

REQUEST FOR PROPOSALS

PRODUCT DEVELOPMENT FOR A MILK PRODUCING SME IN MARSABIT

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

2. ABOUT NAWIRI

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) approach. 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.

3. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP. The purpose of this RFP is to engage services of a Service Provider with experience in food technology and Quality Assurance/ Quality Control analysis and has experience working with meat value chain to support the company with product development.

4. OBJECTIVE

The service provider will work with a milk processing SME to evaluate the product formulation developed by the company and with local and international laws and best practices in mind provide recommendations on the best way to produce the product in a way that the product will ensure the company is compliant with all local requirements and minimizes potential food safety issues related to its products.

5. SCOPE OF WORK

The successful applicant shall support an SME in the milk value chain with the following product development activities:

- Work with SME to review the formulation of its existing products and with the main target market in mind, make recommendations on how these might be improved.
- Identify the customers’ requirements: what are their needs, wants, and requirements. What is the product’s unique value proposition?
- Identify the specification of the product, its recipe and ingredient specifications, and specifications for packaging. Verify existing product formulations (including fortification levels) to confirm optimal balance between nutritional value and production cost.

- Confirm whether the existing and proposed product formulations meet the GAIN Nutrition Criteria¹.
- Identify the ingredients, inputs, and infrastructure required. Identify the procedure for monitoring inputs, sources, and prices of inputs. Identify the physical infrastructure that will be required for production. Identify the staff that are required, their qualifications, certifications, and any additional training they will require. Identify the investments, human resources, materials, and services are required to scale up the commercial aspect of the company's operation.
- Identify and describe the logistics of commercialization and distribution of the products. The means of post-production storage means and cost of distribution, requirements of sales locations, any sales locations that have been identified. Describe the profile of existing or potential vendors. Describe how revenue will be collected.
- Describe how the product will be presented: how it will be packaged, labelled, the sizes in which it will be presented and the cost of each unit.
- Perform and describe the results of initial market research. What is customers' feedback to the product? Perform and describe the results of a focus group discussion. Identify customers' willingness to pay for the product.
- Describe the financial feasibility of the product; identifying the cost of goods sold, the cost of sales, projected revenue, and the cost of any certifications required to produce or market the product.
- Describe the Technical feasibility of the production of this product. Describe the company's (expected) ability to source inputs, the expected demand for the product, the availability of capital to support the project. Evaluate and describe the company's ability to manage QAQC requirements.
- Perform production trials, together with the company, to test the new formulation. Seek and document feedback on the production process and acceptability of the new product.
- Conduct (or subcontract) tests of the new product to determine its nutritional content.
- Develop and describe a production plan for the product. What are the staff that will be required to produce this product? What skills will they require? Outline any additional training required and any personal protective equipment (PPE) that they may require.
- Describe any required registration, certification, or procedures for quality control. Note any requirements that pertain to the labelling and packaging of the product. Note any requirements for capacity/infrastructure of the facility and whether the production facility should be registered. Describe the product's shelf life and handling/storage requirements. Note whether any external training is required by the company.
- Standard Operating Procedures. Document the product's recipe, and the work instructions required for production of it. Create an implementable staff training plan. Create a schedule of cleaning and maintenance of equipment and the facility. Document any procedures required to meet hygiene and safety requirements (whether these pertain to the staff, the facility, or the product.)

All deliverables are required for final submission within 2 months of the work commencing.

6. SPECIFIC DELIVERABLES EXPECTED

- A comprehensive report and additional documents that fully addresses the items listed above.
- Complete documentation of the production process and specifications of inputs.
- Complete documentation of the costs of the product and the infrastructure required to produce it.
- A complete and costed implementation plan for production of the new/improved product.

¹ The nutrition criteria will be provided upon contracting.

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants (consultancy firms) are requested to submit both Technical and Financial proposal for this Request for Proposal (RFP) The

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

7. BUDGET

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

8. FORMAT FOR PROPOSAL

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

9. SUBMISSION

Interested consultants should Submit Technical and Financial proposal as electronic copy preferably GAIN through email submission to gainkenya@gainhealth.org

10. DEADLINE

Completed proposals should be submitted **by 5:00 pm EAT on 20th March 2021.**

11. 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.

12. REVISIONS

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

13. 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.

14. 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.

15. 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.

16. 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.

17. 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.

III. 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.

18. 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.

19. 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.

20. 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:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
 - Demonstrate a clear understanding of the technical requirements of this RFP: Providing detailed technical documentation of the proposed strategy.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of ability to undertake the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

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

21. REVIEW PROCESS

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

22. 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.

23. 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.

24. 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.

25. 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 a contract subject to GAIN's terms and conditions.

26. 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.

27. 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.

IV. 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.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)
