INDIVIDUAL CONSULTANT PROCUREMENT NOTICE
(Procurement Process ID: PROCESS-67278)

Date: 25 August 2022

<table>
<thead>
<tr>
<th>Assignment Title</th>
<th>E-commerce Business and Analytics Mentor - MSME Digitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cluster/Project:</td>
<td>Programme and Results Unit</td>
</tr>
<tr>
<td>Post Level:</td>
<td>Specialist</td>
</tr>
<tr>
<td>Contract Type:</td>
<td>Individual Contractor</td>
</tr>
<tr>
<td>Duty Station:</td>
<td>Phnom Penh, Cambodia.</td>
</tr>
<tr>
<td>Expected Place of Travel:</td>
<td>N/A</td>
</tr>
<tr>
<td>Contract Duration:</td>
<td>31 days (15 September to 25 December 2022)</td>
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</tbody>
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1. BACKGROUND

United Nations Development Programme (UNDP) in Cambodia is looking for an Individual Contractor to perform the above mentioned assignment. Interested offeror is strongly advised to read the INDIVIDUAL CONSULTANT (IC) PROCUREMENT NOTICE for more detail about term of references, instructions to offeror, and documents to be included when submitting offeror.

Any request for clarification/additional information on this procurement notice shall be communicated in writing to UNDP office or send to email chanpisey.ky@undp.org and cc procurement.kh@undp.org. While the Procurement Unit would endeavor to provide information expeditiously, only requests receiving at least 5 working days prior to the submission deadline will be entertained. Any delay in providing such information will not be considered as a reason for extending the submission deadline.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

To assist you in understanding the requirements of this assignment, scope of work, responsibilities, and description of the proposed analytical work, please refer to Annex 1.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS:

I. Academic Qualifications:
   • At least a Bachelor’s degree (or equivalent) with a preferred focus on e-commerce, business administration, accounting, finance, or engineering

II. Competencies:
• At least 2 years of hands-on experience launching and running an e-commerce store in Cambodia or internationally and has experience exporting products through the e-commerce store.
• Has experience selling local products on e-commerce applications and platforms, such as CambodiaTrade.com, MAIO Mall, Aliexpress, MyPhsar, eCAMShopping, Khmer24 or similar platforms.
• Has experience launching and running an e-commerce website using a website builder such as Shopify, Weebly, WooCommerce, Squarespace, Wix, Zyro, or others.
• Have extensive experience in measuring and analyzing social media campaign (i.e. facebook) for E-commerce business;
• Has experience understanding how to convert and incentivize existing customers to buy using an e-commerce website and converting customers from social media platforms to buyers on an e-commerce store.
• Has experience understanding, tracking and generating insights from e-commerce metrics to optimize a marketing/sales strategy, improve customer engagement and forecasting, and optimize inventory management.
• Has experience integrating payment options and optimizing checkout experience on e-commerce platforms in Cambodia.
• Has an understanding of using local and international logistic shipping options, tax and duties, legal and local compliance, local product restrictions which affect the e-commerce business.
• Has experience mentoring e-commerce businesses in Cambodia.

III. Language:

• Fluency in Khmer is preferred and some ability to use English.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:

1. Proposal: explaining why they are the most suitable for the work
2. Financial proposal
3. Personal CV including past experience in similar projects and at least 3 references

Your offer shall be submitted online through UNDP Online Recruitment System at the URL address [https://jobs.undp.org/cj_view_job.cfm?cur_job_id=108789](https://jobs.undp.org/cj_view_job.cfm?cur_job_id=108789) no later than application submission deadline. **Late application submission will be rejected. UNDP will not consider application submission by email.**

4. FINANCIAL PROPOSAL

This is a Lump sum output-based contract. Therefore, the interested offerors are requested to submit **Final All-Inclusive Price** with cost breakdown.

5. EVALUATION

Offerors will be evaluated based on the **Cumulative analysis.**
Technical Qualification (100 points) weight; [70%]  
Financial/Price Proposal (100 points) weight; [30%]

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. Only the price proposal of the Offerors who passed the minimum technical score of 70% of the obtainable score of 100 points in the technical qualification evaluation will be evaluated.

5. 1. Technical qualification evaluation criteria:

The total number of points allocated for the technical qualification component is 100. The technical qualification of the offeror/individual is evaluated based on following technical qualification:

<table>
<thead>
<tr>
<th>Technical Evaluation Criteria</th>
<th>Obtainable Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 2 years of hands-on experience launching and running an e-commerce store in Cambodia or internationally, and has experience exporting products through the e-commerce store and integrating payment options and optimizing checkout experience on e-commerce platforms in Cambodia</td>
<td>30</td>
</tr>
<tr>
<td>Has experience selling local products on e-commerce applications and platforms, such as CambodiaTrade.com, MAIO Mall, Aliexpress, MyPhsar, eCAMShopping, Khmer24 or similar platforms</td>
<td>10</td>
</tr>
<tr>
<td>Has experience understanding how to convert and incentivize existing customers to buy using an e-commerce website and converting customers from social media platforms to buyers on an e-commerce store</td>
<td>20</td>
</tr>
<tr>
<td>Has experience understanding, tracking and generating insights from e-commerce metrics to optimize a marketing/sales strategy, improve customer engagement and forecasting, and optimize inventory management.</td>
<td>20</td>
</tr>
<tr>
<td>Has experience mentoring e-commerce businesses in Cambodia.</td>
<td>20</td>
</tr>
<tr>
<td>Total Obtainable Score</td>
<td>100</td>
</tr>
</tbody>
</table>

Only the offerors who have attained a minimum of 70% of total points will be considered as technical qualified offerors.

5. 2. Financial/Price Proposal Comparison:

- Only the financial/price proposal of offerors who have attained a minimum of 70% score in the technical qualification evaluation will be considered and evaluated. The total number of points allocated for the price component is 100. Below is the formula used for this evaluation:

  Rating for Financial Proposal = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

5.3. Selection Method and Award Criteria:

The award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
• Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The total score for each offeror will be calculated independently by this formula: Total Score = Technical Qualification Score x 70% + Financial Score x 30%

6. ANNEXES

• ANNEX 1- TERMS OF REFERENCES (TOR)
• ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS
• ANNEX 3- OFFEROR’S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY