

January 30, 2024

Request for Quotation (RFQ)

Subject RFQ #:	217798/ SMEs Ecommerce and Web-Development/revamp Blanket Purchase Agreement with Fixed Price Orders-January24
RFQ Issue Date:	January 30 th , 2024
Terms of Reference / Specifications:	Small and Medium Enterprises "SMEs" Ecommerce and Web-Development
Project	Trade Reform and Development in Egypt (TRADE)
The Company	Palladium Egypt Consulting
Country of Performance	Egypt
Closing Date and Time	February 12 th , 2024, 16:00 GMT +2
Contact Person	Ahmed Hady – Procurement Advisor
Details for Submission	Submissions should be emailed to applyTRADE@thepalladiumgroup.com

Thank you for your interest in the above procurement. As implementer for the TRADE Project, Palladium invites you to submit a quote for the Goods or Services listed below. Your quote must be valid for 6 months after the submission deadline.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time. This RFQ in no way obligates Palladium to award a contract nor does it commit Palladium to pay any cost incurred in the preparation and submission of a quote. Palladium bears no responsibility for data errors resulting from transmission or conversion processes.

I look forward to your response. If you have any queries, please do not hesitate to contact me at applyTRADE@thepalladiumgroup.com.

Yours sincerely,



Rachid Benjelloun
Chief of Party, TRADE

Schedule - Terms of Reference

Purpose

The USAID TRADE project seeks a contractor to support SMEs in enhancing their ecommerce platforms/marketplaces/websites in order to prepare them for creating B2B “Business to Business” and B2C “Business to Customer” deals and enhance their visibility in the market. The overall objective of the assignment is to take USAID TRADE team recommendations from their assessment of SMEs’ websites and support those SMEs to implement those recommendations. The type of services could consist of web development, migration of their website to shopify/Bigcommerce, graphics designs, banners, and copy writing and delivered a copy of the source code, as well as integration services with various Customer Relationship Management (CRM) or Enterprise Resource Planning (ERP) system modules.

Type of Contract

Blanket Purchase Agreement (BPA) using Firm Fixed Price Orders

Anticipated Contract Term

1 year from the time of award.

Timeline

- Submission Deadline: February 12th, 2024
- Validity Period for Quotations: 6 Months
- Expected Date of Award: March 1st, 2024

Scope of Work and Standards

The selected firm will help SMEs implement USAID TRADE team recommendations to enhance SMEs’ websites/online store/platform to be able to attract more online B2B and B2C deals cross-border, improve their ecommerce capacities, and enhance their visibilities online. The recommended modifications are divided into two cohorts as following:

1. Ecommerce Platform:

Develop/Migrate the enterprise’s website into an ecommerce platform with a back-end on Direct-to-consumer (DTC) platforms, for example Shopify or BigCommerce, that includes basic services such as: Configure basic administrative settings, Import store’s content and data to the platform, Organize products after migration, Design store, Mobile responsive design, Setup URL redirects, Setup shipping, Configure taxes, Setup a payment provider, Optimize for SEO, Place some test order, Setup domain, Blog, orders, customers migration guidance, Enabling multi-language / multi-currency, Design online graphics, banners, messaging/copy/content, Social media icons, Custom headers and footers, Custom fonts, Custom badges and buttons, Checkout flow, Navigation menu troubleshooting, Integrate with other systems, Bug fixes and maintenance for up to 3 months after the ecommerce platform launch.

2. Website Development/Revamping:

Develop or revamp enterprise’s static websites, which includes, for example: Design online graphics, banners, messaging/copy/content, Social media icons, Custom Banners, Custom Headers and Footers, Custom fonts, Custom badges and buttons, Landing pages, Product Variants update, Checkout flow, Navigation Menu trouble shooting, Integrate with other systems, Copy writing and edits, enabling multi-language, Coding issue fix, Bug fixes and maintenance for up to 3 months after the website launch.

Additionally, the firm will provide services for integrating the website with SMEs’ ERP or CRM systems, such as Odoo, Microsoft Dynamics, NetSuite, Zoho, or any other specified systems.

The resulting Blanket Purchase Agreement (BPA) with the successful offerors will set out an agreed upon price quotation for each package to provide the above services, based on the needed service for each enterprise. Offerors are asked to provide a price quotation at first after assessing the actual needs in alignment with the website assessment report developed by the project. If awarded the BPA, offerors will be eligible to receive companies' website assessment reports as per the requirements of the TRADE project's supported SMEs. At this time Palladium expects around 20 SMEs will require websites development/revamping/ecommerce platforms migration.

This solicitation will result in a signature of a Blanket Purchase Agreement "BPA" with the awarded service provider that fixes the prices for the duration of one year.

Upon signature of the BPA the TRADE project will have the right to issue Purchase Orders to the awarded service providers based on the project SMEs needs and actual assessment conducted by the awarded service provider. Deliverables and associated payments for each SME supported are depicted in the following matrix:

	Milestone	Payment Percentage of Total contract award
01	Milestone 1: <ul style="list-style-type: none"> - Wireframe for the Website Development/ revamping, Ecommerce development/migration - The development of website/ecommerce platform - Improvements and modifications 	50%
02	Milestone 2: <ul style="list-style-type: none"> - Launch the website and go live and deliver a copy of the source code. - Website maintenance and bug fixes for 3 months after going live 	50%

The awarded vendors will collect their fee from both the TRADE project and the SME. TRADE Project will pay only 50% from the total cost of the website and the SME will pay the remaining 50%. The awarded service provider will sign blanket purchase agreement state this and purchase orders for each of the SMEs.

Evaluation and Award Process

Evaluations will be made on a best value, trade-off basis. Proposals must meet the following criteria to be considered eligible:

1. This solicitation is open to companies and must be Egyptian or American based in Egypt.
2. Offerors must demonstrate a track record of successfully websites development, migration and revamping.
3. Consultants must meet Palladium's Due Diligence and Code of Conduct standards.

A selection committee create a shortlist of bids based on the submitted web designs, past experience, and references. Bidders who are determined eligible for the shortlist will be requested to submit a mock-up for some websites to be evaluated by the technical committee as apart from the procurement process.

Final selection will be based on the following criteria:

1. Quality of Website mock-ups.
2. Past Performance Information and References
3. Experience of Personnel

4. Price

Palladium reserves the right to award under this solicitation without further negotiations. The offerors are encouraged to offer their best terms and prices with the original submission.

Demonstration of process experience in web design:

The following items are required to be submitted as part of the quotation:

- Past experience Information/Capability Statement: Offerors must submit a past performance statement with previous experience in website development, migration and/or revamping for Egyptian business, this must include at least three examples of currently operating websites.
- Technical team CVs and capacity of the agency.
- Offerors must also submit three professional references, including email and phone number contact information and outlining the nature of the relationship between the offeror and reference. This requirement can be submitted either in Word or PDF (maximum of three pages).
- Price List: Offerors must complete the attached price list as per the scope of work above for each package. The offerors must submit a price list that includes a price range (minimum cost & maximum cost) for the web development/revamp based on the needed services. (ex. Hosting platform, integration, items. Etc...).
- Signed Certifications: Terrorism, Anti-Kick Back, Debarment, Foreign Corrupt Practices Act

The Company must complete Due Diligence Questionnaire if selected for Award within 5 days.

The Company must have a UEI number or obtain one within 5 days of being notified of selection.

PROCUREMENT INTEGRITY AND ETHICS

It is Palladium's Policy that no gifts of any kind and of any value be exchanged between vendors/contractors and Palladium personnel. Discovery of the same will be grounds for disqualification of the vendor/contractor from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

Attachments

Please review the additional documentation and proposed contracts terms and conditions which should be given consideration when preparing your proposal. By submitting your bid you will certify that that you are in agreement with the contract terms and conditions as included in this solicitation and that all prices include all aspects of the required compliance with the terms and conditions of the proposed contract.

- Annex A: Copy of the Contract – blank with all the conditions and flowdowns
- Annex B: Price List Format
- Annex C: Due diligence form(s)
- Annex D: Business Partner Code of Conduct
- Annex E: Certifications: Terrorism, Anti-Kick Back, Debarment, FCPA

Any contract/purchase order resulting from this solicitation must be signed by both parties in order to be considered valid and in force. All costs associated with, but not limited to, production, preparation and/or delivery of goods or services, including deliveries, accepted by Palladium staff, without a fully executed (signed by both parties) contract/purchase order, are at the vendor's risk only. Palladium shall not pay for any costs, without limitation, associated with production, preparation or delivery of goods and/or services under this or any other contract/purchase order, which has not been signed by both parties.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any

relevant client terms and conditions. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.

Terms and conditions

Quote Conditions

By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

Quote Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

Evaluation

The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

Alterations

The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

The Company's Rights

The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

Amendments and Queries

The Company may amend, or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

Confidentiality

In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.

The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

Alternatives

Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

Reference Material

If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

Price Basis

Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

Inconsistencies

If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFQ; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.

Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give rise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

Jurisdiction

This RFQ shall be subject to the laws of the District of Columbia, United States of America. The language of the arbitration will be English.

The Potential Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this RFQ or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this RFQ or the breach, termination, or invalidity thereof, shall be settled by mediation through the American Arbitration Association by filing a request for mediation with the AAA and the other party. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.