

RFP-PTC-021-2021-B

Consultancy assignment to develop a study on the business relations between small scale producers and marketing companies

“Fair for All -Trade and make value chain more sustainable”

1 OVERVIEW

1.1. PALESTINE TRADE CENTER (PALTRADE)

Palestine Trade Center (PalTrade) was established in 1998 as a non-profit, membership-based organization to “lead the development of Palestinian trade as a driving force for sustainable national economic growth”. Over the last 17 years PalTrade, as the mandated National Trade Promotion Organization, and more recently has shifted their focus to export trade promotion in the areas of export development and information, export promotion, and export policy and advocacy working closely with to wider export trade support and national partner network, Ministry of National Economy (MONE), international donor agencies and the international trade support network to deliver a positive impact on Palestinian trade performance.

1.2. PROJECT BACKGROUND

Through Oxfam’s strategic partnerships with PFU, AMAN, PalTrade, RWDS and key value chain actors, the FAIR for ALL consortium in OPT will establish a dynamic network of allies and coalitions to influence local and national bodies to achieve systemic changes in policies, regulations and laws in favor of vulnerable men, women and youth producers. The enabling environment will be strengthened through a free-market approach to optimize the space for and capacity of targeted groups to compete, especially with larger private-sector players

The OPT FAIR for ALL programme, which will be implemented by partners of Oxfam in OPT and SOMO and funded by the Dutch Government will adapt a multi-dimensional approach to enable change at micro, meso and macro level (local, regional and national). Transparency and accountability mechanisms will be strengthened so civil society actors are able to claim more responsive and fair systems, fiscal, trade and value-chain regulations. Grassroots, women and youth organizations, movements, small-scale producers and other national bodies will be supported to establish coalitions to demand national and local governments adopt inclusive and responsive policies. This will contribute to enhancing the overall business environment, especially for youth entrepreneurs in the agricultural sector. Partners and key stakeholders will act as watchdogs of public- and private-sector duty bearers and monitor their adherence to governance principles and commitments.

2 OBJECTIVE AND EXPECTED RESULTS:

PalTrade is looking for a local consultant – freelance or company with deep knowledge in the local market focusing on small scale producers and marketing/ distributions and exporting companies. The consultant is to propose models for business relationships between small scale- businesses and producers, on one end, and the private sector, on the other. The study must give evidence based recommendation on how to connect small business owners (producers) in the market, through developing the relationship, with marketing and distribution companies, highlighting on the

opportunities, gaps, and critical issues challenges As well as providing recommendation, solutions, and main needed interventions.

The study must focus on the agriculture and agribusiness sector particularly on agricultural products and the food processing sectors. The aim of the study must help small business owners to build a clear model that connects them to the market of agricultural and food products. The paper must take in consideration preferences of stakeholders and most importantly propose a model (or number of models) that meets the interest of both parties involved in the business relationship and also ensures sustainability with lowest degree of risk associated.

The paper must explain in detail the following aspects:

- 1- The status of the small business and their marketing mechanisms
- 2- Challenges facing small businesses in terms of marketing and distribution
- 3- Recommendations and solutions to connect small businesses to the market by building a relationship with companies specialized in marketing, exports, and distribution.

3 DELIVERABLES

- Comprehensive study on :
 - Current Business relations between small scale producers and marketing companies, highlighting opportunities, gaps, and critical issues.
 - Profiles on selected small scale producers, highlighting their history, products, marketing, and distribution efforts, with focus on gaps and critical issues and providing clear solutions for each.
 - Profiles on selected marketing companies, highlighting their business practices with current small-scale producers, services offered, and any gaps and opportunities existing toward establishing relations with small scale producers and providing clear solutions for each.
 - Mapping of relationships between small-scale producers and marketing and distribution companies
 - Propose business and marketing models/ mechanism that entice feasible and effective cooperation between the previously mentioned entities.

4 TIME FRAME

Assignment duration is 10 weeks of the date the contract is signed. It's expected to commence on Aug 1st , 2021 and completed on October 11th , 2021.

5 REPORTING

The final report will be delivered to PalTrade in open source (i.e. Microsoft word and excel) and PDF format.

6 GENERAL TERMS AND CONDITIONS

- The submitted proposal (Technical & Financial)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 consultancy companies/ Individuals working in the target market (i.e., Palestine).
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the technical proposal named: **RFP#PTC-021-2021-B 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-021-2021-B Financial Proposal**.
- 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 is **Tuesday 18th Of Jan, 2022 until 14:00PM** No inquiries shall be received after this date
- The deadline for submitting the proposals shall be no later than **Sunday 23rd of Jan, , 2022 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 least 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.

7 TECHNICAL PROPOSAL

7.1 RFP Documents **signed and stamped.**

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

7.3 Proposed Team Qualification:

- 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 field. Experience in Oxfam funded project is a plus

- Language: Fluency in oral and written English. Ability to communicate in official languages of beneficiary (Arabic)

7.4 Proposed Detailed Methodology:

- Detailed work plan and a clear description of the proposal technical approach to complete the work specified in this RFP.
- Clear Description of the report (outline proposal) with time frame
- including proposed selection criteria for small scale producers and marketing companies to be studied.

7.5 Previous Relevant Experience Proof:

Participants must submit a list of similar experience in the same field and supported by 2-4 samples and contacts of at least 3 references or 3 certificates of accomplishment.

8 FINANCIAL PREPOSAL & REQUIRMENTS :

1. Price proposal filled, signed, and stamped per (Annex1) in separated sealed envelop
2. Detailed financial budget with breakdown of cost.
3. Prices shall be in **Euro and including VAT.**
4. **The service provider should be able to provide an official vat invoice and valid deduction at source certificate.**
5. **Price offer should be valid for 3 months**

9 RFP EVALUATION:

9.1. Technical Evaluation Weighting out of (%70):

| No | Evaluation Criteria | Max (points) |
|----|---|--------------|
| | Technical Weight | 70% |
| 1 | Methodology (work plan , report outline, time frame) | 35% |
| 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 who their technical proposals did not pass the technical evaluation, shall receive their financial sealed envelopes back from PalTrade Offices.

9.2 Financial Evaluation Weighting out of (%30)

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

9.3. Overall Evaluation:

The winner of this RFP is the one who receive **the highest cumulative overall score** of both technical & financial evaluation

ANNEX 1: BILLS OF QUANTITIES (COST PROPOSAL)

| # | Item | Quantity | Amount in EURO including VAT | Notes |
|----------------------------------|---|----------|------------------------------|-------|
| | study on the business relations between small scale producers and marketing companies | 10 Weeks | | |
| TOTAL IN EURO INCLUDE VAT | | | | |

NOTE: PLEASE FILL THE PRICE IN ANNEX 1 , SUBMIT IT IN SEPERATED SEADLED ENVELOP

Supplier Signature & Stamp-----

END OF RFP