

Request for Proposal (RFP)
Planning and Execution Services for Commodity Monetization

Date: March 6, 2019

Subject: Request for Proposal

In anticipation of a potential new funding opportunity, TechnoServe Inc. (TNS) - Washington DC, invites your firm to participate in this competitive solicitation for pricing, delivery and terms for the following suite of services: market analysis and preparation of a commodity monetization plan, and execution of the monetization plan (e.g. sales agency).

INTRODUCTION

TechnoServe is an independent, non-profit, non-governmental organization that provides technical assistance and business advisory services to entrepreneurs and farmers in Africa and Latin America.

BACKGROUND

Subject to donor approval of a TNS proposal under development, TNS seeks to monetize the equivalent of up to \$30 million in donated commodity (volumes and type TBD) in both East Africa and West Africa, in order to fund economic development programs for smallholder farmers in each region respectively. Potential countries in the target regions may include but are not exclusive to Cote d'Ivoire, Ghana and Burkina Faso in West Africa and **Ethiopia in East Africa**. TNS seeks a monetization strategy - for inclusion in its own donor proposal – that generates the highest possible proceeds while minimizing the impact of monetizing the commodity/ies on domestic markets and optimizing the use of a limited freight budget over the expected life of the program, approximately five years. Should TechnoServe's proposal be selected for a donor award, the selected consultant under this RFP will be awarded the entirety of the following scope of work, including execution of the monetization strategy.

GENERAL REQUIREMENTS & SCOPE OF WORK

Deliverable 1: Market Analysis and Development of a Monetization Plan

Monetization consultant will conduct a commodity market analysis of the target countries, propose a monetization strategy and approach (e.g. selection of commodities, destination markets, timing, etc.) and prepare relevant monetization sections of TNS's donor proposal. The monetization plan should

endeavor to maximize the proceeds generated by the monetization and optimize the available freight budget. The plan will be presented to TNS for approval prior to submission of TNS' own proposal and will include: proposed sales methodology; proposed timing of commodity shipments; identification of potential buyers of monetization commodities; applicable import requirements and identification of any potential risks regarding import of commodity; a contingency plan in the event that programmed tonnages cannot be sold as planned. Specifically, the plan will include the following sections:

Basic Information: Commodity, Package Size/Type (from provided list), Commodity Usage Type (from provided list), Quantity MT, Destination Country, Delivery to U.S. Port Date (month/year), Estimated Sales Price Per MT (\$): Estimated Proceeds (\$). Transportation and Storage/Processing or Packaging/Duty-Free Entry/Economic Impact/Impact on Other Sales/Private Sector Participation in Sales of Commodity/Assuring Receipt Procedures.

Deliverable 2: Sales Agency and Execution of the Monetization Plan

Monetization consultant will act as TNS' agent and be responsible for the sale of the commodity and provide the following services: update the initial monetization plan to reflect input from the donor and TNS and any changes in the proposed markets, prepare tender documentation, advertise sale if using public tender methodology, review and summarize bids, recommend buyer, negotiate and prepare sales contracts, work with financial institutions to secure payments, prepare call forward for commodities, coordinate logistics and documentation with TNS-appointed freight forwarder, oversee timely receipt of payment. The sale of the commodities must comply with USDA regulations 7 CFR 1499.

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this solicitation is anticipated to begin on or about **April 15, 2019**. If TNS is notified that its proposal will be awarded/ funded, this Scope of Work's period of performance will have a duration of approximately five years, or until all commodities are monetized (through deliverable 2). If TNS is notified that its proposal - which includes deliverable 1 - will not be awarded/ funded, the period of performance will conclude upon such notification. The due date for deliverable 1 is anticipated to be between April 15 and April 30 but is contingent upon the donor's and TNS' proposal timeline.

Responses to this RFP shall detail the estimated length of time required to accomplish all requirements, with detail on individual activities and timing of activities, as referenced in the Scope of Work.

CRITERIA FOR SELECTION

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation and any addenda thereto. At the sole discretion of TNS, the top proposals may be selected for follow-up questions or to provide an oral presentation.

The following weighting and points will be assigned to the proposal for evaluation purposes:

a) Technical Proposal – 40%	__ total points
-----------------------------	-----------------

<ul style="list-style-type: none"> • Approach/Methodology for developing the monetization plan and ability to adhere to TNS proposal timeline • Quality and thoroughness of illustrative approach for executing the monetization plan/ sales agency 	6 points (maximum)	
b) Past Performance – 20% Qualifications	6 points (maximum)	__ total points
c) Cost Proposal – 20%	6 points (maximum)	__ total points
d) Experience Monetizing in East Africa and/or West Africa and familiarity with target market players – 20%	6 points (maximum)	__ total points
TOTAL		__ POINTS

TechnoServe reserves the right to award the contract to the organization whose proposal is deemed to be in the best interest of TNS and the Donor. Contracts for East Africa and West Africa may be awarded to the same or separate organizations depending on the evaluation criteria.

The Organization with the winning proposal will be notified in writing. Applicants who are not selected will also be notified.

Proposals shall remain valid through September 30, 2019.

TERMS AND CONDITIONS

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period indicated in the RFP.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding. Award/ execution of deliverable 2 is contingent upon donor making an award TNS
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TNS reserves the right to accept all or part of the proposal when award is provided.

8. All information provided by TNS in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

FORM/CONTENT OF RESPONSE

All proposals shall:

1. Be in the *English* language.
2. Contain the fee for services, payable in US Dollars, with applicable Tax/Charges clearly identified. This should be presented as a percentage of the total amount received from the sale of the commodities and will cover both deliverables.
3. Describe the approach for executing the scope of work, including the estimated length of time to be devoted to deliverable 1.
4. Describe the qualifications, experience and capabilities of the firm in providing the type of services being requested by this RFP. Resumes or CVs of "key personnel" shall be submitted as an attachment.
5. Include a contact name, email address and telephone number to facilitate communication between TNS and the submitting organization.
6. Include a brief outline of the organization and services offered, including:
 - Full legal name and jurisdiction of incorporation and address of the company
 - Full legal name and country of citizenry of company's President and/or Chief Executive Officer, and all other officers and senior managers of the company
 - Year business was established
7. Provide contact information for two recent references.

SCHEDULE OF EVENTS

1. Please confirm your intent to submit a bid to procurement@tns.org by 5 pm EST on 13th of March.
2. Questions regarding this request may be addressed to procurement@tns.org, and must be received no later than **March 18, 2019**. Responses to questions will be appended to this RFP – and the RFP link on TechnoServe's web site refreshed – no later than **March 21, 2019**.
3. Responses to the RFP should be addressed to the attention of procurement@tns.org **no later than 5 pm EST April 5, 2019**.

End of RFP

