

30 November 2020

Request for quotation (RFQ) – goods or services

RFQ Title:	Individual consultant on marketing communication for promotion of compost use in North-East States of Nigeria.
RFQ Issue Date:	30 November 2020
Terms of Reference / Specifications:	The service to be delivered is detailed in the schedule-Terms of Reference. The service will be delivered over a period of time, effective from December 2020.
Project	Propcom Mai-karfi
The Company	Palladium International Development Nigeria Limited
Closing Date and Time	7 December 2020 by 5pm
Contact Person	info@propcommaikarfi.org
	Email as one attachment;
Details for Submission	1.A detailed CV and cover letter 2.Evidence of similar work done 3.Tax Identification Number and proposed daily rate(sent separately on attached excel sheet) 4. Proposed approach and broad strategic activities (not more than 3 pages) All document should be sent in Microsoft Word or PDF formats to info@propcommaikarfi.org

Thank you for your interest in the above procurement. As managing contractor for the Project, the Company invites you to submit a quote for the Goods or Services listed below. Your quote will be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

I look forward to your response. If you have any queries, please do not hesitate to contact me on 08054796992 or by e-mail info@propcommaikarfi.org

Yours sincerely,

Name of Signatory: Adesoji Tella

Title of Signatory: Market Manager

Terms and conditions

1. Quote Conditions

By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Quote Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation

The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

4. Alterations

The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

5. The Company's Rights

The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries

The Company may amend, or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

8. Confidentiality

In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.

The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

9. Alternatives

Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material

If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

11. Price Basis

Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies

If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFQ; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.

Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give rise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

17. Jurisdiction

This Agreement shall be subject to the laws of the Jurisdiction.

The Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this Agreement or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this Agreement or the breach, termination, or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules in effect on the date of this Agreement. The appointing authority shall be the Secretary-General of the Permanent Court of Arbitration. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

The place of arbitration shall be the headquarters location of Company at the time the claim is filed and the language of the arbitration will be English. The relevant laws shall be the laws of the Jurisdiction.

Name of project/programme: Propcom Mai-karfi

Terms of reference for:

Individual consultant on generic marketing communication for promotion of compost use in North-East States of Nigeria.

Number of consultant required: 1

Background:

Propcom Mai-karfi is a Foreign, Commonwealth and Development Office (FCDO) programme aimed at increasing incomes for the poor in Northern Nigeria through enhanced employment opportunities and improved productivity in selected agricultural markets in Northern Nigeria. Propcom Mai-karfi was awarded a 3-year extension (2018-2021) with particular focus on the North East (NE) States and 3 North West States – Kaduna, Kano and Jigawa. The aim is to influence INGOs in the NE states to shift from humanitarian to development and to implement market recovery and systems development programmes across the targeted states. Propcom Mai-karfi is working in the agricultural inputs market to increase access to inputs and promote efficient and safe usage amongst rural farmers.

Fertiliser is a major input in the NE accounting for 60% of the total cost of inputs used by farmers annually. This is due to the need to sustain food production amidst the challenge of low soil fertility, desertification and climate change. Farmers rely heavily on chemical Fertilisers, mostly NPK and Urea in order to meet the nutrient needs of their crops and improve yields despite some of the negative impacts on the soil structure in addition to inefficiency of production.

The NE has experienced conflict in recent years mostly through the activities of insurgents and other armed groups. The instability in the region has impacted on the agricultural markets negatively, particularly, Fertiliser availability. Whereas the national authorities have put a ban on the distribution of nitrogen-based fertiliser to some parts of the region (Borno and parts of Yobe) because of the risk of being used for explosives, the few quantities that make their way into the space sell for 30 – 60% higher than the retail price in other parts of Nigeria, creating a huge barrier to addressing the soil nutrient deficiency in the NE.

To address the gap in access to Fertiliser, Propcom Mai-karfi identified a compost brand as an alternative to chemical fertiliser and have run field trials to ascertain its efficacy and nutrient requirements and quantities for different crops and regions. The field trial proved to be successful, with the compost brand showing comparable and, in some cases, superior performance to chemical fertiliser across 5 NE States – Bauchi, Borno, Yobe, Adamawa and Gombe in grains, vegetables and legumes.

Whilst the Programme have begun to engage potential distributors on stocking the compost brand based on the field test results, the commercial production and marketing of compost is novel in Nigeria: Unlike this Compost brand which has gone through careful composting, standardization and testing of the nutrient content, animal dung is traditionally referred as compost or manure and farmers simply source it for a token and apply directly on their fields; There's never been any Compost brand produced, distributed or marketed in the region. Therefore, the challenge is to design and implement a marketing campaign that effectively positions and communicates the value proposition of the brand in a way that stimulates interest and demand for the brand.

Purpose

Although the compost brand shows huge potential in the north, its production is currently driven by a social enterprise in the south of Nigeria, lacking the financial capacity to promote the brand at the scale required to raise awareness and uptake for a new product especially in the Northeast. As such, the Programme needs to make the initial investment in market priming activities to raise awareness and demand for the product in

the NE to address the supply gap for fertiliser. Moreover, key distributors in the region are only likely to stock the products with evidence of demand in their localities.

In view, the Programme will be engaging in a generic marketing campaign for the dry season to raise farmers awareness and knowledge on the benefits and availability of a compost brand in their region. The campaign is expected to sufficiently stimulate demand to drive more distributorship uptake and utilisation of the next wet season agricultural production.

Propcom Mai-karfi is thus seeking the services of a Marketing Communication consultant who will lead a team to run marketing promotion for the compost brand as part of a market entry strategy in the NE, with the ultimate aim of raising awareness, connecting farmers to available supply and driving utilisation.

Objective

This assignment should deliver the following desired objectives:

1. Establish the brand positioning for Compost
2. Design and implement promotional (trade and consumer promotions) activities for the compost brand, working with distributors and retailers
3. Execute communication campaigns to raise awareness and brand differentiation between Compost and chemical Fertilisers
4. Drive sales of compost for dry season production across the Programme States
5. 1 in every 10 Agro dealer outlets stocking Compost across 3 States by the end of the first phase of the Campaigns in March 2021.

Scope

The consultant will lead a team to run generic market campaign on Compost product using media channels including radio to develop and propagate content relevant to target audience – farmers, inputs dealers/retailers. Working with the Programme team and existing distributors, trade promotions will be planned and executed to further encourage trial purchase and use. The campaign shall target the dry season farming season and run between December 2020 to March 2021 aiming at influencing farmers to purchase the product and apply during the period. The approach will establish interactions between the demand and supply sides and stimulate interest from both parties to purchase and use Compost.

A mix of Qualitative and Quantitative indicators will be used to track/measure change in Knowledge Attitude and Practice (KAP) among the target audience during the period of the assignment. Targets will be agreed between Propcom Mai-karfi and the consultant before commencement of work. These would be subjected to periodic reviews as may be required.

Responsibilities of the consultant:

1. Complete desk research for the assignment.
2. Design a draft plan for Compost marketing campaign including methodology and timelines and finalise plan with Propcom Mai-karfi intervention team.
3. Map out target audience and locations for the assignment.
4. Work with the Ag inputs team to draft budgets for the media campaigns and trade promotion.
5. Set up a team for the assignment and commence execution.
6. Prepare monthly reports of the tasks carried out, responses from targets and other market changes attributable to the campaign relevant to compost availability and use.
7. Prepare a final report of the assignment.

Expected Outputs:

1. Marketing plan
2. Media plans
3. Content creation – media material development
4. Posters, jingle placement and aired
5. Weekly monitoring tracker updates
6. Monthly report
7. Promotion/activation events conducted
8. Trade data for the period: Sales records, outlet expansion.

Duration of Assignment and Level of Effort:

The assignment will run between December 2020 and March 2021. Level of effort and billable days are as follows:

Period	LOE	Tasks
December 2020	10 days	Desk review, Inception meetings, Mapping and Planning.
January 2021	20 days	As agreed with PM team
February 2021	20 days	As agreed with PM team
March 2021	10 days	Final report, Documentation and close-out.
Total days	60 days	

Reporting:

The Consultant shall report to the Market Manager, Tier Leads or designated representative of Propcom Mai-karfi's Deputy Team Lead as appropriate.

Qualifications

- Relevant academic qualification in mass communication and or related discipline.
- Extensive experience in marketing communication, private sector engagement, media content development and product promotion with a qualification in relevant field

- Previous experience and the ability to work on design and implementation of marketing campaign
- Excellent knowledge in use of media channels to communicate value of a brand in a way that stimulates interest and demand
- Excellent report writing and presentation
- Excellent knowledge in the use Microsoft office suite.

NOTE: Reference on similar assignment will be an added advantage

Selection Criteria

Criteria	Weights (%)
Detailed Presentation and Understanding of Assignment	40
Technical Expertise, Qualification and previous experience	40
Daily rate and Tax Identification Number	20
	100

Please note that only shortlisted candidates will be contacted.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.