

HARAKAT - Afghanistan Investment Climate Facility Organization (H-AICFO)

Request for Quotation (RFQ)
RFQ#AICP-KAB-19-003

Provision of Firm for Web site and Branding Guideline Development

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| 1. RFQ No. | RFQ-AICP-KAB-19-003 |
| 2. Issue Date | December 1, 2019 |
| 3. Title | Firm for Web site and Branding Guideline Development |
| 4. Issuing office & address for submission of quotes | Submit hard sealed copy with Sign and stamp to Harakat Office at: Street# 3 (right), House #1 (right), Shahr-e- Naw, Charah-e-Ansari toward Klolapushta, Kabul – Afghanistan |
| 5. Deadline for Receipt of Quotes | 1 PM, Kabul local time on December 14, 2019 |
| 6. Point of Contact | HARAKAT Procurement procurement@harakat.af |
| 7. Basis for Award | An award will be made based on the Trade Off Method. The award will be issued to the bidder who provides the best value to Harakat using a combination of technical and cost/price factors. |
| 8. Eligibility Criteria | Registered companies and Individuals with prior relevant experience and capacity. |

Scope of Work (SoW)

Background

Harakat is an independent and non-profit Afghan-managed organization, funded by Department for International Development (DFID) and Swedish International Cooperation Agency (SIDA). It aims to improve Afghanistan's business environment. It is registered with the Ministry of Economy, Government of Afghanistan, as a non-profit organization. Harakat concentrates its efforts on creating an enabling environment for a strong, active, and viable private sector committed to contributing to Afghanistan's economic growth agenda. Afghanistan's private sector continues to face critical investment climate constraints, which restrain gains in investment and productivity. To address these constraints, Harakat Afghanistan Investment Climate Programme (Harakat-AICP) has been founded to support initiatives to increase private sector investment and economic growth in Afghanistan through facilitating the removal of investment climate constraints. Harakat, through its below mission pillars, wants to achieve its mission and vision.

After a period of hiatus, building on its first phase of operation and the lessons learned, Harakat has resumed its second phase of operation with the new mission, vision and business case. To resume its activities, the new Board of Directors were recruited and the new Senior Executive Team (SET) joined Harakat in March 2019. Harakat determined that its website needs improvements in order to be able to provide effective and thorough description of Harakat's services and offerings in a user-friendly online environment. They also determined that Harakat needs a branding guide line.

Harakat, therefore, is looking for recruiting a firm to design and develop its website and branding guideline in accordance to the organization's communication strategy.

Specific Services Requested:

Website:

- Review the current website, identify the required improvements including adding new parameters, discuss and agree the improvements with management, improve/redesign the website, launch and provide necessary training to Harakat relevant staff. The website is expected to cover at least the followings:
 - Visually and aesthetically pleasing dynamic website design
 - Consistency of design across all pages/sections of the website in a design theme
 - Site should be user-friendly and upgradable easily by Harakat's personnel with minimal effort
 - Site should be searchable with on key word searches based on site content
 - Prominent display of Harakat logo, mission, vision, and strategy throughout all pages of the web site
 - The web site should allow for improved interaction among potential viewers
 - Should provide a thorough description of Harakat's services and offerings and ability to navigate and to find more information on various services
 - Should maximize "searchability" in all current internet search engines
 - It should completely be secure against intrusion
 - The site should have a separate vacancy and offerings part

- **Branding Guidelines:**

Develop Harakat's Branding Guidelines in close consultation with the Harakat management that should describe; font/size to be used for different communications, specific color(s), email signatures, letterheads, newsletters, press release, reports including monthly, quarterly, semi-annual and annual, and other promotional materials such as banners, brochures, flyers, business cards, ID cards and etc.

Selection Criteria

Harakat will select firms based on the following criteria:

- Organizational Experience: firms will be evaluated on their experience as it pertains to the scope of this project
- Previous work: firms will be evaluated on examples of their work pertaining to web site design, branding guidelines as well as client testimonials and references (a portfolio of work for previous clients)
- Reference: examples of three or more corporate websites and branding guidelines designed and implemented by interested firm

1. Deliverables and Schedules:

The consultant is required to deliver all the requested services by the end of December 2019.

2. Price Schedule:

The consultant should submit financial quotation in accordance with the following table: All unit prices must be inclusive of delivery to the regional office. Final service delivery includes all transportation costs, associated equipment, and labor necessary to provide the required transportation services.

| No | Item Name/Details | Unit | Unit Price AFN | Quantity | Total Price AFN |
|----|-------------------------|------|----------------|----------|-----------------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| | TOTAL PRICE, AFN | | | | |

3. Work Plan:

The consultant shall submit a detailed work plan indicating the start and end date for each deliverable in accordance to the calendar days.

4. Past Performance Chart:

The consultant shall submit the past performance chart that should include projects that best illustrates relevant experience in past five years.