight	70%
1	Methodology	25%
	Work Plan & Time Frame	10%
2	Relevant/ previous experience proven	20%
3	CV's	10%
4	PalTrade members	5%

Upon the completion of the technical evaluation, only proposals who were not eliminated during the technical evaluation and have achieved the minimum passing scores of (55%) out of (70%) will be evaluated financially. Proposers whose technical proposals did not pass the technical evaluation, shall receive their financial sealed envelopes back from PalTrade Offices.

7.2 Financial Evaluation Weighting out of (%30)

Only passed technical proposals will be evaluated financially and in accordance to the least price offer.

NOTE: The winner of this RFP is the one who receives *the highest cumulative overall score* of both technical & financial evaluations.

1. ANNEX 1: BILLS OF QUANTITIES (COST PROPOSAL)

	Item	Quantity	Amount in USD including VAT	Duration Notes
	Interactive marketing campaign with public Social media management	1 YEAR		
	Product Photos	100		
	SEO Keywords			
	Sponsored Ads with analytics showing a high number of CTRs and conversions			
	Broadcasting and Promotional Videos production	8		
	Others			

NOTE: PLEASE FILL THE PRICE IN ANNEX 1

SUBMIT IT IN SEPARATE SEALED ENVELOPE

PLEASE PROVIDE A LIST OF SUGGESTIONS PRICING

Supplier Signature & Stamp _____