

## Request for Quotation

for

**E-commerce expert to list BFTA on Amazon including legal and technical support to complete registration and listing**

<b>RFP Number:</b>	<b>TFCS-022-030</b>
<b>Issuance Date:</b>	<b>27/7/2022</b>
<b>Deadline for Offers:</b>	<b>4/8/2022</b>
<b>Implemented By:</b>	<b>Bethlehem Fair Trade Artisans</b>
<b>Point of Contact:</b>	<b>Wafa' Aburrob, Email: <a href="mailto:waburrob@tasdeer.ps">waburrob@tasdeer.ps</a></b>
<b>Location of Work</b>	<b>Biet Sahour, Bethlehem</b>
<b>Reporting Lines and Managerial Responsibilities:</b>	<b>Suzan Sahori, Executive Director</b>

### Background

Bethlehem Fair Trade Artisans in cooperation with Cowater International, acting for the Trade Facilitation and Customs Support Programme (Tasdeer), is soliciting cost proposals from eligible and responsible individuals for the expert for listing BFTA on Amazon including legal and technical support to complete registration and listing. The Trade Facilitation and Customs Support Programme (Tasdeer) is an official program of the UK Foreign Commonwealth and Development Office (FCDO), Contract No. POI0054, and is being carried out in West Bank and Gaza. The objective of Tasdeer programme is to improve the Palestinian private sector competitiveness and the PA's capacity in the fields of trade, customs and import policy regulation and administration.

The TASDEER programme aims to increase sustainable private sector led economic growth and job creation in the Occupied Palestinian Territory, including the West Bank and the Gaza Strip and the PA's fiscal sustainability while ensuring equitable access to increased trade, and improved institutional capacity. Gender Equality and Social Inclusion are main tools and objectives for Tasdeer to ensure the benefits of the programme are equally accessed by the diverse groups of men and women in the supply chain.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Failure to adhere with instructions described herein may lead to disqualification of a proposal from consideration.

### Deadlines

Questions regarding the technical or administrative requirements of this RFP may be submitted by email to [waburrob@tasdeer.ps](mailto:waburrob@tasdeer.ps) Questions must be submitted in writing; phone calls will not be accepted.

Offers must be received no later than **August 4, 2022**. Offers received after this date or time will be considered late and will be considered only at the discretion of Company address.

### Instructions for Submission of Offers

**The offer must be submitted in separate attachment using the RFQ template.**

All offers and related documents must be sent by mail to: [waburrob@tasdeer.ps](mailto:waburrob@tasdeer.ps) , Please enter the following in the subject section:

## **“E-commerce expert to list BFTA on Amazon including legal and technical support to complete registration and listing”**

All offers must be prepared in English.

All offers must be submitted in Dollar No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by Bethlehem Fair Trade Artisans after it has received the Proposal.

Additional supporting documentation can be submitted as part of the Proposal response in PDF. They should be clearly labelled and indicate how they relate to/support the Proposal and marked as either technical or commercial. No publicity material is required.

### **Term of Reference**

#### **About BFTA:**

**Bethlehem Fair Trade Artisans (BFTA)**, established in 2009 as nonprofit company. In 2015 and in tandem with export growth, BFTA was obliged to register for-profit company to facilitate export logistics and invoicing. BFTA has been working to improve the livelihood of Palestinian marginalized producers through Fairtrade social scheme. BFTA aims at identifying new market outlets to create sustainable channels to promote and sell artisans' products. Currently, BFTA is an umbrella of marketing for 64 suppliers including 32 family-owned olive Wood workshops, ceramics and blown glass workshops, women's cooperatives across Palestine working with embroidery, recycled Glass, basket weaving and Jewelry making, and four disabled groups producing felt Wool products and recycled cards. BFTA occasionally cooperate with women groups from Gaza producing recycled toy. Through our mission of fair trade, we cherish these ancient crafts as we share their local stories with the world. BFTA's main income generating activity is selling handicrafts, so we are always looking to expand our market through various platforms including online selling. With the support of Tasdeer BFTA is keen to market its handicraft products through amazon using its fulfillment hub established recently in the US.

#### **Objectives of the assignment**

Bethlehem Fair Trade Artisans (BFTA) with the support of Tasdeer program will contract an external **consultant (E-commerce expert to list BFTA on Amazon including legal and technical support to complete registration and listing)** to achieve the following main objectives:

- Establishing new line of sales through amazon.
- Professional, efficient, and quick creation of BFTA's Account on Amazon
- Building BFTA team capacity on using the Amazon different platforms
- Documentation of the registration process in Arabic to be shared with other business through Tasdeer information sharing mechanism

#### **Scope of the assignment**

**The consultants will be responsible of the following tasks:**

- Creation of BFTA business account on amazon.
- With the support of BFTA team to create and prepare all technical and legal requirements if needed.
- Products listing on the company created account.
- Selecting the best plan offered by Amazon fitting BFTA statues.
- Training of BFTA team on using the account, listing new product and responding to orders. etc in addition to moving between different dash boards accessed by the account.

- Documentation of the registration process using simple and direct language showing all requirement to complete the registration process, using flow charts, pictures is recommended. The document should be presentable and easy to publish.

#### Duration:

The expected duration of the consultancy services will be initially 2 months).

#### Type of the Contract:

Consultancy Assignment

#### Expected results and deliverables

The Consultant will be expected to achieve the following Deliverables:

#	Deliverable	Due date
1	Account creation	First week of the assignment
2	Requirement completion report	Fourth week of the assignment
3	Documentation of the registration process	Sixth week of the assignment
4	Training and completion report	Last week of the assignment

#### Submission

The offeror must submit the following documents:

- CV of the consultant, and cover page explaining why the applicant is the most suitable for the assignment
- Portfolio of experience, demonstrating the past knowledge and experience in the fields required for this assignment (proof of similar experience)
- Price offer by filling annex #one

#### Basis for Award

Proposals will be evaluated based on their price-competitiveness of price for the most technically compliant offer:

Categories	Evaluation criterion	Comment
<b>Compliance</b>	Pass/Fail	Evidence of similar experience
	Pass/Fail	Submission of CV
<b>Commercial Criteria</b>	Lowest price	

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotation. However, BFTA reserves the right to conduct any of the following:

- May conduct negotiations with and/or request clarifications from any offeror prior to award.
- May cancel this RFQ at any time.

### Payment Method

The payment of the contract is planned upon the completion of the assignment.

### Annex I: Cost proposal

Item No.	Item Name	# Of days	Unit Price	Total Price
I.	Amazon account creation, listing, training and documentation			
<b>GRAND TOTAL</b>				
GRAND TOTAL IN USD including 5% income TAX				

**Delivery Period:**

### Validity Period

Offers must remain valid for at least 90 calendar days after the offer deadline.

### Consultant's info:

<b>Total Price in words including income tax:</b>	
<b>Offeror Name:</b>	
<b>Phone Number:</b>	
<b>Address:</b>	
<b>Signature:</b>	