

Request for Quotation RFQ#2004-03-008

USAID Model Court Initiative
for Provision of TV Advertising Services

Date: November 15, 2022

Dexis Consulting Group requests quotations for pricing and terms of provision of **TV advertising services**, as outlined below:

BACKGROUND AND CONTEXT

Dexis Consulting Group (Dexis), an international consulting company based in USA, is currently implementing the USAID-funded **Model Court Initiative (MCI) project in Moldova**. The goal of the MCI project is to assist the Government of Moldova to implement initiatives aimed at improving the efficiency, performance, and quality of court services based on best international practices and in line with international excellence standards for court services.

INSTRUCTIONS TO OFFERORS

With this RFQ, Dexis is soliciting offers from qualified companies to provide **television advertising services to promote one 35-second animated video**, as part of a national legal literacy campaign in accordance with the requirements set forth below.

Offerors are responsible for ensuring that their offers are received by Dexis in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

Offer Submission Deadline

Offers must be received no later than November 24, 17:00 local time. Proposals received after the deadline may not be considered.

Submission of Offers

All offers must be submitted electronically to the following email address: moldova@dexisonline.com, mentioning the title TV Advertising Services (RFQ # 2004-03-008) in the subject line.

Offers must be on company letterhead with the company's contact name and address. Any email that does not contain the mentioned title will be automatically discarded.

Questions and Clarifications

All questions and clarifications regarding this RFQ must be submitted in writing to moldova@dexisonline.com no later than November 18, 2022, 17:00 local time. All correspondence must provide reference to the RFQ number. Questions and clarifications that may be of interest to other bidders, will be circulated to all parties that submitted the questions.

Only the written answers issued by Dexis will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Dexis or any other entity should not be considered as an official response to any questions regarding this RFQ.

Required Documentation

The offers must include the following:

- Cover letter signed by an authorized representative of the offeror, which contains general information about the contractor, including full legal name and address of the company, full name of the legal representative (president or managing director) of the company, a contact name, email address, and telephone number to facilitate communication between Dexis and the prospective contractor.
- Company CV in Romanian or English to highlight previous experience.
- Financial proposal in the format of a monthly media plan for the period of February-May 2023. The media plan will place the animated video add in the prime-time advertising grid only.
- TV channel latest rating report with a short description of the viewer profile.
- Three recommendation letters or three references (contact name, phone number and email address).
- Bidders interested in collaborating with Dexis on a social media campaign to promote legal literacy may be asked to provide a brief description of their social media coverage (social media networks, followers, reach)

Offerors are requested to provide quotations on their official quotation format or letterhead.

Source/Nationality/Origin

Only firms legally registered in Moldova may submit an offer in response to this RFQ.

All services offered in response to this RFQ or supplied under any resulting award must meet USAID Geographic Code 937 and 110 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228. The cooperating country for this RFQ is Moldova.

Quotations

Prices must be quoted as showing unit prices and total prices with VAT 0%. No taxes or fees are to be added. Quotations must be expressed as fixed price, in MDL.

Validity Period

Offers must be valid for a minimum of sixty (60) calendar days after the offer deadline.

Eligibility

By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Dexis will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

Negotiations

It is expected that awards will be made based on submitted offers. However, Dexis reserves the right to conduct negotiations and request clarifications prior to awarding the contract.

Basis for Award

The award will be made to an offeror whose offer is compliant with RFQ instructions and is evaluated as the most advantageous for Dexis.

Terms and Conditions

The award is subject to Dexis standard terms and conditions. Please note that Dexis standard payment terms are ten (10) banking business days upon receipt of the complete documentation after acceptance of the deliverables. No advance payments are possible.

DELIVERABLES AND TECHNICAL REQUIREMENTS

Dexis is soliciting quotations from qualified firms for television advertising services for one 35-second animated video add about the Courts' Web Portal:

#	Deliverable	Quantity	Total price, MDL, (VAT exclusive)	Due date
1.	Executed Media Plan for the month of February 2023 and short report on people reached by the video advertising	1		March 7, 2023
2.	Executed Media Plan for the month of March 2023 and short report on people reached by the video advertising	1		April 7, 2023
3.	Executed Media Plan for the month of April 2023 and short report on people reached by the video advertising	1		May 8, 2023
4.	Executed Media Plan for the month of May 2023 and short report on people reached by the video advertising	1		June 7, 2023
	Total in MDL			

- Broadcast period: February – May 2023
- Broadcast in prime-time only
- 4 daily broadcasts for the video
- Monthly short reports on executing the media plan and people reached by the two videos.

Eligibility Criteria

1. Officially registered legal entity as per Republic of Moldova's regulations with full capacity to act
2. At least five years of work-related experience in TV advertising services
3. The latest rating that confirms the high popularity of the TV channel among the population as well as the ratings of the prime time shows
4. Monthly media plan with a proposal of only prime-time placement of the add following the above-mentioned technical requirements
5. Previous experience in working with USAID Mission in Moldova or USAID funded projects as well as international organizations or projects, human rights or justice sector NGOs, justice sector institutions.

Evaluation of Quotations

Dexis will first evaluate quotations for compliance with the mandatory requirements/elements of this RFQ. Quotations that do not contain all mandatory requirements will not be considered.

Evaluation of offers will be performed according to the following evaluation criteria:

#	CATEGORY	POINTS
1.	Relevant experience and proved expertise <ul style="list-style-type: none">• Minimum five years of successful work experience in TV advertising services (5)• Rating report to prove the TV channel popularity and the structure of the population that follows the TV channel (25)• Recommendation letters or references and previous experience in working with USAID Mission in Moldova or USAID funded projects (20)	50
2.	Quality of technical proposal <ul style="list-style-type: none">• The proposed quotation to this RFQ match the requirements set out in this document	10
3.	Price	40
TOTAL SCORE:		100

NB: Each sub-criterion will receive points only when it is proved through confirming documents, materials, and/or documented experience.