



Afghanistan Value Chain (AVC) – High Value Crops

Request for Quotation (RFQ)

RFQ No. **REQ-KBL-20-0025**

Provision of Firm-Level Assistance in Branding Marketing and Packaging Design

Issue Date: September 13, 2020

Revised on: September 22, 2020

WARNING: Prospective Offerors who have received this document from a source other than the AVC-HVC Project should immediately contact avc-c_procurement@dai.com and provide their name and mailing address in order that amendments to the RFQ or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted via email.

1. Synopsis of the Request for Quotation

DAI, implementer of the USAID funded Afghanistan Value Chains – High Value Crops (AVC-HVC) Project, invites qualified vendors to submit quotations to supply and deliver for Provision of firm-level assistance in branding, marketing and packaging design, as follows:

1. RFQ No.	RFQ# REQ-KBL-20-0025
2. Issue Date	September 13, 2020, revised on September 22, 2020
3. Title	Provision of firm-level assistance in branding, marketing and packaging design
4. Quotation submission	Please submit your quotation by email to avc-c_quotation@dai.com only, with subject: vendor company name RFQ No. Sending or copying quotations to other addresses breaches the confidentiality of quotation and may lead to disqualification of your bid.
5. Deadline for Receipt of Quotes.	The deadline for receiving the quote submission Monday, September 22, 2020, 04:00 PM.
6. Point of Contact for Questions	Any questions regarding this RFQ should be sent to: avc-c_procurement@dai.com Sending to other email addresses may lead to delay of response.
7. Anticipated Award Type	An award resulting from this RFQ is anticipated to be a fixed price Blanket Purchase Agreement (BPA) for 12 months. Issuance of this RFQ in no way obligates DAI to award a subcontract or purchase order and Bidders will not be reimbursed for any costs associated with the preparation of their quote.
8. Base for Award	An award will be made to the responsible bidder whose bid is responsive to the terms of the RFQ and is most advantageous to DAI, considering price or/and other factors included in the RFQ. To be considered for award, bidders must meet the requirements identified in Section 12, "Determination of Responsibility". No discussions or negotiations are permitted with bidders, and therefore bidders shall submit their best and final price.

2. Request for Quotation

<p>9. General Instructions to Bidders</p>	<ul style="list-style-type: none"> • Final quotations are due by Monday, September 22, 2020, 04:00 PM. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. • Bidders shall submit quotes only to avc-c_quotation@dai.com before the above-mentioned deadline. • Include a statement that the vendor fully understands that their quote must be valid for a period of at least 90 days. • Bidders shall sign and date their quotation. • Bidders shall complete Attachment A: Price Schedule template. Value Added Tax (VAT) shall be included in the prices.
<p>10. Questions Regarding the RFQ</p>	<p>Each Bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFQ. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email or in writing delivered to the Issuing Office no later than the date specified above. All questions received will be compiled and answered in writing and distributed to all interested Bidders.</p>
<p>11. Technical Specifications and requirements for Technical Acceptability</p>	<p>The Afghanistan Value Chains-High Value Crops is interested in contracting the services of a local firm to provide firm level technical assistance to 20 large-scale agribusinesses located throughout Afghanistan.</p> <p>1. Role’s Purpose: The Firm will support anchor firms in the conceptualization of branding and marketing strategies for specific end markets and segments, will assist the firms in the design of consumer packaging meeting regulatory requirements of the countries of destination, will identify suppliers of cost-effective packaging material and machinery, and will assist the firms launch their marketing strategies.</p> <p>2. Objectives and Duties</p> <ul style="list-style-type: none"> ▪ Conduct an assessment to understand the anchor firms, their products, current and potential markets, and their challenges ▪ Conduct in-depth research of end markets, including competitors, tastes and preferences, and regulatory requirements ▪ Collect data—and gather samples—of packaging materials and information regarding packaging equipment.

	<ul style="list-style-type: none"> ▪ Draft, in close communication with the anchor firms, branding and marketing strategies for the anchor firms, ensuring the integration of their input into the strategies <ul style="list-style-type: none"> ○ Design <ul style="list-style-type: none"> ▪ Brand(s) from the firm, including letterhead and banners ▪ Branded consumer packaging, compliant with the regulations of the target markets ▪ Produce effective marketing packaging prototypes ▪ Assist the anchor firms in the procurement of packaging materials ▪ If required, assist the firms in the launch of their marketing strategies. <p>3. Requirements of the Team</p> <ol style="list-style-type: none"> 1. Marketing specialist with experience in Central Asia, South Asia, Europe and the Gulf Estates, and able to produce highly-specialized marketing strategies. 2. Graphic designer with experience in dried fruit, nuts, spices and fresh produce. 3. In-depth knowledge of the agricultural markets in the regions, with emphasis on the retail level 4. Strong market research skills 5. Excellent writing skills
12. Delivery and Payment Terms	<ul style="list-style-type: none"> • The vendor is required to deliver services within certain days based on need of each companies. • Supplier agrees to DAI payment terms: payment will be made to the vendor within 45 days after receiving a correct invoice for goods or services received in connection and response to the BPA Release Order issued by procurement department. • Supplier agrees to provide fixed unit price for all requested items and will be valid for the entire period of performance of the BPA, 12 months.
13. Determination of Responsibility	<p>DAI will not enter into any type of agreement with a vendor prior to ensuring the vendor’s responsibility. When assessing a vendor’s responsibility, the following factors are taken into consideration:</p> <ol style="list-style-type: none"> 1. Provide copies of the required business licenses to operate in the host country. 2. Evidence of a DUNS number (explained below and instructions contained in the Annex). 3. The source, origin and nationality of the services are not from a Prohibited Country (explained below).

	<p>4. Ability to comply with required or proposed delivery or performance schedules.</p>
14. Geographic Code	<ul style="list-style-type: none"> • Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries. • Geographic Code 935: Goods and services from any area or country including the cooperating country, but excluding Prohibited Countries. • DAI must verify the source, nationality and origin, of goods and services and ensure (to the fullest extent possible) that DAI does not procure any services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI. • By submitting a quote in response to this RFQ, Bidders confirm that they are not violating the Source and Nationality requirements and that the services comply with the Geographic Code and the exclusions for prohibited countries.
15. Data Universal Numbering System (DUNS)	<p>All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$35,000 and above are required to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Bidders sign the self-certification statement if the Bidder claims exemption for this reason.</p> <p>For those required to obtain a DUNS number, you may request Attachment C: Instructions for Obtaining a DUNS Number.</p> <p>For those not required to obtain a DUNS number, you may request Attachment D: Self-Certification for Exemption from DUNS Requirement</p>
16. Compliance with Terms and Conditions	<p>Bidder shall be aware of the general terms and conditions for an award resulting from this RFQ. The selected Bidder shall comply with all Representations and Certifications of Compliance listed in Attachment B.</p>
17. Procurement Ethics	<p>By submitting an Bidder, Bidders certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Bidders or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com.</p>

1. Detailed Statement of Work or Technical Specifications

The Firm will support anchor firms in the conceptualization of branding and marketing strategies for specific end markets and segments, will assist the firms in the design of consumer packaging meeting regulatory requirements of the countries of destination, will identify suppliers of cost-effective packaging material and machinery, and will assist the firms launch their marketing strategies.

General profile of the anchor firms

The anchor firms work on 4 categories of value chains. The biggest companies may have two categories of products: dried fruits and nuts, but most companies only deal with one type of value chain products. For most companies, the marketing strategy should focus on domestic and regional markets. However, there are two or three companies exporting to European markets.

The value chains include:

- Dried fruits and nuts
- Fresh fruits
- Medicinal crops
- Spices

DELIVERABLES

- Marketing Strategy: A template with core content is attached as an example. The final strategy should at least cover those subjects.
- Design of branding materials and production specifications:
 - Business card
 - Letterhead
 - Roll-up banners
 - Brochure
 - Branded consumer product packaging, compliant with the regulations of targeted markets, and produce prototypes

Additionally, the vendor shall assist the anchor firms in the procurement of packaging materials.

The acceptance of deliverables will be determined jointly by the project and the anchor firms.

Areas of Operation:

Kabul, Mazar-e-Sharif, Herat, Kandahar and Jalalabad, Afghanistan.

Attachment A: Price Schedule (tax inclusive)

Item Number	Item Name	Specifications	Unit Price	Delivery Time
1	Marketing Strategy	The Marketing Strategy should be based on market research and analysis. A list of core content of the marketing strategy is attached as an example.		
2	Design of business card and production specifications	e.g. color code, type of paper, etc.		
3	Design of Letterhead and specifications	e.g. color code, etc.		
4	Design of roll-up banners and production specifications	e.g. color code, printing requirements, etc.		
5	Design of brochure	As above		
6	Design branded consumer product packaging, compliant with the regulations of targeted markets, as well as production specifications.	e.g. color code, packaging material requirements, etc.		
7	Produce consumer product packaging prototypes			
GRAND TOTAL IN AFN				

We, the undersigned, provide the attached quote in accordance RFQ # _____ dated _____. Our attached quote is for the total price of _____ (figure and in words)

I certify a validity period of _____ days for the prices provided in the attached Price Schedule/Bill of Quantities. Our quote shall be binding upon us subject to the modifications.

We understand that DAI is not bound to accept any quotes it receives.

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Telephone:

Email:

Company Seal/Stamp:

Attachment B: Past Performance Chart

Include projects that best illustrate your experience Providing Internet Services in Afghanistan for international NGOs or contractors. Projects should have been undertaken in the past (3) three years.

#	<i>Project Title</i>	<i>Description of Activities</i>	<i>Client Name, Contact Name & Tel/Email Funding Agency if applicable</i>	<i>Location City/</i>	<i>Cost in AFN</i>	<i>Period of Performance</i>	<i>Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)</i>
1							
2							
3							

Attachment C: Bidder's Checklist and Certification

I certify that we have provided below required information/documents along with the quotation/proposal:

- Completed **Attachment A: Price schedule**
- Completed **Attachment B: Past Performance Chart**
- Completed, signed and stamped **Attachment C: Bidder's Checklist and Certification**
- Evidence of a DUNS number or completed **Attachment D: Self-Certification for Exemption from DUNS Requirement for Subcontractors and Vendors**
- Copies of valid business license to operate in Afghanistan (e.g. AISA license or other registration document)
- Bank account information

We understand that DAI is not bound to accept any quotes it receives.

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Telephone:

Email:

Company Seal/Stamp:

Attachment D:

**Self-Certification for Exemption from DUNS Requirement
For Subcontractors and Vendors**

Legal Business Name:	
Physical Address:	
Physical Country:	
Signature and Stamp of Certifier	
Full Name of Certifier (Last Name, First/Middle Names):	
Title of Certifier:	
Date of Certification (mm/dd/yyyy):	

The sub-contractor/vendor whose legal business name is provided herein, certifies that we are an organization exempt from obtaining a DUNS number, as the gross income received from all sources in the previous tax year is under USD \$300,000.

*By submitting this certification, the certifier attests to the accuracy of the representations and certifications contained herein. The certifier understands that s/he and/or the sub-contractor/vendor may be subject to penalties, if s/he misrepresents the sub-contractor/vendor in any of the representations or certifications to the Prime Contractor and/or the US Government.

The sub-contractor/vendor agrees to allow the Prime Contractor and/or the US Government to verify the company name, physical address, or other information provided herein. Certification validity is for one year from the date of certification.

Attachment E: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked Persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a quote, bidders agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

Attachment F: Marketing Strategy Content

1. Executive Summary
2. Company Description
 - Describes what the company does
 - Highlight recent success
3. Strategic Focus and Plan
 - Mission Statement – what you want to accomplish
 - Vision Statement – how you will accomplish it
 - Identify strategic opportunities
4. Situation Analysis
 - Analyze where you were, are and are going
 - SWOT Analysis
 - Industry, competition, company and **customers analysis**
5. Market – Product Focus
 - Set objectives
 - Identify target markets
 - Identify points of differences
 - Positioning
6. Marketing Program
 - Product: features, brand name, packaging, etc.
 - Promotion: advertising, personal selling, sales promotions, publicity, etc.
 - Place: outlets, channels, coverage, transportation, etc.
7. Implementation Plan
 - How will company turn plans into results