

## REQUEST FOR PROPOSALS

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### Marketing Support to Two Food Processing SMEs in Marsabit and Isiolo

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Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### REQUEST FOR PROPOSAL | GAIN (Global Alliance for Improved Nutrition) | Nawiri Supporting Milk Processing SME in Marsabit County & Meat Processing SME in Isiolo| Kenya

#### About GAIN

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The Global Alliance for Improved Nutrition (GAIN) is an alliance driven by the vision of a world without malnutrition. Created in 2002 at a Special Session of the UN General Assembly on Children, GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier.

#### About Nawiri (*Nutrition in ASALs Within Integrated Resilient Institutions*)

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The USAID BHA funded 5-year Development Food Security Activity (DFSA) in Kenya, *Nutrition in ASALs Within Integrated Resilient Institutions* (Nawiri) Program aims to sustainably reduce levels of acute malnutrition among vulnerable populations in Isiolo and Marsabit counties of the arid and semi-arid lands (ASAL) regions of Kenya.

Nawiri interventions includes those which work with local private-sector actors (e.g., producers and processors) who support the value chains for milk and meat, as well as work to support the role of the private sector in the local food system more broadly. To help inform this work, GAIN, the partner on the consortium leading the Market and Food Systems work, will work alongside other partners on the CRS-led Nawiri consortium to undertake a pilot intervention to test providing support to small businesses producing milk and meat products through grants and bespoke technical assistance. GAIN intends to adapt its Market Place for Nutritious foods (MNF). This will test whether such support can result in viable business models for SMEs to commercialize meat and milk products in Isiolo and Marsabit counties and specifically to reach vulnerable communities with those nutritious food products ('hot spots').

#### Purpose of the Assignment

GAIN is seeking proposals from consultants to support the 2 companies with developing and Implementing Marketing strategy for one milk processor in Marsabit and one meat processor in Isiolo. The companies are awardees of Nawiri. The marketing consultant will support these companies market entry and expansion to vulnerable communities of Marsabit and Isiolo respectively, with specific focus on low-income families (<living below poverty line of 18,000 KSH/month per family of 4) with small children, who are at risk for acute malnutrition.

#### SCOPE OF WORK AND DELIVERABLES

The consultant will

- (i) Review Nawiri desk research and documents on Milk and Meat markets in Marsabit and Meat in Isiolo, respectively
- (ii) Review the business plans and business models of the two companies.
- (iii) Using an appropriate methodology, supplement the existing market research in the malnutrition hot spot areas of Marsabit and Isiolo to document consumer and trader level purchasing patterns (frequency, place, quantity, cost etc.) and distribution network for the meat and milk products from these companies.

- (iv) Using this market research, and in collaboration with the companies, carry out the appropriate business analysis to develop two Marketing strategies, one for each company. Each strategy must include the customer segments (demographics and purchase drivers), value proposition for the product, distribution strategy (including channels, key partnerships), pricing strategy, and promotion strategy (including messages, visuals, labelling, point of sale promotion and community promotion).
- (v) Develop briefs to commission work for the promotion strategy.
- (vi) Develop a branding and communication strategy & guidelines for marketing the products from the two SMEs to the vulnerable households
- (vii) Supervise the production of promotional materials and promotional activities.

#### 4.1 DELIVERABLES

The Service Provider shall provide the following deliverables:

- Inception report that demonstrates solid understanding of each company and of the ASAL market research undertaken through this project.
- Two marketing research reports, one for each company and product
- Two marketing strategies, one for each company and product. Each strategy must include the customer segments (demographics and purchase drivers), value proposition for the product, distribution strategy (including channels, key partnerships), pricing strategy, and promotion strategy (including messages, visuals, labelling, point of sale promotion and community promotion).
- Briefs for the promotion strategy and support the companies with commission external service providers (e.g., event promotions, graphic design, etc)
- Branding and communication guidelines for the two SME products
- Distribution Plan and Promotion Plan outlining the distribution and promotional activities for one year.

#### 4.2 TIMELINE

**The inception report is due 15 days after signing contract.**

**All other deliverables are required for final submission within 45 days of commencing the work**

## 2. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### CONTACT

Please direct all inquiries and other communications to the contact information below. Responses will not be confidential except in cases where proprietary information is involved:

**Sigu Jacqueline** on [jsigu@gainhealth.org](mailto:jsigu@gainhealth.org)

## 1. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

## 2. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- A technical proposal, not to exceed 5 pages of single-spaced text, outlining the consultant's plan for marketing and promotion strategies and the associated methodological approaches, including for product activation executions. The proposal should include sample sizes for all data collection methods, a timeline, information on types of data collection and analysis software to be used, and how all the deliverables will be achieved.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the individual(s) who will be completing the work including full name(s), expertise and publications in relevant similar tasks.
  - The applicant should have relevant experience with development of marketing and promotion strategies in the agri-food sector in Kenya; experience within the ASALs region is a strong advantage
- A financial proposal, in a separate document, that includes a budget for all costs (including, for example, personnel, travel, meetings, overhead if applicable, and miscellaneous expenses). All prices/rates quoted must be in Ksh and inclusive of all taxes/VAT as required.

**Interested service providers should submit technical and financial proposals (separately) using the GAIN technical and financial proposal templates. To receive the templates, please send a request for those to**

**Sigu Jacqueline** on [jsigu@gainhealth.org](mailto:jsigu@gainhealth.org)

## 3. SUBMISSION

Interested consultants should Submit their Technical and Financial proposal, this should be an electronic copy preferably in MS Word to GAIN through an online submission to [gainkenya@gainhealth.org](mailto:gainkenya@gainhealth.org)

## 4. DEADLINE

Completed proposals should be submitted to GAIN **before 5:00 PM EAT on 30/07/2021.**

## 5. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

## **6. REVISIONS**

Proposals may be revised by electronic mail provided such revision(s) are received before the deadline.

## **7. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## **8. COMPLETION**

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. Point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **9. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## **10. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## **11. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

## **II. TERMS AND CONDITIONS OF THIS SOLICITATION**

### **NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

### **12. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### **13. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### **14. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
- Demonstrate a clear understanding of the technical requirements and methodological approaches of this RFP
- Comprehensiveness of work plan and reasonableness of proposed time frame:
- Detailed budget and cost-effectiveness of proposed approach:
- Personnel qualifications
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

### **15. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

### **16. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

## 17. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## 18. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## 19. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## 20. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## 21. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

### III. OFFER OF SERVICES

1. Offer submitted by:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
  - a. Click or tap here to enter text.
  - b. Click or tap here to enter text.
  - c. Click or tap here to enter text.
  - d. Click or tap here to enter text.

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
  - (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
  - (b) A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of [Click or tap here to enter text.](#) In [Click or tap here to enter text.](#)

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Signature (applicant)

\_\_\_\_\_ [Click or tap here to enter text.](#)

Signature (applicant)