



## Request for Proposal

Open Tender for

Consultancy Services for the Development of  
Investment/Opportunity Profiles for Jamaica Trade and Invest's  
Export Centre and Business Information Point

C/o Jamaica Trade and Invest (JTI/JAMPRO)

18 Trafalgar Road

Kingston 10

March 2010

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Annex A – Terms of Reference

**Instructions to Tenderers**

**In submitting tenders, tenderers must respect all instructions, the Terms of Reference, contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified will lead to the rejection of the tender.**

## 1. Services to be provided

Jamaica Promotions Corporation (JAMPRO) requires a consultant to provide comprehensive and relevant information that will be used to inform exporters and business persons (existing and potential) desirous of expanding their business or starting a new business. The consultant will be required to develop profiles on the following thirteen (13) products: (1) Onions- Texas Early Grano (2) Escallion (3) Nutmegs (4) Ginger (5) Processed (Canned ackees) (6) Lemon grass (7) Lemon grass oil (8) Lemon grass drink (9) Sorrell (10) Sweet potato pudding mix (11) Value added coffee products (12) Value added yams, and (13) Value-added cassava.

These services may be provided by an individual consultant or firm. Further details of the services required are outlined in the Terms of Reference, Scope of Work, Appendix A. Interested parties are invited to submit a detailed Proposal for the provision of the services required which will form the basis for contract negotiations and ultimately execution of a signed contract with the selected consultant/firm.

## 2. Timetable

ACTIVITY	DATE
Deadline for requesting any clarifications	Wednesday, March 12, 2010   4:00 pm
Deadline for submission of tenders	Friday, March 19, 2010   2:00 pm
Tender Opening Session	Friday, March 19, 2010   2:15 pm
<i>Successful Tenderer will be officially notified within one week of tender closing.</i>	

All tenderers are invited to the tender opening session to be held in the Training Room at JTI.

## 3. Content of tenders

### 3.1 Tender Documents

Each tender must comprise of a Technical offer and Financial offer and these must be submitted in separate envelopes (see Section 6). The Financial offer must be a detailed budget or an indicative

break-down of costs covering the specific deliverables as discussed in Section 3, Scope of Work, in **Annex A**.

The Technical Proposal should include a written technical brief outlining an approach to the project and execution.

Government of Jamaica Procurement Guidelines have precise qualification requirements for this tender. You will be required to provide the following:-

### **3.2 Tax Compliance Certification**

- Local tenderers **must** submit a copy of their valid Tax Compliance Certificate (TCC).

National Contracts Committee Registration

- Local tenderers must be registered as service providers with the NCC.

### **3.3 Language of Tendering**

- All tender documents are to be prepared and submitted in the English Language.

## **4. Period during which tenders are binding**

Tenderers are bound by their tenders for 90 working days after the deadline for the submission of tenders. In exceptional cases, before the period of validity expires, Jamaica Trade and Invest may ask tenderers to extend the period for a specific number of days, which may not exceed 30 working days.

## **5. Additional information before the deadline for submission of tenders**

Tenderers may submit questions in writing to the following address up to 5 working days before the deadline for submission of tenders to:

**Sherricca Brandford**

**Snr. Consulting Officer | Business Analysis and Research**

**Jamaica Trade and Invest (JTI/JAMPRO)**

**18 Trafalgar Road | Kingston 10**

**Fax: 978-7855 | Email: [sbrandford@jti.org.jm](mailto:sbrandford@jti.org.jm)**

Any clarification of the contents of this tender dossier by the JTI will be communicated simultaneously in writing to all the tenderers at least 3 working days before the deadline for submission of tenders. No further clarifications will be given after this date.

Individual meetings with the tenderers will not be accommodated.

## **6. Submission of tenders**

Tenders must be submitted along with the original and 4 duplicate copies using the **double envelope system**, i.e., in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words "**Envelope A - Technical Proposal**" and the other "**Envelope B - Financial Proposal**".

Tenders must be submitted to Jamaica Trade and Invest (JTI) at 18 Trafalgar Road, Kingston 10, and placed in the tender box located in JTI's lobby no later than 2:00 pm on **Friday, March 19, 2010**. The outer envelope must carry the full name and address of the tenderer. **Any infringement of these rules (e.g. references to price in the technical offer) is to be considered a breach of the rules, and will lead to rejection of the tender.**

## **7. Alteration or withdrawal of tenders**

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

## **8. Costs for preparing tenders**

No costs incurred by the tenderer in preparing and submitting the tender shall be reimbursable. All such costs shall be borne by the tenderer.

## **9. Ownership of tenders**

Jamaica Trade and Invest retains ownership of all tenders received under this tendering procedure. Consequently, tenderers have no right to have their tenders returned to them.

## 10. Evaluation of tenders

- The quality of each offer will be evaluated in accordance with the award criteria and the associated weighting as detailed in section 7.1 of Appendix A, Terms of Reference.
- Jamaica Trade and Invest reserves the right to request clarification with regard to the proposals submitted.

## 11. Signature of the contract

The successful tenderer will be informed in writing that their tender has been accepted. The contract shall commence within four (4) days of notification of acceptance. Both parties shall sign the contract prior to commencement.

The other candidates will be informed in writing that their tenders were not accepted.

## 12. Cancellation of the tender procedure

In the event of cancellation of the tender procedure, tenderers will be notified in writing of the cancellation. Cancellation may occur where:

- the tender procedure has been unsuccessful, that is, no technical or financially worthwhile tender has been received or there is no response at all;
- the economic or technical data of the project has been fundamentally altered
- all technically compliant tenders exceed the financial resources available
- there have been irregularities in the procedure, in particular where these have prevented fair competition

NB. The publication of a Request for Proposals (RFP) does not commit Jamaica Trade and Invest to implement the project announced.

## 13. Duration

The Consultancy shall be executed over a period not exceeding **twelve (12) weeks**.

## Appendix A

**Jamaica Trade and Invest  
(JTI/JAMPRO)**

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**TERMS OF REFERENCE**

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**Consultancy Services for the Development of a  
Investment/Opportunity Profiles for Jamaica Trade  
and Invest's Export Centre and Business  
Information Point**

**Date of Publication:**

March 2010

#### **4 BACKGROUND INFORMATION**

One of the most important services offered to clients by Jamaica Trade and Invest (JTI/JAMPRO) is that of provision of information on trade and investment opportunities. In 2009, under the auspices of the Private Sector Development Programme, JTI improved this service offering through the establishment of an Export Centre and Business Information Point (EC/BIP). The main objectives of the EC/BIP are to:

- Business Information Points: *To increase firm level competitiveness by providing a range of standardized basic business information required by entrepreneurs in the micro, small and medium sized enterprise (MSMEs) sector.*
- Export Centres: *To positively impact national export performance & competitiveness through the provision of basic and value added export development services to potential and existing exporters throughout the island. The strategic objective of this programme is to reduce the sunken costs of breaking into and penetrating overseas markets.*

The thrust towards the provision of investment and trade information also forms a critical part of the organisation's operational plans for the next three (3) years. In particular, focus will be placed on the packaging for promotions of investment and trade opportunities to local and foreign investors/exporters.

Over the last two (2) years, approximately eighteen (18) EC/BIPs were established across Jamaica as virtual and physical offices to give micro, small and medium sized enterprises (MSMEs) access to a range of standardized and value added business information, providing access to a range of export related advisory services and export development tools.

In late 2009, JTI solicited the services of a consultant to develop twelve (12) investment/opportunity profiles for the agricultural sector. The profiles covered products proposed by the Ministry of Agriculture for priority focus for investment, as well as a formulation for sale proposed by the Scientific Research Council (SRC). These will be used as resources for the EC/BIP. The profiles were on the following products: (1) Jamaica red pepper (2) pepper mash (3) Honey (4) Cassava (5) Yams (6) sweet potato chips (7) sheep (8) cocoa (9) Irish potatoes (10) pumpkins (11) tomatoes (12) pineapples.

In collaboration with the Ministry of Agriculture and the SRC, thirteen (13) additional products have been identified as priority for investment and export. The development of these profiles form a critical part of JTI's local investment strategy and more specifically our export led investment strategy. Investment opportunity profiles are also being considered in the following areas: knowledge process outsourcing, attractions, minerals, creative industries, health and wellness, among others.

## **5 OBJECTIVE**

### **5.2 Overall Objectives**

The overall objective of the consultancy is to provide comprehensive and relevant information to exporters and business persons (existing and potential) desirous of expanding their business or starting a new business. The consultant will be required to develop profiles on the following thirteen (13) products: (1) Onions- Texas Early Grano (2) Escallion (3) Nutmegs (4) Ginger (5) Processed (Canned ackees) (6) Lemon grass (7) Lemon grass oil (8) Lemon grass drink (9) Sorrell (10) Sweet potato pudding mix (11) Value added coffee products (12) Value added yams, and (13) Value-added cassava.

The value-added products will be defined during consultations with the selected consultant.

### **5.3 Specific Objectives**

The profiles will be mainly informational and will add to the pool of business literature that is being developed for use by Micro, Small and Medium-sized enterprises (MSMEs) to increase their competitiveness, assist in the attraction of investors - both local and foreign - to these areas of production, facilitate the growth and development of the MSMEs and enhance their export potential, in keeping with the objectives of the JTI in general and the EC/BIP specifically.

The objectives of the exercise will be to:

- Research and develop content for thirteen (13) investment/opportunity profiles

- Design a layout for the profiles that presents the information in the most easy-to-read format
- Evaluate where gaps in information still exist and recommend possible areas for consideration for creation of follow up profiles

## **6 SCOPE OF WORK OF THE CONSULTANT**

The key tasks of the Consultant will include but need not be limited to the following:

- Research on information to be included in the investment/opportunity profiles
- Development of the profiles based on in-depth research which may require conducting interviews with the various players in the public and private sector to ensure currency in information and processes, as well as the purchase of formulations from SRC, where necessary
- Development of complete, current, informative, easy-to-read and well structured content (including titles, headings, subheadings and tables where necessary) for each profile
- Presentation of the content in the most 'client-friendly' manner. (The electronic version of the reports must be presented in Microsoft Word and must be configured for easy dissemination in an electronic format).

*Printing of the market profiles once developed is outside of the scope of the consultant.*

### **6.2 Name and Focus of Market/Product Profile**

The profiles should include but not be limited to:

- Potential for Production
- Market (with information provided for 2 traditional and one non-traditional market)
- Requirements for set-up
- Production technology
- Advantages of Investing in this area/Opportunities for Investment

- Harvesting information (where applicable) (including post harvest handling, packaging, storage and transport)
- Government Incentives
- Financial Plan (Projected Costs and returns - without debt; sensitivity analysis; projected costs and returns with debt service; projected cash flow statement)
- Financing sources

The profile should include an executive summary that outlines the key findings of the report and a brief summary at the end. All sources used in developing the profile must be clearly identified.

## **7 CONSULTANT'S PROFILE**

The consultant/firm required for this assignment must have at least 3 years experience in research. To this end, the following qualifications/skills:

- Ideally, a graduate degree preferably in Research Methods, Marketing, Finance, or a related Social Sciences field
- Excellent written communications skills
- Highly developed research skills
- Knowledge of the agricultural sector and export markets

## **8 REPORTING**

In carrying out the assignment, the consultant shall report to and liaise with the Manager, Business Analysis and Research Unit at JTI or her designate. Weekly status reports will be required and periodic meetings convened to give status reports on the project and to sort out any issues and constraints being experienced by either party as is necessary.

## 9 PROJECT SCHEDULE

The tasks enumerated above must be completed within a maximum of ninety (90) working days over an elapsed period, after signing the Contract, and on a fixed cost basis. The due dates of each deliverable are as follows:

- Proposed Content and approved work plan – six (6) days after signing of contract
- First Four (4) Completed Profiles – thirty (30) working days after receiving feedback on the proposed content
- Second Four (4) Completed Profiles – thirty (30) working days after satisfactory completion of the first four profiles
- Final Five (5) Completed profiles – thirty (30) working days after satisfactory completion of the second set of four profiles

**NB. – A profile is considered complete subsequent to the incorporation of comments from JTI.**

The payment structure is as follows:

- 1<sup>st</sup> Payment – Twenty percent (20%) upon submission of proposed content and an approved work plan and invoice
- 2<sup>nd</sup> Payment – Twenty-five percent (25%) upon presentation (in printed and electronic version) and acceptance of the first four (4) completed profiles with all requisite Appendices and an invoice
- 3<sup>rd</sup> Payment – Twenty five percent (25%) upon presentation (in printed and electronic version) and acceptance of an additional four (4) completed profiles with all requisite Appendices and an invoice
- Final Payment – Thirty percent (30%) upon presentation (in printed and electronic version) and acceptance of the final five (5) profiles with all requisite Appendices and submission of the final invoice

**Reports must be accompanied by an invoice for payment.**

## 10 PROPOSAL

The consultant is required to provide JTI with a proposal for undertaking the assignment which will include the fees and timelines. The proposal should give:

- Estimated costs for the project
- Estimated timeline for completion
- Biographical data highlighting professional achievements

The fees being charged should reflect a breakdown of the costs for each activity to be undertaken.

### 10.2 Submission and Evaluation of Proposals

The proposal will be evaluated using the following criteria:

Criteria For Evaluation	Score (%)
Experience in the considered sectors	40
Technical specialization/competencies	30
Other Competencies	10
<b>Technical Evaluation (Sub-Total)</b>	<b>80</b>
<b>Financial Evaluation</b>	<b>20</b>
<b>TOTAL</b>	<b>100</b>

Candidates must attain a minimum score of 60% on the technical component which will be added to the financial score. The contract will be offered to the proposal offering the best price-quality ratio.