

Request for Quotations (RFQ)

RFQ Number: RFQ# DCEO-BAG-TECH-2023-026

Issuance Date: November 27, 2023

Deadline for Offers: December 10, 2023, at 05:00 PM

Description: Provision of Digital Marketing Services

For: Durable Communities and Economic Opportunities (DCEO) Project

Funded By: United States Agency for International Development (USAID),
Contract No. 72026719D00001

Implemented By: Chemonics International Inc.

Point of Contact: Procurement Team at dceoprocurement@iraqdceo.com

******* ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *******

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value, or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact dceoprocurement@iraqdceo.com with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics' Washington office through the contact information listed on the website found at the hyperlink above.

Section 1: Instructions to Offerors

1. Introduction:

Background: Iraq Durable Communities and Economic Opportunities (DCEO) is a United States Agency for International Development (USAID) program implemented by Chemonics International. DCEO aims to support vulnerable communities to build community resilience against destabilizing factors by increasing their adaptive capacity and economic well-being.

Offerors are responsible for ensuring that their offers are received by Chemonics in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

Purpose: To increase the competitiveness of Iraqi firms and create employment for Iraqi citizens, the project engages private enterprises to solve problems that are constraining their growth and limiting productive employment opportunities. **The purpose of this service is to provide support to two DCEO Client Firms with the following services:**

- A. Digital marketing and marketing campaign via direct message.
- B. Branding (visual identity), Digital marketing strategy, and social media advertising

2. Offer Deadline and Protocol: Offers must be received no later than 05:00 PM local Baghdad time on **December 10, 2023, at 05:00 PM**, by email to tenders@iraqdceo.com.

Please reference the RFQ number in any response to this RFQ. Offers received after the specified time and date will be considered late and will be considered only at the discretion of Chemonics.

3. Questions: Questions regarding the technical or administrative requirements of this RFQ may be submitted no later than **05:00** PM local Baghdad time on **December 2, 2023**, by email to dceoprocurement@iraqdceo.com. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that Chemonics believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding.

Only the written answers issued by Chemonics will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Chemonics, or any other entity should not be considered as an official response to any questions regarding this RFQ.

4. Specifications: Section 3 contains the technical specifications of the required service.

Please note that, unless otherwise indicated, stated brand names or models are for illustrative description only. An equivalent substitute, as determined by the specifications, is acceptable.

5. Quotations: Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis, including delivery and all other costs. Pricing must be presented in Iraqi Dinars (IQD) only. Offers must remain valid for not less than ninety (90) calendar days after the offer deadline. Offerors are requested to provide quotations on their official quotation format or letterhead; in the event this is not possible, offerors may complete the table in Section 3.

In addition, offerors responding to this RFQ are requested to submit the following:

- Organizations responding to this RFQ are requested to submit a copy of their official registration or business license.
- Company Profile.
- Past performance references of similar works.
- **Technical proposal including all details and Scope of work.**

6. **Delivery:** The delivery location for the service described in this RFQ is **Baghdad Governorate**. As part of its response to this RFQ, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order). The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.
7. **Source/Nationality/Manufacture:** All goods and services offered in response to this RFQ or supplied under any resulting award must meet **USAID Geographic Code 937** in accordance with the United States Code of Federal Regulations (CFR), [22 CFR §228](#). The cooperating country for this RFQ is Iraq.

Offerors may not offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

Any and all items that are made by Huawei Technology Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, Dahua Technology Company will not be accepted. If quotes include items from these entities, please note that they will be deemed not technically responsive and excluded from competition.”

8. **Warranty:** Warranty service and repair within the cooperating country is required for all commodities under this RFQ. The warranty coverage must be valid on all commodities for a minimum of twelve (12) months after delivery and acceptance of the commodities, unless otherwise specified in the technical specifications.
9. **Taxes and VAT:** The agreement under which this procurement is financed is not exempt from the payment of taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, offerors must include taxes, VAT, charges, tariffs, duties and levies in accordance with the laws of the Cooperating Country.
10. **UEI Number:** Companies or organizations, whether for-profit or non-profit, shall be requested to provide a Unique Entity Identifier (UEI) number if selected to receive an award in response to this RFQ valued greater than or equal to USD\$30,000 (or equivalent in other currency). If the Offeror does not have a UEI number and is unable to obtain one before the submission deadline, Offeror shall include a statement noting their intention to obtain a UEI number should it be selected as the successful offeror or explaining why registration for a UEI number is not possible. Contact [sam.gov](#) to obtain a number. Further guidance on obtaining a UEI number is available from Chemonics upon request.
11. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Chemonics will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

12. **Evaluation and Award:** The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, evaluation criteria must be edited as needed; this option is the recommended default); and is determined via a **trade-off analysis** to be the best value based on application of the following evaluation criteria. Points will be awarded for cost which will be primarily evaluated for realism and reasonableness. For overall evaluation purposes of this RFQ, technical evaluation factors other than cost, when combined, are considered more important than cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.

The relative importance of each individual criterion is indicated by the number of points below:

- **Technical Know How– 20 points:** Chemonics will assess whether the proposal explains, understands, and responds to the objectives of the project as stated in the Scope of Work.
- **Approach and Methodology – 20 points:** Chemonics will assess whether the proposed program approach and detailed activities and suggested timeline fulfill the requirements of executing the Scope of Work effectively and efficiently.
- **Corporate Capabilities- 20 points:** Chemonics will evaluate whether the company experience is relevant to the project Scope of Work.
- **Past Performance – 20 points:** Offerors must include three (3) past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: name of point of contact who can speak to the offeror's performance, name and address of the company for which the work was performed, and email and phone number of the point of contact. Chemonics will assess the past performance of the Offerors by contacting three (3) references who may indicate the Offeror's past performance for projects of similar size and scope.
- **Price – 20 points:** Overall price of the quotation.

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Chemonics reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, Chemonics reserves the right to conduct any of the following:

Chemonics may conduct negotiations with and/or request clarifications from any offeror prior to award.

- While preference will be given to offerors who can address the full technical requirements of this RFQ, Chemonics may issue a partial award or split the award among various Vendors, if in the best interest of the DCEO Project.
- Chemonics may cancel this RFQ at any time.
- Chemonics may reject all offers if such action is considered in the best interest of Chemonics.

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the DCEO Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

13. **Terms and Conditions:** This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate Chemonics, the DCEO Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Chemonics' standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

- (a) Chemonics' standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFQ and identified in the resulting award; payment will not be issued to a third party.
- (b) Any award resulting from this RFQ will be firm fixed price, in the form of a purchase order (PO).
- (c) No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
- (d) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (e) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFQ must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFQ shall pass to Chemonics following delivery and acceptance of the goods by Chemonics. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to Chemonics.

Section 2: Offer Checklist

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- ☐ Cover letter, signed by an authorized representative of the offeror (see Section 4 for template)
- ☐ Official quotation, including specifications of offered equipment (see Section 3 for example format)
- ☐ Federal Funding Accountability and Transparency Act (FFATA) Subaward Reporting Questionnaire, signed by an authorized representative of the offeror (see Section 5 for questionnaire)
- ☐ Copy of offeror's registration or business license (see Section 1.5 for more details)
- ☐ Past Performance - Details about past satisfactory performance references providing similar goods and services, supported by verification of 2-3 relevant past performance references
- ☐ Company Profile
- ☐ Technical Proposal (Scope of work)

Section 3: Specifications and Technical Requirements

SCOPE OF WORKS NO. (1)

1. Digital Marketing Services

DCEO/Tahfeez project is looking for a supplier to provide Digital Marketing services for three months duration for a limited company liability that specializes in recruiting the Iraqi workforce. The company offers assistance to job seekers in securing employment across various sectors. The company focuses on unemployed youth looking to supplement their income by securing employment at malls and businesses throughout Baghdad.

The main objectives of digital marketing are to have more people and credibility for the company, which comes through awareness and visibility.

a. Digital Marketing Strategy

- Develop a Digital Marketing plan and strategy (contents calendar), sitting with the client at the beginning of every month. The strategy should have ten posts every month including captions, visuals (design, photo, or video), the objective of every post, and the plan of sponsoring.
- At the end of every month, The Digital Marketing Company should provide a report containing:
 - Performance of Reach, Impression, and Engagement numbers for the Facebook page in general and all the posts individually.
 - The sponsor coverage results include a screenshot showing how they spend with reach and engagement numbers.

b. Posts and Designs

Three months digital marketing and social media campaign as per the below details:

- Re-design for one time the visual identity of the client.
- Re-design profile and cover photo for the Facebook page in addition to the profile and the highlight cover photos in Instagram to fit with the size and quality of Meta.
- Design and write content for ten promotional posts per month, 30 posts in total for three months.
- Photography different photo sessions per month to produce at least ten professional photos from different angles according to the digital marketing plan, a total of 30 photos.
- 10 different promotional designs upon requests for special offers and special advertisements as per client request.
- At least two reels per month (03-20 seconds), in total, six reels for three months.
- Design brochures, leaflets, and other items as per client request. Three times per month, nine for three months.

c. Sponsoring coverage

The service provider should provide the sponsorship coverage For the **above**-listed activities during the three months:

- For promotions posts (Designs, photos, videos, and reels), spend IQD 660,000.00 every month, a total IQD 1,980,000.00 in 3 months according to the following plan:
 - Spending IQD 264,000.00 every month for “Paid for likes” to increase the number of followers on Facebook and Instagram. (Taking into consideration the right targeting of the audience interested in the client's business and related to the Digital Marketing plan every month.)
 - Spending IQD 396,000.00 for the ten posts every month. (This will be divided equally by the number of monthly posts or according to what the advertiser sees better).

d. Quality requirements

- All the videos and photos should be of high quality before publishing, taking into consideration the file compression that is operated by Meta.
- For normal posts, photos, and design, square 1:1 for images and vertical 4:5 for videos.
- For Stories and Reels, 9:16

2. Marketing Campaign Via Direct Messages

- The company should do bulk messages on WhatsApp, 10,000 messages per month, in a total of 20,000 messages for two months.
- The company and the client will do the message together before sending it to fit with the objective of digital marketing.
- The company should provide a report and proof of how many people received the messages.

SCOPE OF WORKS NO. (2)

1- Provision of Branding (Visual Identity), Digital Marketing Strategy, and Social Media Advertising

DCEO/Tahfeez project is looking for a supplier to provide Digital Marketing services and a new visual identity to clients specializing in producing wholesale and retail women's clothing. DCEO expects that the service provider will help the client to expand their awareness via visual identity and increase the number of reach and engagement. DCEO needs the supplier to provide the services below for 2 months:

A. Digital Marketing Strategy:

- Develop a Digital Marketing plan and strategy (including a contents calendar), sitting with the client at the beginning of every month. The strategy should have 15 posts every month, including captions, visuals (design, photo, or video), the objective of every post, and the plan of boosting the posts.
- At the end of every month, the supplier should provide a report containing:
- Performance of Reach, Impression, and Engagement numbers for the Instagram account and the performance numbers of interactions, Avg. cost, Avg. CPV and impressions for Google Ads.
- The result of the boosting includes a screenshot showing how they spend with reach and engagement numbers.
- The supplier must provide a report at the end of every month (for two months) that includes the performance numbers of reach, impressions, engagement numbers, and new likes on Instagram, and the performance numbers of interactions, Avg. cost, Avg. CPV and impressions for Google Ads.

B. Visual Identity:

Creating a comprehensive visual identity as the supplier sees fit with the objectives of the company involves several elements:

- Redesign the logo, color palette, typography, and any other stuff necessary.
- Templates for social media to be used with photos, videos, and stories.
- Photography style, packaging design, labels for clothes, marketing collateral, signage and signboards, stationary (like business card and other stuff), promotional items, environmental graphics inside the company.

Important notes:

- The client will handle the marketing materials, including photos, videos, and writing content.
- The supplier will be responsible only for managing the process of sponsorship, DCEO/Tahfeez will provide the amount of every month.
- The supplier will meet with the company to understand their digital marketing strategy before starting the campaigns.
- The supplier can provide any recommendations to the company, if there are any, to achieve higher results than expected.

Pricing Table

The table below contains the technical requirements of the commodities/services. Offerors are requested to provide quotations containing the information below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Section 3 and submit a signed/stamped version to Chemonics.

Scope of Work No. 1					
#	Description and Specifications	Unit	Qty	Unit Price in IQD	Total Price in IQD
1	Digital Marketing Services	Month	3		
2	Marketing Campaign Via Direct Messages	L.S	1		
Subtotal:					
Other Costs:					
Total Amount in IQD:					

Delivery/ Implementation time (after receipt of order): _____ calendar days.

Offer Validity: _____ day/s.

Scope of Work No. 2					
#	Description and Specifications	Unit	Qty	Unit Price in IQD	Total Price in IQD
1	Branding (visual identity), Digital marketing strategy, and social media advertising	Month	2		
Subtotal:					
Other Costs:					
Total Amount in IQD:					

Delivery/ Implementation time (after receipt of order): _____ calendar days.

Offer Validity: _____ day/s.

Section 4: Offer Cover Letter

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:

To: Durable Communities and Economic Opportunities
Baghdad, Iraq

Reference: RFQ No. RFQ# DCEO-BAG-TECH-2023-026

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. We further certify that the below-named firm—as well as the firm’s principal officers, and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any Chemonics or DCEO project staff members.
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to Chemonics’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone and Website: _____

Company Registration or Taxpayer ID Number: _____

Company DUNS Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____

Section 5: Federal Funding Accountability And Transparency Act (FFATA) Subaward Reporting Questionnaire

If the offeror is selected for an award valued at \$30,000 or above and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRs.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this quotation, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, **Company Name** certifies as follows:

- a) In the previous tax year, was your company's gross income from all sources above \$300,000?

☐ Yes ☐ No

- b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the DUNS number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and** (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

☐ Yes ☐ No

- c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the DUNS number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):

☐ Yes ☐ No

- d) Does your business or organization maintain an active registration in the System for Award Management (www.SAM.gov)?

☐ Yes ☐ No

I hereby certify that the above statements are true and accurate, to the best of my knowledge.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____