

Request for Quotation (RFQ)
Home-Based Businesses Enabling Environment

RFQ #	01142018
Issue Date:	14 January 2018
Questions Deadline:	17 January 2018 <ul style="list-style-type: none"> • Submission of questions or requests for clarification in writing via email to RFP@jordanlens.org, subject line: “Questions - RFQ#01142018 Home-Based Businesses Enabling Environment”, <u>by 15:00 Hours local time in Jordan</u> • Please note that inquiries and answers to inquiries will be shared with all registered Offerors. • Please do not contact any USAID Jordan LENS employees regarding this RFQ. Contacting individual employees shall be cause for disqualification. NO TELEPHONE INQUIRIES WILL BE ANSWERED.
Answers to be shared:	18 January 2018 Questions received and Answers will be published on the project website, under the solicitation link by 15:00 Hours local time in Jordan: http://jordanlens.org/work-with-us/solicitations
Offer Submission Deadline:	4 February 2018 Proposals (including technical proposal and budget) are due by 15:00 Hours local time in Jordan via email to RFP@jordanlens.org . Emailed submissions must contain the subject line: “ Quotation - RFQ#01142018 Home-Based Businesses Enabling Environment ”, Quotations received after the deadline will not be considered.
Award Type:	Anticipated Fixed Price Award
Expected Award:	February 2018
Expected Delivery:	July 2018

I. PROGRAM BACKGROUND

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. FHI 360 staff includes experts in health, education, nutrition, environment, economic development, civil society, gender equality, youth, research and technology — creating a unique mix of capabilities to address today's interrelated development challenges.

FHI 360 is implementing the USAID Jordan Local Enterprise Support Project (LENS), which is a five-year project to encourage the long-term economic growth and development potential of underserved Jordanian communities. USAID LENS brings local governments, business owners, and key community groups to collaborate on initiatives that will boost economic development and create jobs in their communities. These initiatives are focused on supporting the growth of micro and small enterprises (MSEs) and inclusive of women, youth and low-income groups.

2. PURPOSE STATEMENT

FHI360 on behalf of the USAID LENS is soliciting proposals from Business Service Providers (BSPs), which may be business and professional associations, business incubators, cooperatives, consultative centers, and essentially any non-governmental entity that provides services across Jordan. The BSP will be expected to provide services and support to formalize Home-Based Businesses (HBBs) to become registered, certified and licensed whether being a new business or existing informal HBB.

Background

At a policy level, the USAID LENS project has been engaged with the Ministry of Municipal Affairs (MOMA), Ministry of Industry, Trade and Supplies (MOITS) and Greater Amman Municipality (GAM), to amend and expand the existing GAM model and formalize Home Based Businesses (HBBs) across Jordan. As of August 2017, the new bylaw for licensing HBBs was approved and synchronized between GAM and other governorates/municipalities in Jordan.

USAID LENS will launch a country-wide awareness campaign with the purpose of raising public awareness on what constitutes a home-based business, and what types of businesses people can operate from their home. It is expected that interested micro-enterprises operating informally will formalize and startups will be encouraged to register as HBBs. **Please see Attachment G**, Home Based Business – MOMA instructions.

FHI360 on behalf of the USAID LENS is soliciting proposals from BSPs to complement the awareness campaign and assist Home-Based Businesses (HBBs) to become registered, certified and licensed whether being a new business or existing informal HBB.

3. SCOPE OF WORK

The main purpose of this RFQ is to reach out for BSPs that already have a number of home businesses either as their clients or beneficiaries or members and are willing to register and license. The contractor must reach interested HBBs that are willing to formalize their home business and provide them with a support to become registered and licensed HBB.

The minimum number the contractor(s) must target is 50 HBBs, HBBs are categorized as businesses that operates for the function of providing knowledge-based services, handcrafts, simple food products and home maintenance.

There are no geographical limitations to this RFQ. However, Contractor(s) are encouraged to target registering HBBs located in one governorate.

The main objective of this RFQ is to increase the percentage of formalized home base-business in Jordan in order to increase their competitiveness in their markets.

The contractor(s) must achieve the main goal of this RFQ through the following tasks:

A. Identify HBBs willing to formalize

- Identify existing beneficiaries who are operating informal businesses from home and interested in formalizing their business and/or or identify new entrepreneurs interested in starting their business from home.
- Classify those willing to group together and register as a company and those wishing to register individually as a Sole Proprietorship.
- Categorize the HBBs per function

B. Facilitate an orientation session offered by USAID LENS*

- One day orientation session for the involved staff mentioned in the technical approach will be held by USAID LENS at the contractor premises or USAID LENS offices.

Orientation session will raise awareness on the new regulatory framework, the new procedures, and the coordination mechanism to formalize HBBs.

*USAID LENS has developed awareness handbook that will be disseminated during the orientation.

C. Training* of HBBs

- Train the HBBs on the updated bylaw and new instructions using USAID LENS HBB awareness handbook. The contractor must deliver a number of training session proportionate to the number of beneficiaries provided that each training session will cover a number of beneficiaries not exceeding 25 participants with a minimum of 25% women and preferably a mixture of the different categories of HBBs.

*The contractor is responsible for organizing and selecting the locations for the training.

D. Registration of HBBs

- Advise home based business on the documents needed to be secured and collected
- Assist in obtaining pre-approvals as needed
- Assist in the businesses registration process at MOITS or MOITS Directorate in the Governorates, and
- Ensure the businesses finally obtains the Registration Certificate.

E. License the registered HBBs

- Assist in the collection of needed documentation
- Assist in obtaining pre-approvals as needed
- Coordinate with related municipalities and assist in the licensing process at the municipality,
- Ensure the businesses finally obtain Vocational License.

Monitoring & Evaluation Plan

The Contractor must detail in the proposal how they will monitor results from this RFQ to ensure all targets are accounted for. The monitoring and evaluation proposal must mention the means of measurement of proposed outreach metrics, reach and engagement. Progress reports shall be provided on monthly basis detailing unless otherwise agreed in the monitoring & evaluation proposal.

4. DELIVERABLES

The selected contractor shall be responsible for preparing and submitting the following deliverables during their contracting period:

- Provide a list of minimum number of HBBs to formalize per offer: A Contractor must commit to formalize (register and license) at least 50 HBBs. The list shall contain names, photos of ID, gender of the business owner and type/domain of businesses, location, employees.
- Registration and Licensing: all fees related to the formalization process including registration fees at MOITS, Chamber and obtaining vocational licenses from related Municipalities shall be covered by the subject HBB(s). Any other costs and services including transportation, attorneys' representation, stamps or certification charges will need to be added to the budget.
- Monitoring and Evaluation USAID LENS will supervise the program by:
 - Trainings attendance sheets: Contractors must maintain attendance sheet for each training delivered as per USAID LENS approved templates.
 - Documents and Certificates: vendors shall prepare individual file for each HBBs registered and licensed that shall include copies of the original documents, HBB

owners ID card, registration at MOITS (Sole Proprietorship or Company), registration at the Chambers, taxation file number and Vocational Licensing as HBB.

- Progress report (reach, training conducted, business registered, etc.)

No.	Deliverables	Due date
1	Identification of HBBs willing to formalize a) List of minimum 50 HBBs willing to formalize b) Detailed report on the selected HBBs	2 weeks from award date
2	One day orientation held by USAID LENS a) Orientation outcome report along with USAID LENS registration sheet b) HBBs training schedule and locations	3 weeks from award date
3	Train HBBs a) USAID LENS registration sheet for minimum 50 HBBs b) Training outcome report c) M&E progress report	6 weeks from award date
4	Register HBBs a) Documents and Certificates of minimum 50 HBBs: vendors shall prepare individual file for each HBBs registered include copies of the original documents, HBB owners ID card, registration at MOITS (Sole Proprietorship or Company). b) M&E progress report	10 weeks from award date
5	License registered HBBs a) Documents and Certificates of minimum 50 HBBs: vendors shall prepare individual file for each HBBs licensed registration at the Chambers, taxation file number and Vocational Licensing as HBB. b) Final M&E report	18 weeks from award date

5. **SUBMISSION INSTRUCTIONS**

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure the following forms are completed and submitted with your proposal:

- **Evidence of Responsibility and Independent Price Determination (Attachment A)**
- **Copy of your legal registration in Jordan**

Failure to submit these forms may result in disqualification.

- a. This RFQ is open to all qualified, interested firms, and organizations, local and international, legally registered in Jordan. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. If the Offeror includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination

with USAID Jordan LENS. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS.

- b. The Offeror is requested to submit a proposal directly responsive to the tasks, terms, and conditions of this RFQ. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Technical Proposals shall not make reference to cost or pricing details.
- c. Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.
- d. Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.
- e. Proposals shall be written in English. Cost proposals shall be presented in Jordanian Dinar.
- f. Proposals must remain valid for a minimum of ninety **(90) days**. The Offeror must submit its proposal by the following means:
 - Electronically - Internet email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: RFP@jordanLENS.org.
- g. Do not contact individual LENS or FHI 360 staff regarding this solicitation. Those violating this instruction will be disqualified.
- h. The person signing the Offeror's proposal must have the authority to commit the Offeror to all the provisions of the Offeror's proposal.
- i. The Offeror shall submit its best proposal initially as FHI 360 intends to evaluate proposals and make an award without discussions. However, FHI 360 reserves the right to conduct discussions should FHI 360 deem it necessary.
- j. Proposals must be clearly and concisely written and must describe and define the Offeror's understanding and compliance with the requirements contained in the PURPOSE STATEMENT/DELIVERABLES/STATEMENT OF WORK. All pages must be sequentially numbered and identified with the name of the Offeror and the RFQ number.

PART A: TECHNICAL PROPOSAL

The Technical Proposal shall be straightforward and concise describing how the Offeror intends to carry out and satisfy the tasks/activities described above. No cost or pricing information is to be included in the technical proposal.

Technical proposals are limited to **15** pages in total, not including the Organizational Information, CVs of proposed personnel and annexes. Pages in the Technical Proposal in excess of 15 pages will not be read or evaluated.

The technical proposal shall be formatted using the following sections:

1. Organizational Information (not part of page limit):

- Organization's legal name
- Contact name and position or title
- Organization's e-mail address, physical address and telephone number
- Evidence of Responsibility and Independent Price Certification Form
- Copy of legal registration authorizing organization to do business in Jordan

2. Technical Approach – narrative not to exceed ten (10) pages.

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the RFQ, in a structure addressing the following:

2.1 Understanding of the work required – narrative not to exceed seven (7) pages

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the RFQ, by presenting its implementation methodology and information flow. The offeror shall submit a clear management structure and methodology for follow up.

The technical approach shall also reference the proposed number of HBBs to formalize.

2.2 Approach to conducting the work – narrative not to exceed two (2) pages

The Offeror shall outline the approach to conduct the work required, having considered the required deliverables. This section shall include a timeline or a Gantt chart reflecting the execution of the work, along with a narrative description on how the work will be done.

Creative approaches that can save time and cost are appreciated as long as the quality of the event is not compromised.

2.3 Specific work undertaken by Offeror – narrative not to exceed one (1) page

The Offeror shall indicate which activities will be done directly by the Offeror, and which activities will be out-sourced, by identifying specific contractors for services if needed.

The Offeror shall clearly explain how it proposes to structure, design, manage and execute the work required in the Technical Approach.

3. Capability Statement - narrative not to exceed two (2) pages.

The Offeror shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Offeror shall demonstrate it has the necessary organizational systems, contractors, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples (the following section is designated for examples). Instead provide an overview of the firm's experience in similar work from a capability and competence angle.

4. Past Performance – Narrative not to exceed three (3) pages. (Not included in page count.)

The Offeror shall provide at least three (3) examples of past performance of implementing similar work in Jordan or the region as being requested in this RFQ. The past performance examples must be within the last five (5) years and shall be similar to what is being requested in this RFQ. The Offeror must provide references for each example, including the name, title, phone number and email address of the reference so that we may contact them. **(Attachment E)- PPR template**

5. Personnel/Staffing – narrative not to exceed three (3) pages.

The Offeror shall identify, in summary format of 2-3 sentences each, the names and anticipated positions and role of the team leaders, key staff, and lawyers proposed to perform the requirements of this scope of work. Lawyers proposed must have at least 5 year of experience in economic growth, legal revision, livelihoods, working with the underprivileged and poor communities. The narrative in this section shall address for the key team members their qualifications, experience, technical certifications or expertise, examples of similar work in the past, and their role in this specific project. A Project Manager must be identified that will serve as the primary Point of Contact with USAID LENS and will manage logistics, staffing, invoicing and other administrative functions to ensure the activity is well managed.

The Offeror must also include the CVs of key staff members involved in the Project, in addition to the Bar Association practice license for each lawyer proposed. Each CV shall not exceed three (3) pages. (Note: CVs do not count towards the page limit for the technical proposal.)

PART B: COST PROPOSAL

The Offeror shall propose realistic and reasonable costs for this work in accordance with the Offeror's technical approach. The Offeror shall provide a complete budget based on cost elements described below using **(Attachment B) - Budget Template**. Offerors are allowed to make necessary changes to the attached Budget Template.

The Offeror shall include all detailed costs necessary to implement the work. A concise description and justifications for each line item must be included in the Budget Narrative **(Attachment D)**. The budget narrative shall be presented in such a way to succinctly and sufficiently explain each cost from the proposed budget so FHI 360 may review the proposed budget for reasonableness, allocability and allowability. **(Please use Attachment D – Budget Narrative Template)**.

The Offeror must include the following in their cost proposal:

- i. Proposed unloaded staff, rates, number of days needed to accomplish the work.
- ii. Fringe rates for which the organization or firm has an established, written policy.
- iii. Costs of local travel, detailed with # of trips, estimated mileage.
- iv. If per diem is budgeted, it shall be based on the organization's internal written policy and in compliance with USAID and USG Per Diem policy.
- v. Cost of supplies and other direct costs not captured above.
- vi. Costs of management and set up, if applicable
- vii. Contractors and costs for equipment and supplies, if applicable.

The award does allow for applicants to propose a reasonable fee, which must be justified in the budget narrative and include explanation of the calculation.

Biodata forms (**use Attachment C**) must be completed for proposed personnel.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete, unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported, may be deemed unacceptable.

Additional Guidelines:

- Cost proposals shall be presented in Jordanian Dinar.
- Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT.
- Staff rates shall be based on hourly or daily rates
- Other Direct Costs – Itemize and provide complete details of other direct costs, including unit prices that may be incurred as aligned to the categories noted above.
- Cost proposal must be exclusive of any taxes.

7. EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms registered in Jordan. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Offeror will be responsible for designing and executing all activities outlined in this Request for quotation in cooperation with USAID Jordan LENS.

Proposals will be evaluated based on a Trade-Off Methodology assessing non-cost and cost factors. In order for proposals to be evaluated for technical merit, proposals must meet the mandatory requirements as follows:

- Be legally registered to do business in Jordan; Offeror must provide a copy of registration document
- Submitted the Evidence of Responsibility and Independent Price Determination

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost evaluation.

The Cost Evaluation, worth 20 points, will include a cost comparison to other offerors, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFQ), and sufficient explanation of budget items and notes.

Section	Description	Maximum Points
Technical Approach	<ul style="list-style-type: none"> • The applicant proposed Management structure and reach mechanism that demonstrate a good understanding of the subject matter. <i>Please note points will be deducted from the</i> 	30

	<p><i>evaluations of Offerors that copy and paste text from this RFQ into their bids. (15 points)</i></p> <ul style="list-style-type: none"> • Timeline or Gantt chart of the activities required to execute the activity. (15 points) 	
Capability Statement	Demonstration of specialized competence with regards to the requirements of the tasks/activities, necessary organizational systems, contractors, and personnel to successfully comply with the contract requirements and accomplish the deliverables.	25
Past Performance	<ul style="list-style-type: none"> • Inclusion of at least 3 relevant past performance examples of similar events in Jordan or the region. (5 points) • References provided by past clients for these examples and their evaluation of the Offeror's ability to deliver on time and within quality and budget expectations. (5 points) 	10
Personnel/Staffing	<ul style="list-style-type: none"> • Qualifications and past relevant experience of the Project Manager and lawyers proposed to perform the requirements of this scope of work. 	15
Technical Evaluation Threshold	Only offers that receive a technical evaluation score a minimum of 65 points (out of 80) will be considered for cost evaluation.	80
Cost Evaluation	<ul style="list-style-type: none"> • Details and clarity of the actual costs proposed. (5 points) • Comparison of the Offeror's cost to other Offerors for Cost Evaluation. (5 points) • Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks. (10 points) <p>Please use the attached Cost Template to prepare the budget.</p>	20
Total Points		100

The Offer that scores the highest will be determined the most responsive to the RFQ and the Project's needs.

COMPETITIVE RANGE – If FHI 360 determines that discussions are necessary, FHI 360 may establish a Competitive Range composed of only the most highly rated proposals. FHI 360 may exclude an offer from the competitive range if it is so deficient that it does not meet the requirements of this RFQ, and/or if the price is so unreasonable that the Offeror would not be able to complete the work for that price. FHI 360 may exclude an offer that would require extensive discussions, a complete rewrite, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

Oral presentations: The selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee.

FHI 360 reserves the right to award one or more contracts under this RFQ on the basis of initial offers without discussions or without establishing a competitive range.

NOTE: FHI 360 will not compensate the company for its presentation of response to this RFQ nor is the issuing of this RFQ a guarantee that FHI 360 will make an award.

8. GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VII, Evaluation Criteria.

2. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Offerors are informed that FHI 360 complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. FHI 360 shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System (www.epls.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFQ.

3. CONTRACT MECHANISM

FHI 360 anticipates to award a fixed price award to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously.

4. WITHDRAWALS OF PROPOSALS

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by an Offeror or his/her authorized representative if the representative's identity is made known and if the representative signs a receipt for the proposal before award.

5. RIGHT TO SELECT/REJECT

FHI 360 reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

6. DISCLAIMER

This RFQ represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal. FHI 360 reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. FHI 360 has no contractual obligations with any firms based upon issuance of this RFQ. It is not an offer to contract. Only the execution of a written contract shall obligate FHI 360 in accordance with the terms and conditions contained in such contract.

7. REQUEST FOR QUOTATION FIRM GUARANTEE

All information submitted in connection with this RFQ will be valid for 90 (ninety) days from the RFQ due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels, and all other information. If your firm is awarded the contract, all information in the RFQ and negotiation process is contractually binding.

8. OFFER VERIFICATION

FHI 360 may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

9. FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

10. CONFLICT OF INTEREST

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of Jordan. Failure to provide full and open disclosure may result in FHI 360 having to reevaluate selection of a potential Offeror.

11. RESERVED RIGHTS

All RFQ responses become the property of FHI 360, and FHI 360 reserves the right in its sole discretion to:

- To disqualify any offer based on offeror failure to follow solicitation instructions.
- FHI 360 reserves the right to waive any deviations by Offerors from the requirements of this solicitation that in FHI 360's opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
- Extend the time for submission of all RFQ responses after notification to all Offerors.
- Terminate or modify the RFQ process at any time and reissue the RFQ to whomever FHI 360 deems appropriate.
- FHI 360 reserves the right to issue an award based on the initial evaluation of offerors without discussion.
- FHI 360 reserves the right to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
- FHI 360 will not compensate offerors for preparation of their response to this RFQ.
- Issuing this RFQ is not a guarantee that FHI 360 will award a subcontract.

9. **ATTACHMENTS**

- Attachment A: Evidence of Responsibility and Independent Price Determination Form
- Attachment B: Budget Template
- Attachment C: Biodata Form
- Attachment D: Budget Narrative
- Attachment E: PPR template
- Attachment F: Regulations on zoning no. 69 for the year 2017
- Attachment G: MOMA Instructions on HBBs issued by virtue of article 5 of the Regulations on Zoning no. 136 for the year 2016

- Attachment H: GAM Instructions on HBBs issued by virtue of articles 5 and 6 of the Vocational Licenses Act for the Greater Amman Municipality no. 20 for the year 1985 and article 28 of the regulations on Zoning for the Greater Amman Municipality no. 67 for the year 1979.

[END OF RFQ]