REQUEST FOR PROPOSAL (RFP)

National firms/institutions/organizations

DATE: September 8, 2022
REFERENCE: B-220901

Dear Sirs/Madame:

We kindly request you to submit your proposal for development and implementation of the market expansion programme for Social Impact Businesses (SIBs) through advancing E-commerce business skills.

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

Proposals may be submitted on or before Thursday, September 22, 2022 and via email to the address below:

bid.submission.vn@undp.org

With subject line:

B-220901 Develop and implement market expansion programme for SIBs through advancing E-commerce business skills

(Maximum size per email: 30 MB. Bidders can split proposal into several emails if the file size is large. Please send a separate email (without attachment) to procurement.vn@undp.org notifying that you already submitted proposal and the number of email(s) submitted. Notification email should be sent to above address by submission deadline or right after you submit proposals).

Your Proposal must be expressed in the English, and valid for a minimum period of 120 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. 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:


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:

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Tran Thi Hong,
Head of Procurement Unit,
9/8/2022
**Description of Requirements**

<table>
<thead>
<tr>
<th>Brief Description of the Required Services¹</th>
<th>development and implementation of the market expansion programme for Social Impact Businesses (SIBs) through advancing E-commerce business skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>List and Description of Expected Outputs to be Delivered</td>
<td>Please see Sections 5 in the attached TOR (Annex 1)</td>
</tr>
<tr>
<td>Person to Supervise the Work/Performance of the Service Provider</td>
<td>Please see Sections 9 in the attached TOR (Annex 1)</td>
</tr>
</tbody>
</table>
| Location of work | ☒ Exact Address: Hanoi  
☐ At Contractor’s Location |
| Expected duration of work | Quarter III – Quarter IV 2022 |
| Target start date | September 2022 |
| Latest completion date | Quarter IV 2022 |
| 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  
☒ Vietnamese dong |

¹ A detailed TOR is attached as the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.
| Value Added Tax on Price Proposal | ☒ must be inclusive of VAT and all applicable taxes  
□ must be exclusive of VAT and other applicable indirect taxes  
*The contractor is required to issue tax receipt(s) (xuất hóa đơn tài chính) for the total contract value.* |
| --- | --- |
| Validity Period of Proposals (Counting for the last day of submission of quotes) | ☒ 120 days  
□ 60 days  
□ 90 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.)]* |
| Payment Terms | As defined in the attached TORs |
| Person(s) to review/inspect/approve outputs/completed services and authorize the disbursement of payment | As defined in the attached TORs |
| Type of Contract to be Signed | ☒ Contract for Professional Services  
□ Purchase Order  
□ Institutional Contract  
□ Long-Term Agreement  
□ Other Type of Contract |
| Criteria for Contract Award | ☒ 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. |
| Criteria for the Assessment of Proposal | **Technical Proposal (70%)**  
☒ Expertise of the Firm *[indicate percentage]*  
☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan *[indicate percentage]*  
☒ Management Structure and Qualification of Key Personnel and other requirements (please refer to Evaluation Criteria in the TOR for preparation and submission)  

**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

Contract General Terms and Conditions

☒ General Terms and Conditions for contracts (goods and/or services)
Applicable Terms and Conditions are available at:

Annexes to this RFP

☒ Form for Submission of Proposal (Annex 2)  ☐ Others:

Contact Person for Inquiries (Written inquiries only)

Quach Thuy Ha  
Procurement Associate  
quach.thuy.ha@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

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2 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.

3 Where the information is available in the web, a URL for the information may simply be provided.

4 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.
1. GENERAL BACKGROUND

About the ISEE-COVID project

The project “Leveraging Viet Nam’s Social Impact Business Ecosystem in Response to COVID-19” (ISEE-COVID project), with sponsorship from Global Affairs Canada, is co-implemented by UNDP and the Agency of Enterprise Development (AED), Ministry of Planning and Investment. The project aims to enhance the resilience of social impact businesses (SIBs) in Viet Nam and contribute to reducing the impact of COVID-19 on vulnerable groups, especially women and girls. The ISEE COVID project has two primary objectives:

1. Improving the effectiveness of SIBs, especially those led by women and vulnerable groups, to address the social and gendered impacts of COVID-19 and accelerate the achievement of the SDGs; and

2. Strengthening the regulatory environment for SIBs to be more gender-responsive, inclusive and transparent, thereby supporting the resilience of SIBs to COVID-19 impact, with a particular focus on SIBs that are led by women and other vulnerable groups.

About the Market Expansion programme for SIBs

SIBs have been exposed to threats due to the emergence of new technologies or ways of doing business, including those driven by COVID-19, such as the digital transformation of businesses. As consumers shift to online shopping or e-commerce, many SIBs continue to lag behind this digital transformation. CSIE’s 2020 report has highlighted the degree to which SIBs need support in this regard, concluding that 100% of them need media support to reach customers and investors, while 91% of them need sales support. Across sectors, COVID-19 has made it unavoidable for many businesses to move quickly and transition toward

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digitization. Thus, SIBs are at greater risk due to their lower business management capacity and access to finance to effectively make this transition. To increase access to new markets and increase sales in the COVID-19 context, the Market Expansion Programme aims to (i) build capacity for SIBs on how to sell their products on the e-commerce platforms by training and coaching and (ii) promote SIB products and services on several e-commerce platforms. These include well-known, larger local and international platforms, such as Shopee, Lazada... where a customized venue would be opened for SIBs. Additionally smaller existing specialized platforms for SIB products, such as Hop Tac Xa That Tha (“The Honest Cooperative”) or Tót Mart (“The good market”) will be explored.

This activity needs to collaborate with the “SIB’s products and services communication campaign”, which will be also held in quarters 3, 4 of 2022. This is expected to effectively bring more SIB products and services to the market and attract new customers.

UNDP wishes to engage the services of one National firm/ Consortium to develop and implement a market expansion programme for SIBs through advancing E-commerce business skills with the requirements below.

2. OBJECTIVES OF THE ASSIGNMENT
The main objectives of the assignment are:

- To collaborate with UNDP co-design a comprehensive curriculum for SIBs to advance their E-commerce business skills
- To improve SIB’s capacity, particularly the E-commerce business skills of local SIBs allowing them to explore new market opportunities and sell their products through local E-commerce platforms

3. SCOPE OF WORK
The firm is expected to compete the following tasks:

- Prepare a master workplan for the assignment with consultation and input from the UNDP team.
- Select SIBs to join the market expansion programme: The selection process of the SIBs which will benefit from this activity will need to have two rounds: Call for Expression of Interest and interview. A set of criteria should be developed to identify suitable local SIBs to engage them in the training programme and endorsed by UNDP. Candidates identified shall be interviewed jointly by the service provider and UNDP team. Based on the results of the interviews, the best 10 SIBs will be invited to undertake the Advance E-commerce business skills training programme. UNDP Programme Analyst/ ISEE COVID project manager will join the firm in the selection process.
- Develop the training and coaching programme for SIBs with relevant resources
  o The service provider needs to do in-depth interviews with the selected 10 SIBs to understand their requirements and ability.
  o From the above information, the service provider will design and develop a practical and business-based curriculum for a training programme suitable for local SIBs. It will cover the following topics (but not limited to): digital marketing mindset, criteria to set-up shop on popular local E-commerce platforms (Shoppee, Lazada, Tiki...), development online content, advertising, and livestreaming.
  o The service provider shall design the content of training programme and training materials in Vietnamese for UNDP’s approval before using them.
- Deliver the quality market expansion programme for SIBs
  o Organize the general training courses, on Vietnamese E-commerce market, common trends in Ecommerce market, common capacity and needs of SIBs, essential skills and knowledge for SIBs to set-up shop on Ecommerce platforms and start selling and growth on Ecommerce platform
Together with UNDP Programme Analyst, select the most committed 10 SIBs to join the 1:1 Coaching session.

- Implement the 1:1 Coaching sessions between the service provider and 10 SIB in at least 7 weeks to further build their capacity based on actual needs.
- At least 10 SIBs can sell their products/services on the e-commerce platform after completing this programme

- Evaluation and feedback session

After completing this training and coaching programme, the service provider shall hold an evaluation and feedback session with the 10 SIBs to wrap up the Assignment. The lesson learned can be shared later in the relevant events of the ISEE COVID project, to (i) better implementation of the programme next year and (ii) the unselected SIBs can have access to information and have better preparation for the next year.

4. DURATION OF ASSIGNMENT AND DUTY STATION

This assignment is expected to be carried out in Hanoi during Q3 and Q4 of 2022. The duty station for this assignment will be Hanoi.

5. OUTPUTS AND DELIVERABLES

The Contractor is expected to deliver the products as described below:

<table>
<thead>
<tr>
<th>Deliverables (*)</th>
<th>Indicative Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 A Master workplan</td>
<td>End of September 2022</td>
</tr>
<tr>
<td>2 E-commerce training curriculum, materials and detailed content for coaching sessions</td>
<td>10 October 2022</td>
</tr>
<tr>
<td>3 Delivery of training and coaching programme, at least 10 SIBs sold their products/services on e-commerce platform</td>
<td>October- November 2022</td>
</tr>
<tr>
<td>4 Evaluation session and report</td>
<td>Mid December 2022</td>
</tr>
</tbody>
</table>

(*) to be submitted in Vietnamese

The payments will be based on the successful completion of the above deliverables and following the approval by the ISEE-COVID Project Manager.

6. PROVISION OF MONITORING AND PROGRESS CONTROLS

The Project Manager and Communication Consultant of the ISEE-COVID Project will be responsible for the monitoring of progress and supervision required to ensure progress and high-quality final product(s).

Gender equality and women’s empowerment (GEWE) shall be integrated across all activities in the TORs to ensure:

1. Collection of specific social and gender-disaggregated data and information
2. Gender-responsive communication (languages, photos, images, messages, etc.);
3. Equal participation in decision-making and benefit of women and men from related activities and services;
4. Social and gender inequality issues identify and analysis before any intervention, decisions, or outlining plans
# 7. DEGREE OF EXPERTISE AND QUALIFICATIONS
QUALIFICATIONS AND SELECTION CRITERIA

<table>
<thead>
<tr>
<th>Section 1. Contractor’s qualification, capacity and experience</th>
<th>Points obtainable</th>
<th>Documents to be submitted for assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 The Contractor is expected to be a well-known consultancy firm with at least 5 years of experience in capacity building and market expansion for businesses</td>
<td>150</td>
<td>Business license and company profile</td>
</tr>
<tr>
<td>1.2 Proven track record in implementing capacity building programs for business in E-commerce, business digitalization is a must</td>
<td>150</td>
<td>Track records of relevant contracts</td>
</tr>
<tr>
<td>1.3 Previous experience on supporting social impact business, innovation and sustainable development is a strong asset</td>
<td>100</td>
<td>Track records of relevant contracts</td>
</tr>
<tr>
<td>1.4 Have experience in cooperation with international agencies such as UN, government programs or international development organizations, especially on innovation, social impact business or sustainable development programs, is an asset.</td>
<td>100</td>
<td>Track records of relevant contracts</td>
</tr>
<tr>
<td><strong>Total session 1</strong></td>
<td><strong>500</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 2. Management Structure and Key Personnel</th>
<th>Points obtainable</th>
<th>Documents to be submitted for assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Composition and structure of the team proposed. The team should be multidisciplinary and with background from different sectors.</td>
<td>150</td>
<td>Team composition/structure with CVs</td>
</tr>
<tr>
<td>2.2 Qualifications of key personnel proposed</td>
<td></td>
<td>CVs</td>
</tr>
<tr>
<td>2.2a National Team Leader</td>
<td>150</td>
<td>CVs</td>
</tr>
<tr>
<td>Has at least 5 years of experience in managing and implementing the supporting programme for businesses, including SIBs, on market expansion and e-commerce</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>
At least Master's degree in the relevant field of economics, innovation, sustainability...

Experience working with international organizations or foreign institutions such as UNDP is an asset.

, demonstrate good writing capacity in English

### 2.2b National E-commerce Coach

| Has at least 5 years of experience in training and coaching for businesses on the E-commerce skills | 40 |
| At least Bachelor's degree in relevant field of marketing, economics, sales, etc. | 30 |
| Experienced working with social impact business is a strong asset | 30 |
| Fluent in English | 20 |

### 2.2c Supporter

| Have experience in supporting/organizing training, coaching session in both online and in-person methods | 30 |
| Working experience with partners and stakeholders | 25 |
| Proven track record in engaging with projects on capacity building for businesses | 25 |

| Total session 2 | 500 |

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8. **REVIEW TIME REQUIRED AND PAYMENT TERM**

UNDP Viet Nam shall effect payments to the successful Service Contractor upon UNDP’s satisfaction with the following deliverables:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Indicative Schedule</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 A Master workplan</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>2</td>
<td>E-commerce training curriculum, materials and detailed content for coaching sessions</td>
<td>80%</td>
</tr>
<tr>
<td>3</td>
<td>Delivery of training and coaching programme</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Evaluation session and report</td>
<td></td>
</tr>
</tbody>
</table>

9. **SUPPORT FROM UNDP AND REFERENCE DOCUMENTS**

UNDP will provide the following support where deemed appropriate:

- Substantive inputs and quality control of deliverables.
- Office space for meetings and working sessions when needed.
- Any other substantive support where deemed appropriate.
- UNDP’s ten principles of gender-responsive communication document
ANNEX 2

FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL

(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery)

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.

6 This serves as a guide to the Service Provider in preparing the Proposal.

7 Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes.
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.

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*

<table>
<thead>
<tr>
<th>Deliverables [list them as referred to in the RFP]</th>
<th>Percentage of Total Price (Weight for payment)</th>
<th>Price (Lump Sum, All Inclusive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Deliverable 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Deliverable 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 . . .</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Tax (all applicable taxes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

* This shall be the basis of the payment tranches
** The contractor is required to issue tax receipt(s) (xuất hóa đơn tài chính) for the total contract value.
### E. Cost Breakdown by Cost Component  
*This is only an Example:*

<table>
<thead>
<tr>
<th>Description of Activity</th>
<th>Remuneration per Unit of Time</th>
<th>Total Period of Engagement</th>
<th>No. Of Personnel</th>
<th>Total Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I. Personnel Services</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>1. Services from Home Office</td>
<td></td>
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</tr>
<tr>
<td>b. Expertise 2</td>
<td></td>
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<tr>
<td>2. Services from Field Offices</td>
<td></td>
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<tr>
<td>b. Expertise 2</td>
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<tr>
<td>3. Services from Overseas</td>
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<tr>
<td>a. Expertise 1</td>
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<tr>
<td>b. Expertise 2</td>
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<tr>
<td><strong>II. Out of Pocket Expenses</strong></td>
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</tr>
<tr>
<td>1. Travel Costs</td>
<td></td>
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</tr>
<tr>
<td>2. Daily Allowance</td>
<td></td>
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<tr>
<td>3. Communications</td>
<td></td>
<td></td>
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<tr>
<td>4. Reproduction</td>
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<tr>
<td>5. Equipment Lease</td>
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<tr>
<td>6. Others</td>
<td></td>
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<td></td>
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<tr>
<td><strong>III. Other Related Costs</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>IV. Tax (all applicable tax)</strong></td>
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</tbody>
</table>

[Name and Signature of the Service Provider’s Authorized Person]

[Designation]

[Date]