



Request for Proposal (RFP)

Digital technologies for the resilience of SMEs

Request for Proposal (RFP) Number	SGA-21-01
Issuance Date	September 20, 2021
Closing Date	October 4, 2021
Closing Date - Timestamp	5:00 PM ET (UTC+3)
Method of RFP Submission	Submit via email to: turkey.tenders@buildingmarkets.org
Subject Line	The price quote for SGA-21-01 Digital technologies
Submission Format	Email
Preferred currency of quotation	United States Dollars (USD)
Tax on Price Quotation	Must be inclusive of VAT and other applicable indirect taxes
Conditions for Release of Payment	All services delivered as per contract scope of work & deliverables
Period of Validity of Quotes starting on the Submission Date	60 Days
Evaluation Criteria	Financial Proposal (30%) Technical Proposal (70%) <ul style="list-style-type: none">• Scope of Work (30%)• Familiarity with syrian-led SMEs environment (10%)• References (10%)• HR Capacity (10%)• Timeline (10%)
Deadline for submitting questions	October 1, 2021

Who We Are

Building Markets is an award-winning non-profit organization that creates jobs and encourages economic growth by finding, building and connecting competitive local small and medium-sized enterprises (SMEs) to supply chains, investment, and growth opportunities. We have built a network of more than 26,500 verified SMEs and organizations, assisted them in winning over \$1.35 billion in contracts, and helped create over 71,000 full-time equivalent jobs in some of the world's most challenging environments. Building Markets is headquartered in New York City. For more information visit www.buildingmarkets.org.

Background

With the largest refugee population in the world, Turkey is faced with the challenge of integrating 3.6 million Syrian newcomers into both its society and economy. The negative social and economic impact of COVID-19 has compounded this challenge, and is expected to continue to shrink GDP. Syrian SMEs will likely be disproportionately affected, endangering the livelihoods of business owners, their employees, and their families. In an economy with high levels of unemployment (13.9% as of April 2021), particularly among young people (25.6% as of April 2021),¹ social tensions between host communities and refugees can quickly escalate. In a difficult labor market, portions of the Turkish population feel that Syrians are taking jobs away from Turkish people, although there is no evidence supporting this claim. On the contrary, supporting refugee-owned businesses fills a gap in access to formal employment and reduces the informality of the broader Turkish labor market, thereby aligning with Turkish government goals.

COVID-19 has changed the operating environment for many businesses, with many undergoing a digitalization process to be able to continue working and to reach a larger customer base. Supporting refugee-owned SMEs with digital technologies will help enable them to stay relevant and active in an increasingly competitive market. Without adapting to changing digital needs, more refugees risk slipping into poverty and exploitation. It is currently estimated that more than 2 million Syrians in Turkey are of working age, and 90% of the one million that are employed are working in the informal economy.²³ Ensuring refugees and other vulnerable populations can access and maintain reliable, formal employment gives them a path to self-reliance. Once integrated into the labor force, they can leverage their skills and capabilities, earn income, and provide for themselves and their families.

The key to creating jobs and sustaining livelihoods in Turkey is the country's micro, small, and medium-sized enterprises (SMEs), including those owned and managed by refugees. Turkey offers ample opportunity for business development, as demonstrated by the thousands of companies that Syrian refugees have started in the last decade. Data collected by Building Markets indicates that in 2017 alone, Syrians invested more than \$330 million USD in capital into more than 6,000 new enterprises in the country. On average, these businesses were employing 10 people and reported that most of their employees were previously working in the informal sector, often in illegal, low-wage, and hazardous conditions.⁴

¹ Turkish Statistical Institute (TurkStat). 2021. "Labor Force Statistics, April 2021." Available [here](#).

² Leghtas, I. 2019. "Insecure Future: Deportations and Lack of Legal Work for Refugees in Turkey." Refugees International. Available [here](#).

³ Caro, L. 2020. "Syrian Refugees in the Turkish Labor Market." ILO Office in Turkey. Available [here](#).

⁴ Building Markets. 2021. "A Syrian Business Hub in Fatih: The Ancient Heart of Istanbul." Available [here](#).

The Building Markets Sustainable Marketplace project works to equip Syrian and refugee-owned SMEs in Turkey with the knowledge, skills, and relationships they need to access new opportunities, grow and sustain their businesses, and create jobs. In addition to existing program services, including business verification, matchmaking, tender distribution, and training, Building Markets plans to focus on the digital transformation of SMEs in the coming phase. This will include contacting a local organization to provide mentoring services on how SMEs can best utilize digital technologies to remain competitive in an ever-changing market.

Supplier Scope of Work

The ideal supplier is an agency or individual with the core expertise and assets to deliver on the scope of work described below:

Sector and Area of specialization	Business Development activities and technology Digital Transformation
Location	County: Turkey Cities: Ankara, Gaziantep, Hatay, İstanbul, İzmir, Şanlıurfa, Adana, Mersin,
Duration	Start Date: October 18, 2021 End Date: August 31, 2022
Summary	Building Markets plans to expand its service offerings by adding digitalization support services, that combine advisory on digital sales and digital tools adoption and close implementation of the best technologies and tools that drive growth and development of the served SMEs in order to build their capacity and create jobs.
Duties & Responsibilities	<p><u>Digital technologies expectations:</u></p> <p><u>E-commerce:</u></p> <ul style="list-style-type: none"> ● To provide the necessary advice to the beneficiaries who are interested in e-commerce which includes; <ul style="list-style-type: none"> ○ Optimization of Product Presentation and Product Search ○ Creation of SEO Texts with Added Value ○ Generation of Market Information ○ Optimization solutions that cover major KPIs in e-commerce, that include: CAC, AOV, CLV, CPA. ● To assist SMEs with e-commerce marketplace setup & management and optimization.

	<p><u>SEM & SEO Services</u></p> <ul style="list-style-type: none"> ● To create a digital engagement plan in collaboration with SMEs. ● To set feasible targets in agreement with a service provider, SMEs, and BM ● The supplier is expected to deliver Search Engine Optimization services to SMEs to improve the quality and quantity of website traffic to a website or a web page from search engines. ● Search Engine Marketing services to promote SME’s websites by increasing their visibility in search engine result pages.
<p>Deliverables</p>	<ul style="list-style-type: none"> ● % increase in sales due to digital solutions provided ● # new leads generated by digital solutions provided ● Client satisfaction rating (eg. net promoter score) ● Pre/post service delivery survey ● Number of solutions provided to a unique number of SMEs ● Overview of traffic generated as a result of digital solutions provided ● Improved organic visibility
<p>Reporting Lines</p>	<p>Program Services Director, in coordination with the Global Head of Programs</p>
<p>Qualifications for eligibility for submission</p>	<ol style="list-style-type: none"> 1. Only NGOs registered in Turkey or that have direct activity permission from the Turkey Ministry of Interior. 2. NGOs that have not held previous sub-grant agreements with Building Markets. 3. No private companies or organizations. 4. Experience with INGO sub-grants and compliance requirements. 5. Ability to adapt internal processes based on Building Markets’ requirements. 6. Experience in complying with complex M&E requirements and reporting.

Selection Criteria

The ideal partner on this sub-grant is a Turkish NGO with expertise relevant to our specific needs, able to provide bespoke solutions rather than reconfigured templates.

Note that while Building Markets prefers to work with a single supplier, the organization also reserves the right to divide this tender and work with multiple service providers based on comparative advantage and past performance. Potential suppliers are encouraged to highlight areas of relative expertise when submitting their offers.

Selection Criteria	Weighting	Available Points
Financial Proposal	30%	30pts
Technical Proposal	70%	70 pts
Scope of work	30%	30 pts
Familiarity with Syrian-led SMEs environment	10%	10 pts
References	10%	10 pts
HR Capacity	10%	10 pts
Timeline	10%	10 pts

Only bids exceeding 60% of the Technical Proposal score of (42 out of 70) will be considered for financial evaluation.

Terms and Conditions

General Terms and Conditions

Building Markets will review all quotes and score them based on the above criteria. Preferred and backup suppliers will be selected, after which a contract will be signed between the parties.

A Sub-grant Agreement will be awarded as a result of this RFP.

Building Markets is not bound to accept any quotation, nor award a contract/ Purchase Order, nor be responsible for any costs associated with the preparation and submission of a quotation, regardless of the conduct or outcomes of the selection process.

Building Markets reserves the right to accept or reject any Proposal, to render any or all Proposals as nonresponsive, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected supplier, or any obligation to inform the affected supplier(s) of the grounds for Building Markets’ action. Building Markets shall neither be obliged to award the contract to the lowest price offer.

While Building Markets prefers to work with a single supplier, the organization reserves the right to divide the work under this RFP across multiple service providers. Prospective suppliers are encouraged to highlight areas of relative expertise when submitting their offers.

Conflict of Interest

Building Markets takes special care to comply with transparency, accountability and generally applied work ethics within all domestic and donor regulations, and international laws applicable to the countries where it operates.

Any attempts or suspicion of misconduct to influence the integrity of the procurement process, whether by Building Markets personnel or outside suppliers, will fully be investigated. By submitting your price quotation, you accept to immediately declare any potential conflict of interest, even if cursory or unintentional, upon becoming aware of such for immediate internal review by the organization. Failure to declare such conflicts of interest, even if accidental, may result in litigation.

Non-disclosure Agreement and International Compliance

By submitting your price quotation, you agree that in the event of being selected to undertake this project, any team members involved in the development of the said project are willing to sign a non-disclosure agreement to maintain the confidentiality of the data involved.

You also agree to sign anti-terrorism and anti-fraud declaration forms and have your name searched against an international database conducting terrorism background checks. There is no additional burden to you as a supplier; only consent is required.

Compliance with personal data protection laws

Building Markets is committed to ensuring the security and protection of the personal information that we process, and to provide a compliant and consistent approach to data protection. If you have any questions related to our personal data protection compliance, please contact our Data Protection Officer (dpo@buildingmarkets.org) or make a Data Subject Access Request, which can be accessed from our website (www.buildingmarkets.org)

For the purposes of this RFP, the prospective supplier represents and warrants that it or any of its potential subcontractors are in full compliance with the Law on the Protection of Personal Data numbered 6698 (hereafter referred to as the “KVKK”) and any relevant applicable data protection legislation (hereafter referred to as the “Data Protection Regulations”).

Submission Instructions

To respond to this RFP, prospective suppliers are required to submit the following documents:

Email submission	Email your technical and financial proposal to turkey.tenders@buildingmarkets.org with the subject line Price quote for SGA-21-01 Digital technologies by October 4, 2021, 17:00 Turkey time.
Submission Checklist	<p>Submissions to include:</p> <ol style="list-style-type: none"> 1. Financial Proposal in USD using the attached RFP Financial Proposal Template: <ol style="list-style-type: none"> a. Price offer to include all relevant taxes including VAT, b. Annotate with notes to illustrate items requiring further clarification such as goods & service delivery timelines, taxes calculations, foreign exchange conversions, etc. 2. A technical proposal, including: <ol style="list-style-type: none"> a. Ability to deliver on the scope of work, b. Detailed work breakdown structure & timeline, c. Profile of key personnel including resumes and short bios, d. Portfolio demonstrating expertise in subject matter and previous experience delivering on similar scopes of work. 3. Three (3) professional references; 4. Earliest available start date to commence work or deliver the goods and services in this RFP 5. Organization Overview 6. Provide the following for your organization: <ol style="list-style-type: none"> a. Official registered name and contact details b. Key contact name, title, address (if different from above) address, direct telephone numbers, and email addresses c. Signatories, individuals who are authorized to contractually bind the organization for any proposal against this RFP d. Brief history, including the year, established and number of years operating

If you have more questions regarding scope, financial offers or anything else, please join our webinar by registering at this link https://us02web.zoom.us/webinar/register/WN_7KjYmLvZTHawvIWFrCMKvQ on September 24, 2021 at 10:00 AM.

Attachment I. RFP Financial Proposal Template

	Digital Technologies Please insert costs below. Additional rows can be added if more costing information is required.	Unit	Type of Cost	Unit Cost	Total Cost
A	Content development of E-commerce consultancy		Unit	\$ x	\$ x
B	Content development of SEM and SEO consultancy		Unit	\$ x	\$ x
C	E-commerce consultancy sessions served/hourly cost per session		Hour	\$ x	\$ x
D	SEM and SEO consultancy sessions served		Hour	\$ x	\$ x
E	Overheads, Outreach, administration expenses per SME		Hours	\$ x	\$ x
F	Reporting - cost per month		Unit	\$ x	\$ x

Notes to the Financial Proposal template

- All amounts are in USD
- All amounts include relevant taxes including VAT
- Please provide a short budget narrative, including notes to illustrate items requiring further clarification such as goods & service delivery timelines, taxes calculations, foreign exchange conversions, etc.