REQUEST FOR PROPOSAL (RFP)
(For Low-Valued Services)

RFP ST06.2022 **Contratação de uma empresa para fornecimento de serviços Teste de Mercado Cosméticos**	DATE: August 16, 2022
	Projecto: Promoção da Exportação do Agronegócio em São Tomé e Príncipe

Dear Sir / Madam:

We kindly request you to submit your Proposal for: **Contratação de uma empresa para fornecimento de serviços Teste de Mercado Cosméticos**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Wednesday, August 31, 2022** and via email to the address below: United Nations Development Programme: **BidsSTP@undp.org .**

Your Proposal must be expressed in the **Português or Inglês**, and valid for a minimum period of **90 days**.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:
http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :
https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Issued by: Annelyk Ribeiro: _____
Procurement Associate
Date: 16 Agosto 2021

Approved: Antonia Daio _____
Resident Representative
Date: 16 Agosto 2021

Annex 1

Description of Requirements

Context of the Requirement	Contratação de uma empresa para fornecimento de serviçosTeste de Mercado Cosméticos.
Implementing Partner of UNDP	Secretaria de Estado do Comércio e Indústria, através da Direção de Comércio
Brief Description of the Required Services[1]	O objetivo deste Pedido de Proposta é recrutar uma empresa prestador de serviços que irá efetuar um teste de mercado a produtos específicos da gama da MG, de forma a avaliar a atratividade e rotatividade dos mesmos. Esta informação será posteriormente transmitida ao potencial importador do Médio Oriente, a UAESTORE em Abu Dhabi. As tarefas específicas a realizar pelo prestador de serviços contratado são a definição e posterior produção do lote para o teste de mercado, tendo por base as indicações da MG e utilizando os extratos naturais fornecidos pela empresa. A lista de produtos a produzir e embalar será a seguinte: • 500 unidades de 100 ml de ÓLEO DE São Tomé a FERMENTAÇÃO NATURAL; • 500 unidades de 30 ml de ÓLEO DE PRACAXI • 500 unidades de 30 ml de ÓLEO DE BAOBAB; • 500 unidades de 250 ml de *BODY SCRUB*; • 250 unidades de 100 ml de *OIL CONNECTION*. Os serviços específicos são os seguintes: • Formulação final de produto; • Envasamento de produto; • Embalagem (primária e secundária); • Compra de embalagens e rótulos; • Paletização; • Registro CPNP; facilitação do PIF- Product Information File – versão em inglês, documento exigido para a venda de produtos cosméticos internacionalmente.

[1] *A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.*

<table>
<tr><td>List and Description of Expected Outputs to be Delivered</td><td>
<table>
<tr><th>N/O</th><th>Entregáveis/Serviços</th><th>% do Pagamento</th></tr>
<tr><td>1</td><td>Plano de trabalho com detalhamento da metodologia e cronograma das atividades acordado com o contratante</td><td>20%</td></tr>
<tr><td>2</td><td>Formulação final de produto; Envasamento de produto; Embalagem (primária e secundária); Compra de embalagens e rótulos; Paletização
Registro CPNP; facilitação do PIF- Product Information File
– Envio de comprovativos de execução da atividade ao PNUD.</td><td>40%</td></tr>
<tr><td>3</td><td>Relatório final a ser entregue uma semana antes do término da consultoria.</td><td>40%</td></tr>
</table>
</td></tr>
<tr><td>Person to Supervise the Work/Performance of the Service Provider</td><td>PNUD STP</td></tr>
<tr><td>Frequency of Reporting</td><td>Relatórios mensais.</td></tr>
<tr><td>Progress Reporting Requirements</td><td>Os relatórios precisam ser aprovados pelo supervisor.</td></tr>
<tr><td>Location of work</td><td>☐ Exact Address/es: [pls. specify]
☒ At Contractor’s Location/ No Local da Contratada.</td></tr>
<tr><td>Expected duration of work</td><td>3 meses.</td></tr>
<tr><td>Target start date</td><td>Com a assinatura do contrato</td></tr>
<tr><td>Latest completion date</td><td>Após 3 months</td></tr>
<tr><td>Travels Expected</td><td>
<table>
<tr><th>Destination/s</th><th>Estimated Duration</th><th>Brief Description of Purpose of the Travel</th><th>Target Date/s</th></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
</table>
</td></tr>
<tr><td>Special Security Requirements</td><td>N/A</td></tr>
</table>

Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	☐ Office space and facilities ☐ Land Transportation ☒ Others *[pls. specify]*
Implementation Schedule indicating breakdown and timing of activities/sub-activities	☒ Required ☐ Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	☒ Required ☐ Not Required
Currency of Proposal	☐ United States Dollars ☐ Euro ☒ Local Currency
Value Added Tax on Price Proposal[2]	☐ must be inclusive of VAT and other applicable indirect taxes ☒ must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals *(Counting for the last day of submission of quotes)*	☐ 60 days ☒ 90 days ☐ 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	☒ Not permitted ☐ Permitted *[pls. provide conditions for partial quotes, and ensure that requirements are properly listed to allow partial quotes (e.g., in lots, etc.)]*

[2] *VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.*

<table>
<tr><td>Payment Terms[3]</td><td>
<table>
<tr><th>Outputs</th><th>Percentage</th><th>Timing</th><th>Condition for Payment Release</th></tr>
<tr><td></td><td></td><td></td><td rowspan="5">Within thirty (30) days from the date of meeting the following conditions:
a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and
b) Receipt of invoice from the Service Provider.</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td></tr>
</table>
</td></tr>
<tr><td>Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment</td><td>PNUD</td></tr>
<tr><td>Type of Contract to be Signed</td><td>☒ Purchase Order
☐ Institutional Contract
☒ Contract for Professional Services
☐ Long-Term Agreement[4] (if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)
☐ Other Type of Contract [pls. specify]</td></tr>
<tr><td>Criteria for Contract Award</td><td>☐ Lowest Price Quote among technically responsive offers
☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)
☒ Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</td></tr>
<tr><td>Criteria for the Assessment of Proposal</td><td>Technical Proposal (70%)
<table>
<tr><th>Criteria</th><th>%</th></tr>
<tr><td>Capacidade demonstrada de liderar o processo de testagem de produtos para o posicionamento no mercado cosmético</td><td>15</td></tr>
<tr><td>Mais de 5 anos de experiência específica de exportação no setor cosmético</td><td>15</td></tr>
</table>
</td></tr>
</table>

[3] *UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding $30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.*

[4] *Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed $200,000.00.*

	Mais de 3 anos de experiência específica de exportação para países africanos e insulares	10
	Conhecimentos de posicionamento adquiridos nos mercados cosméticos	15
	Envio no minimo 3 exemplos de trabalho já efetuado com empresas nesse ramo e na actividade de busca de mercado	5
	Capacidade de comunicar em Português e/ou Italiano, Inglês e Francês são uma mais valia.	10
	Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.	
UNDP will award the contract to:	☒ One and only one Service Provider ☐ One or more Service Providers, depending on the following factors: *[Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers]*	
Contract General Terms and Conditions[5]	☐ General Terms and Conditions for contracts (goods and/or services) ☒ General Terms and Conditions for de minimis contracts (services only, less than $50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html	
Annexes to this RFP[6]	☒ Form for Submission of Proposal (Annex 2) ☒ Detailed TOR *[optional if this form has been accomplished comprehensively]* ☐ Others[7] *[pls. specify]*	
Contact Person for Inquiries (Written inquiries only)[8]	procurement.st@undp.org. Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.	
Other Information *[pls. specify]*	N/A	

[5] *Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.*
[6] *Where the information is available in the web, a URL for the information may simply be provided.*
[7] *A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.*
[8] *This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.*

Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL [9]

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery[10])

[insert: *Location*].
[insert: *Date*]

To: [*insert: Name and Address of UNDP focal point*]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated *[specify date]* , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;
b) Business Licenses – Registration Papers, Tax Payment Certification, etc.
c) Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;
d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

---

[9] *This serves as a guide to the Service Provider in preparing the Proposal.*
[10] *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*

C. **Qualifications of Key Personnel**

If required by the RFP, the Service Provider must provide :

a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
b) CVs demonstrating qualifications must be submitted if required by the RFP; and
c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. **Cost Breakdown per Deliverable***

	Deliverables *[list them as referred to in the RFP]*	**Percentage of Total Price** *(Weight for payment)*	**Price** *(Lump Sum, All Inclusive)*
1	Deliverable 1		
2	Deliverable 2		
3	….		
	Total	100%	

**This shall be the basis of the payment tranches*

E. **Cost Breakdown by Cost Component** ***[This is only an Example]*:**

Description of Activity	**Remuneration per Unit of Time**	**Total Period of Engagement**	**No. of Personnel**	**Total Rate**
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a . Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

[Name and Signature of the Service Provider's Authorized Person]
[Designation]
[Date]

Project for the Promotion of Agribusiness Exports in São Tomé and Príncipe

Terms of Reference

Hiring of a Service Provider of

Cosmetics Market Test

UNDP is looking for a service provider to carry out a market test for various products of one of the companies benefitting from its project, in order to assess the attractiveness and rotativity of these products and contribute to the successful development of the company's activities within its value chain. These services will be part of the project "Promoting the Agribusiness Value Chain for Export in Sao Tome and Principe", which is funded by UNDP and aims to increase women's participation and boost the agribusiness sector in the post-covid recovery period in Sao Tome and Principe (STP).

1 Context

STP has achieved remarkable progress in terms of human development, especially driven by public investments in health and education. However, its economy exhibits the criticalities and dependencies typical of a Small Island Developing State (SIDS), which underlie its limited capacity to generate business opportunities and create sufficient productive jobs. As a result, STP's economic growth has not been inclusive, with women and youth often left behind. The arrival of COVID-19 has further exacerbated this context of poverty and inequality.

The development of STP's economic potential as a small market is dependent on access to foreign markets and investors - both regional and global, in order to be able to expand its market frontiers, and on effectively strengthening the country's current limited competitiveness. It is also in this context that STP recently ratified and began implementation of the African Continental Free Trade Area (AfCFTA), aiming to accelerate its integration process with the African continent.

Agriculture, largely unexploited, is one of the most promising sectors for generating business (especially for SMEs) and decent employment opportunities (especially for women) for a more balanced and inclusive growth path. However, limited investment, weak know-how and a discouraging business environment are undermining the growth potential of this sector.

The main agricultural products that will serve as the basis for the agribusiness value chains

supported by the project are cocoa (for chocolate and related products), coffee, fruits (for marmalade, nuts, liqueurs), plants (for tea, essential oils and cosmetic uses), coconut, palm products, breadfruit, banana, cassava, sweet potato, pepper, vanilla and brandies. Other agricultural products may be identified at a later stage. In this context, the project aims to create the conditions to generate meaningful employment and income generation opportunities, especially among women and youth, during this phase of post-covid recovery. The project is also expected to contribute indirectly to a number of social protection and social cohesion issues that are central to UNDP's work in STP.

MG - Import and Export has been present in STP since 2017 and has a range of natural cosmetics products based on the properties of natural oils and extracts procured locally with small producers. This is one of 23 small and medium enterprises that are currently supported by the UNDP-funded Agribusiness Export Promotion Project in São Tomé and Príncipe.

In 2021, the company decided to participate in Expo Dubai exhibiting its products and seeking connections with potential importers / distributors. The investment of approximately €45,000.00 resulted in the identification of a potential importer from the Middle East - UAESTORE in Abu Dhabi -, which has shown interest in distributing MG products (using the LEÃO brand) in its region. In order for this partnership to exist, the distributor in question asked MG to carry out a market test, with the objective of assessing the attractiveness and rotation of numerous products.

2 Objetive

The purpose of this Request for Proposal is to recruit a service provider who will carry out a market test on specific products in MG's range in order to assess their attractiveness and churn. This information will then be passed on to the potential Middle East importer, UAESTORE in Abu Dhabi.

3 Scope of work

The specific tasks to be performed by the contracted service provider are the definition and subsequent production of the batch for market testing, based on the indications of MG and using the natural extracts supplied by the company.

The list of products to be produced and packed will be as follows:

- 500 units of 100 ml of NATURAL FERMENTATION OIL OF ST. TOME

- 500 unities of 30 ml of PRACAXI OIL
- 500 unities of 30 ml of BAOBAB OIL
- 500 unities of 250 ml of BODY SCRUB;
- 250 unities of 100 ml of OIL CONNECTION.

The specific services are as follows:

- Final product formulation;
- Product packaging;
- Packaging (primary and secondary);
- Purchase of packaging and labels
- Palletizing;
- CPNP registration; facilitation of PIF - Product Information File - English version, document required to sell cosmetic products internationally.

4 Deliverables and Payments

The selected service provider will be directly responsible for all the aforementioned tasks and will be accountable for their delivery / completion and invoicing to UNDP.

The following table provides an indicative description of the different phases and payment. The information in this table is subject to detailed review and agreement during the contract negotiation phase with UNDP.

Delivery and Payment Conditions

Target Group	Delivery/Services	% Payment
1 company	Work plan with details of the methodology and schedule of activities agreed with the contractor	**20%**
	Final product formulation; Product packaging; Packaging (primary and secondary); Purchase of packaging and labels; Palletizing CPNP registration; PIF- Product Information File facilitation Sending proof of activity implementation to UNDP	**40%**
	Final report to be delivered one week before the end of the	**40%**

	consultancy.	

5 Duration

The consultancy is planned to last a maximum of 3 months from the time the contract is signed.

6 Evaluation Criteria

The contract will be awarded on the basis of the quality of the technical offer (70%) and the amount of the financial offer (30%). Points for the technical offer will be awarded as follows:

:

Evaluation criteria	Maximum Score
Demonstrated ability to lead the process of product testing for positioning in the cosmetics market	15
More than 5 years of specific export experience in the cosmetics sector	15
Over 3 years specific export experience in African countries and islands	10
Positioning knowledge acquired in cosmetic markets	15
I send at least 3 examples of work already done with companies in this field and in the market research activity	5
Ability to communicate in Portuguese and/or Spanish, English and French	10
Total	**70**

7 Proposal Submission

The technical proposal (marked "125689_Testes Mercado_Proposta Tecnica ") and the financial proposal (marked "125689_Testes Mercado_Proposta Financeira") must be submitted to the following e-mail address: bidsSTP@undp.org, within 10 days of the date of launching this invitation to tender, no later than 11:59 pm New York time. Additional information and clarifications may be requested, up to 5 days after the date of launching of the present tender, until 5:00 p.m. São Tomé e Príncipe time, through e-mail, to the e-mail address: procurement.st@undp.org.

The proposals will be evaluated after the deadline for submission, according to the criteria indicated in chapter 5 of this document, and may be submitted in English or Portuguese.

Proposals must contain the name and e-mail address of the contact person of the service provider, as well as all information necessary for the selection process (see chapter 6 of this document).

The proposal must include a provisional timeline with delivery deadlines, being the period of implementation of the tasks as developed in the terms of reference.

Data: 21/07/2022

Projecto de Promoção da Exportação do Agronegócio em São Tomé e Príncipe

Termos de Referência

Contratação de uma empresa para fornecimento de serviços

Teste de Mercado Cosméticos

O PNUD pretende encontrar um prestador de serviços que realize um teste de mercado para variados produtos de uma das empresas beneficiadas pelo seu projeto, com vista a avaliar a atratividade e rotatividade dos mesmos e contribuir para o desenvolvimento bem-sucedido das atividades da empresa dentro da sua cadeia de valor. Estes serviços farão parte do projeto "Promoção da Cadeia de Valor do Agronegócio para Exportação em São Tomé e Príncipe", que é financiado pelo PNUD e tem como objetivos aumentar a participação das mulheres e impulsionar o setor do agronegócio no período de recuperação pós-covid em São Tomé e Príncipe (STP).

1 Contexto

STP alcançou progressos notáveis em termos de desenvolvimento humano, especialmente impulsionado por investimentos públicos na saúde e educação. Todavia, a sua economia exibe as criticidades e dependências típicas de um Pequeno Estado Insular em Desenvolvimento (PEID), as quais fundamentam a sua limitada capacidade de gerar oportunidades de negócio e de criar empregos produtivos suficientes. Como resultado, o crescimento económico de STP não tem sido inclusivo, sendo as mulheres e os jovens frequentemente deixados para trás. A chegada da COVID-19 exacerbou ainda mais este contexto de pobreza e desigualdade.

O desenvolvimento do potencial económico de STP enquanto pequeno mercado está dependente do acesso aos mercados e investidores estrangeiros - tanto regionais como globais, de forma a conseguir expandir as suas fronteiras de mercado, e do reforço efetivo da atual competitividade limitada do país. É também neste contexto que STP ratificou e iniciou recentemente a implementação da Zona de Comércio Livre Continental Africana (*AfCFTA*), pretendendo acelerar o seu processo de integração com o continente africano.

A agricultura, largamente inexplorada, é um dos setores mais promissores para gerar negócios (especialmente para as PMEs) e oportunidades de emprego decente (especialmente para as

mulheres) para uma trajetória de crescimento mais equilibrada e inclusiva. Todavia, o investimento limitado, o fraco know-how e um ambiente empresarial desencorajador estão a comprometer o potencial de crescimento deste setor.

Os principais produtos agrícolas que servirão de base para as cadeias de valor de agronegócio apoiadas pelo projeto são o cacau (para chocolate e produtos relacionados), o café, os frutos (para marmelada, frutos secos, licores), as plantas (para chá, óleos essenciais e usos cosméticos), o coco, os produtos de palmeira, a fruta-pão, a banana, a mandioca, a batata-doce, a pimenta, a baunilha e as aguardentes. Outros produtos agrícolas podem ser posteriormente identificados. Neste contexto, o projeto pretende criar as condições para gerar emprego significativo e oportunidades de geração de rendimentos, especialmente entre mulheres e jovens, durante esta fase da recuperação pós-covid. Espera-se também que o projeto contribua indiretamente para uma série de questões de proteção e coesão social que são centrais para o trabalho do PNUD em STP.

A MG - Importação e Exportação está presente em STP desde 2017 e possui uma gama de produtos de cosmética natural baseada nas propriedades de óleos e extratos naturais adquiridos localmente com pequenos produtores. Esta é uma das 23 pequenas e médias empresas que são atualmente apoiadas pelo Projeto de Promoção da Exportação do Agronegócio em São Tomé e Príncipe, financiado pelo PNUD. Em 2021, a empresa decidiu participar na Expo Dubai expondo os seus produtos e procurando ligações com possíveis importadores / distribuidores. O investimento de aproximadamente €45.000,00 resultou na identificação de um potencial importador do Médio Oriente – UAESTORE em Abu Dhabi –, o qual tem demonstrado interesse em distribuir os produtos da MG (utilizando a marca LEÃO) na sua região. Para existir a efetivação desta parceria, o distribuidor em questão pediu à MG para efetuar um teste de mercado, com o objetivo de avaliar a atratividade e rotatividade de inúmeros produtos.

2 Objetivo

O objetivo deste Pedido de Proposta é recrutar uma empresa prestador de serviços que irá efetuar um teste de mercado a produtos específicos da gama da MG, de forma a avaliar a atratividade e rotatividade dos mesmos. Esta informação será posteriormente transmitida ao potencial importador do Médio Oriente, a UAESTORE em Abu Dhabi.

3 Âmbito de trabalho

As tarefas específicas a realizar pelo prestador de serviços contratado são a definição e posterior produção do lote para o teste de mercado, tendo por base as indicações da MG e utilizando os extratos naturais fornecidos pela empresa.

A lista de produtos a produzir e embalar será a seguinte:

- 500 unidades de 100 ml de ÓLEO DE São Tomé a FERMENTAÇÃO NATURAL;
- 500 unidades de 30 ml de ÓLEO DE PRACAXI
- 500 unidades de 30 ml de ÓLEO DE BAOBAB;
- 500 unidades de 250 ml de *BODY SCRUB*;
- 250 unidades de 100 ml de *OIL CONNECTION*.

Os serviços específicos são os seguintes:

- Formulação final de produto;
- Envasamento de produto;
- Embalagem (primária e secundária);
- Compra de embalagens e rótulos;
- Paletização;
- Registro CPNP; facilitação do PIF- Product Information File – versão em inglês, documento exigido para a venda de produtos cosméticos internacionalmente.

4 Entregáveis e Condições de Pagamento

O prestador de serviços selecionado será diretamente responsável por todas as tarefas anteriormente mencionadas, responsabilizando-se pela sua entrega / conclusão e respetiva faturação ao PNUD.

A tabela seguinte providencia uma descrição indicativa das diferentes fases e respetivos prazos. As informações presentes nesta tabela estão sujeitas a uma revisão detalhada e acordo durante a fase de negociação do contrato com o PNUD.

Entregas e Condições de Pagamento

Grupo Alvo	Entregas / Serviços	% de Pagamento
1 empresa	Plano de trabalho com detalhamento da metodologia e cronograma das atividades acordado com o contratante	**20%**
	Formulação final de produto; Envasamento de produto; Embalagem (primária e secundária); Compra de embalagens e rótulos; Paletização Registro CPNP; facilitação do PIF- Product Information File – Envio de comprovativos de execução da atividade ao PNUD	**40%**
	Relatório final a ser entregue uma semana antes do término da consultoria.	**40%**

5 Duração dos trabalhos

A duração da consultoria está prevista para um máximo de 3 meses a partir do momento da assinatura do contrato.

6 Critérios de avaliação

O contrato será adjudicado com base na qualidade da proposta técnica (70%) e no montante da proposta financeira (30%). Os pontos para a proposta técnica serão atribuídos da seguinte forma:

Critério de avaliação	Pontuação Máxima
Capacidade demonstrada de liderar o processo de testagem de produtos para o posicionamento no mercado cosmético	15
Mais de 5 anos de experiência específica de exportação no setor cosmético	15

Mais de 3 anos de experiência específica de exportação para países africanos e insulares	10
Conhecimentos de posicionamento adquiridos nos mercados cosméticos	15
Envio no minimo 3 exemplos de trabalho já efetuado com empresas nesse ramo e na actividade de busca de mercado	5
Capacidade de comunicar em Português e/ou Italiano. Inglês e Francês são uma mais valia	10
Total	**70**

7 Submissão da Proposta

A proposta técnica (com a menção "125689_Testes Mercado_Proposta Tecnica") e a proposta financeira (com a menção "125689_Testes Mercado_Proposta Financeira") devem ser submetidas para o endereço eletrónico: bidsSTP@undp.org, com prazo máximo de 10 dias a partir da data de lançamento do presente concurso, até ao limite das 23:59 horas conforme horário de Nova Iorque. Informações adicionais e esclarecimentos poderão ser solicitados, até 5 dias após a data de lançamento do presente concurso, até ao limite das 17:00 horas de São Tomé e Príncipe, através de e-mail, para o endereço eletrónico: procurement.st@undp.org.

As propostas serão avaliadas após o prazo para a submissão, de acordo com os critérios indicados no capítulo 5 do presente documento, e podem ser entregues em Inglês ou em Português.

As propostas terão de conter o nome e o e-mail da pessoa de contacto do prestador de serviços, assim como toda a informação necessária para o processo de seleção (consultar o capítulo 6 do presente documento).

A proposta deve incluir um cronograma previsional com prazos de entrega, sendo o período de implementação das tarefas tais como foram desenvolvidas nos termos de referência.

Data: 21/07/2022