



REQUEST FOR QUALIFICATIONS (RFQ) – NO: (TAHA/RFQ/003/2022)

CONSULTANCY FOR MANAGING COMMUNICATION, BRANDING, PROMOTION AND INDUSTRY INFORMATION

ISSUE DATE: 20.09.2022

CLOSING DATE: 28.09.2022 AT 05:00 PM EAT

1.1 Background

TAHA is an apex private sector member-based organization mandated to develop and promote horticulture (flowers, fruits, vegetables, spices, herbs and horticultural seeds) in Tanzania. TAHA's goal is to improve the growth and competitiveness of the horticultural industry in the country for social and economic gains. TAHA is a unified voicing platform for Tanzania horticulture, representing all the value chain actors in the horticulture industry i.e. farmers, processors, input and service providers, off-takers, and exporters. In doing so, TAHA has been sharing a wide range of communications in relation to the Horticulture industry, and therefore seeks for Request for Qualifications that will cover consultancy for Communication, Branding, Promotion and Industry Information Management.

1.2 Objective of the assignment/project

The objective of this RFQ is to seek for suitable consultant capable implementing general packaging, branding and publishing of industry information and success stories through a number of platforms. The consultant shall report to Business Enabling Environment manager and shall be guided by the following duties and responsibilities;

A. Communication and Branding

- Review and develop communication plans, strategies and tools.
- Develop, post, and manage content for TAHA Strategic social media accounts ie: Twitter and LinkedIn, Instagram, Facebook, and other articles publications.
- Ensure optimal information flow within the TAHA team and between TAHA and stakeholders
- Coordinate and ensure proper branding of TAHA in accordance with the Organization's branding manual and partners' requirements. i.e fliers, brochures, TAHA-owned facilities and assets, farmers' sites, vehicles, offices, etc.
- Translate TAHA technical documents, operations reports, research reports, and other documents to news pieces that can be shared on various platforms.
- Design and produce company identity materials i.e presentation slides, business cards, identity cards, T-shirts, caps, etc.
- Timely production and distribution of commercial-related information materials such as diaries, calendars etc.

B. Industry Information and Promotion

- Organize, classify, maintain and store industry information (exports, production, investors, trends, labor, etc) for easy access and retrieval;
- Collect, analyze, and disseminate relevant industry information to different categories of stakeholders through various outlets and platforms.
- Manage and execute the plan for story development, collection, review, and publications of TAHA newsletters and Horticulture in Tanzania (HIT) Magazine.
- Identify and engage strategic partners for the production of high-quality features, articles, and stories for the HIT magazine
- Capture, develop, and disseminate success stories from TAHA's interventions.
- Assist in the organization and coordination of trade fairs, marketing events, farmer field days and other external events;

C. Media engagement and Management

- Design and implement TAHA-led broadcasting programs on radio, TV, or print and social media.
- Identify and Develop horticulture champions in the media houses.
- Identify and coordinate media interviews for TAHA officials with various media houses across the country on various agendas.
- Organize capacity building and exposure visits for selected media houses
- Monitoring news mentions the organization, its interventions, key stakeholders, and Industry in general.

D. Public Relations

- A focal person in the industry information follow-up, publication, and management on the website and social media
- Draft, edit, translate, and distribute press releases and communicate as approved by the TAHA Management.

Any other duties as may be assigned by the Management.

I.3 Duration of the assignment and reporting

The assignment is expected to be completed within six months from the official commencement date. The selected consultant shall report to TAHA Business Environment Manager.

I.4 General Terms and Conditions

- The RFQ for this consultancy services should be submitted by individuals only
- During the consultancy period the consultant should be based in Arusha

1.5 Qualification and Experience of the Consultant.

- Bachelor/Master's Degree in communications, public relations, journalism or a similar discipline.
- 6 years of experience in relevant position.
- Excellent oral and written communication skills.
- Desk and qualitative research skills.
- Broad understanding of multimedia communications.
- Sound working knowledge of digital and social media.
- Presentation and influencing skills in order to obtain buy-in of recommendations.
- Proven broad experience in developing print out and digital communications materials.

2.1 Section B: Bidder Instructions

2.2 Documents to be submitted

The following documents shall be submitted;

- **Technical proposal** including detailed breakdown on how your proposal meets TAHA requirements, methodology on how you will approach the work, a proposed work plan, team structure of the team to execute the activity (If applicable), CVs for each team member and experience in conducting data management and systems integration assessments and implementations including reference letters from clients.
- **Financial proposal** basing on the above TORs with costs breakdown and not a lump sum amount. All costs (e.g. consultant fees, DSA, transport etc.) should be disclosed in the RFQ

The following mandatory **commercial documents**;

- Business License (If any)
- Business TIN Certificate
- VAT Registration Certificate if registered.
- To provide a proof of TRA Fiscal receipt for payment

2.3 Submission procedure

Bidders should submit protected soft copy of both Technical and Financial proposal by 5:00 PM (EAT) on **28.09.2022** referring the above RFP number, with the subject line “**CONSULTANCY FOR MANAGING COMMUNICATION, BRANDING, PROMOTION AND INDUSTRY INFORMATION**” via email address procurement@taha.or.tz addressing;

Chief Executive Officer,
Tanzania Horticultural Association (TAHA),
Kanisa Road, House No. 3,
P.O Box 16520,
Arusha,
Tanzania



Proposals received after the stated timeline will not be accepted for consideration. By submitting a proposal, each bidder represents that:

- The proposal is based upon an understanding of the specifications and requirements described in this RFQ.
- The costs for developing and delivering responses to this RFQ and any subsequent presentations of the proposal as requested by TAHA are entirely the responsibility of the bidder. TAHA is not liable for any expense incurred by the bidder in the preparation and presentation of their proposal.
- All materials submitted in response to this RFQ become the property of TAHA and are to be appended to any formal documentation, which would further define or expand any contractual relationship between TAHA and the bidder resulting from this RFQ process.
- The information regarding TAHA included in the RFQ is confidential and the bidder may not divulge or disclose to any third party in any form or manner whatsoever, either directly or indirectly, any Confidential Information without the prior written consent of the TAHA

2.4 Late Submissions

Regardless of cause, late submissions will not be accepted and will automatically be disqualified from further consideration. It shall be the bidder's sole risk to assure submission by the designated time.

2.5 Withdrawing Proposals

Proposals may not be withdrawn for a period of 60 days after the proposal due date. Proposals may be withdrawn prior to the proposal due date, provided that such requests are in writing.

2.6 Rights Reserved

While TAHA has every intention to award a contract as a result of this RFQ, issuance of this RFQ in no way constitutes a commitment by TAHA to award a contract. Upon a determination such actions would be in its best interests, TAHA in its sole discretion reserves the right to:

- cancel or terminate this RFQ;
- reject any or all proposals received in response to this RFQ;
- waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposals;

2.7 Bidder Questions

This RFQ contains the instructions governing the proposals to be submitted and a description of the mandatory requirements upon request. To be eligible for consideration, a bidder must meet the intent of all mandatory requirements. Compliance with all requirements will be determined by TAHA's procurement committee. Responses that do not meet the full intent of all



requirements listed in this RFQ may be subject to point reductions during the evaluation process or may be deemed non-responsive.

Bidders requiring clarification or interpretation of any section or sections contained in this RFP shall send an email request to TAHA by the deadline of 5:00 PM (ET) on 22nd September 2022. All email correspondence must be addressed to: Procurement procurement@taha.or.tz, each bidder submitting a clarification request must clearly address each question by reference to a specific section, page, and item of this RFQ. Written questions received after the deadline may not be considered. Every effort will be made to provide written answers no later than 5:00 PM (EAT) 23rd September 2022.

Any interpretation, correction, or change to this RFQ will be made by written addendum by the Chief Executive Officer. Interpretations, corrections, or changes to this RFQ made in any other manner will not be binding and bidders should not rely upon such interpretations, corrections, or changes.

2.8 RFQ Response Format

In order to facilitate the analysis of responses to this RFQ, bidders are required to prepare their proposals in accordance with the instructions outlined in this section. Bidders whose proposals deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of TAHA.

Proposals should be prepared as simply as possible and provide a straightforward, concise description of the bidder's capabilities to satisfy the requirements of the RFQ. Emphasis should be on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

The technical proposal should include but not limited to:

- Cover Page
- Letter of transmittal signed by a legally authorized representative
- Executive summary
- Implementation approach
- Relevant methodology
- Proposed work plan
- Relevant experience in similar engagements including a minimum of 3 references within the last 5 years including:
 - Client name and address;
 - Contact name
 - Contact phone number;
 - Engagement start and end dates;
 - Description and outcome
- Proposed team structure (if any) including the following key roles
- Responses to TOR's as required.



The financial proposal should include but not limited to:

- Cover page
- Letter of transmittal signed by a legally authorized representative
- Cost summary (detailed total cost of the proposed solution complete with allocation of cost to every activity involved)

2.9 Evaluation Procedure

All responsive proposals will be evaluated based on stated evaluation criteria. TAHA evaluation committee will separate proposals into “responsive” and “non-responsive” proposals. To be considered responsive, the bidder must meet the requirements outlined in Section 2.1 and Section 2.2 in the instructions to bidder. Non-responsive proposals will be eliminated from further consideration. The procurement committee will then evaluate the remaining proposals and rank them to establish the highest score. Discussions and negotiations may take place with the short list of bidders to obtain a best and final offer. The award will be based upon the proposal that is determined to be in the most competitive.

Evaluation Criteria

Technical Evaluation

The technical proposal will be given a technical score. The proposal shall be rejected at this stage if it does not achieve the minimum technical score stipulated. Responses to this RFQ will be evaluated according to the following criteria:

- ✓ Technical Proposal = 60%
- ✓ Financial Proposal = 40%

Points may be subtracted for non-compliance with specified format requests. TAHA may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFQ format, are difficult to understand, are difficult to read, or are missing any requested information.

Award of Contract

Once the RFQ are opened, a committee selected by TAHA will evaluate each proposal, taking into consideration the criteria and methodology stipulated in this RFQ. TAHA will be the sole judge in evaluation considerations and may make an award to the bidders(s) who submits the proposal judged by TAHA to be in its best interest. A recommendation as to which proposal best meets the interests of TAHA (as determined by the evaluation committee) will be presented to TAHA management. The award will only be to responsible bidders(s) qualified by experience to perform the services specified herein. All proposals submitted shall be valid for a period of sixty (60) calendar days from the date of the proposal opening. Any effort by bidders to influence TAHA in the examination, evaluation, and recommendation for award of contract may result in the rejection of the bidders' proposal.

