

UNICEF Afghanistan Country Office
TERMS OF REFERENCE FOR SERVICES – INSTITUTIONS

SHORT TITLE OF ASSIGNMENT

Comprehensive Market Survey

BACKGROUND

The United Nations Children’s Fund UNICEF through its support to the government of Islamic Republic of Afghanistan to meet the needs of children and their mothers, procures multiple goods and services on need basis. Some of these supplies/services are procured from local vendors, manufacturers and firms. UNICEF keeps a database of these local vendors that can be consulted at any time a tendering process is undertaken. Based on market evolutions, renewed market assessment is normally undertaken in order to maintain an up-to-date supplier database. In this regard, UNICEF Afghanistan Country Office seeks a company or an individual to carry out a local market survey to identify suppliers of goods and services from whom UNICEF will obtain bids through a competitive selection process in future procurements. Amongst the categories of supplies and services generally required are listed in the Annex I of this Term of Reference.

OBJECTIVE

The exercise, supported by a comprehensive report including the methodology, principal conclusions and recommendations will produce a database of Pre-Qualified, and reliable vendors/suppliers registered in Afghanistan for specific commodities as the main outcome, and will also contribute to the process of developing procurement strategies (e.g. local, regional, international) and methods (e.g. LTAs, joint UN LTAs, outsourcing). The potential vendors/suppliers should be both technically and financially capable and where relevant have production facilities, including well established quality control system. The exercise will help identify new vendors and update registration details of existing vendors with United Nations Global Marketplace (UNGM).

SCOPE OF WORK, ACTIVITIES, TASKS, DELIVERABLES

Under the direct supervision of the Supply and Logistics Manager, UNICEF Afghanistan Country Office, the company shall carry out the following tasks:

1. Prepare a methodological framework and corresponding tools for undertaking a detailed market survey for identification of local suppliers and service providers in Kabul, Herat, Jalalabad and Mazar for goods and services outlined in this TOR.
2. Review and evaluate the existing supplier database for the selected categories of goods/services procured by UNICEF ACO.
3. The contracting company furthermore assesses the status of the local market by sourcing for suppliers via such institutions as the Ministry of Trade, UNGM, Chamber of Commerce, Employers organization, etc.
4. Review the UNICEF solicited expressions of interest from interested local vendors and firms, for undertaking services or supply of goods to UNICEF and compile a long list of such vendors and service providers.
5. UNICEF will review the long list and conclude on a clear screened list of suppliers that will undergo for further evaluation through the company.
6. Company to undertake the reference checks for the shortlisted vendors and share results with UNICEF for further review and instructions.

7. The Company will undertake inspection visits to the premises of each of the vendors to confirm their submissions, assess their suitability, capacity (financial, personnel, logistics, holding stock etc.) and prepare a detailed Supplier Inspection Report. The list of vendors visited should be confirmed by UNICEF.
8. Upon submission of the vendors report, both UNICEF and the appointed company will conduct a final review to decide on the final list of vendors for the roaster.
9. Develop the final market survey report and suppliers' database.

EXPECTED OUTPUT (DELIVERABLES)

The following will be required from the consultancy before release of consultancy payment upon the completion of this assignment (8 weeks):

1. List of the recommended suppliers by type of items/services and classified by reliability/acceptability.
2. A report highlighting the actual profile of each supplier mentioning their authentic business license; respect of the rules in force in the country; the scope of activities and abilities; skills; reliability; origin and availability of stock/qualified personnel.
3. Collect all the information about the short-listed vendors/suppliers/manufacturers that should as a minimum include following;
 - Business Idea
 - Company Profile
 - Management capacity
 - Production and operational capacity
 - Product mix
 - Delivery times
 - Inventory level, (what items are stocked and where)
 - Manufacturer or distributor
 - If distributor, authorised dealer for which manufacturer, exclusivity to market area
 - If manufacturer, distributors in the country
 - Process flow for receiving orders and executing deliveries
 - Market capacity, enough resources for customer contacts and capable to serve UNICEF Afghanistan in the country.
 - Financial profile, (turnover, operating profit)
 - Website, technical information (English)
 - After sales services, capacity and possible service representation in the neighbouring countries
 - Shipping arrangements
 - Premises, (Office, warehouse)
 - Logistics and export/import experience
 - Recent contracts completed (including values, delivery period and the client)
4. A supplier database which will be used for bidding purposes and updating of UNICEF suppliers base.
5. Recommendations as to the methodology which should be followed for systematic updating and maintaining the newly developed list of suppliers.
6. Recommend methodology which should enable UNICEF to effectively evaluate the performance of each supplier.

7. Report setting out the methodology followed during the assignment and the main conclusions and recommendations based on the results of the market survey (assignment).

UNICEF RESPONSIBILITIES

Providing technical supervision and guidance

CONTRACTOR RESPONSIBILITIES

As outlined in the Terms of Reference

QUALIFICATIONS, SPECIALIZED EXPERIENCE AND ADDITIONAL COMPETENCIES REQUIRED

1. Qualifications and Special Skills required

The agency meets the following profile:

- Proven experience in market research and assessment of suppliers in a context comparable to that of the Islamic Republic of Afghanistan.
- The Agency should have in house HR resources with following technical expertise (e.g. financial assessment, supply chain management, audit, inspections, ISO or national standards in manufacturing and trading business.
- Proficiency in Local (Pashtu or Dari) and English languages.
- The agency shall provide a minimum of three (3) references of clients for whom the proposer has carried out similar services/contracts for other national or international clients. UNICEF may contact references for feedback on consultants / services provided by your Agency to support similar projects.

Timelines:

Main Tasks	Responsible	1 st Month			2 nd Month			3 rd Month		
Agency to propose a detailed methodology on how the survey will be conducted.	Contractor	█	█							
Obtain signoff on methodology and timelines.	Contractor			█						
Assess the status of the local market for identified commodities and present report	Contractor				█	█	█			
Share proposed market survey process	Contractor					█				
Develop pre-qualification criteria based on already defined quality standards	Contractor					█				
Undertake survey	Contractor						█			
Present list of potential vendors identified	Contractor						█			
Conduct physical suppliers' visits and prepare inspection report	Contractor						█	█	█	█
Prepare/maintain database and submit a soft copy of pre-qualified vendors by category and the final evaluation report	Contractor									█

PAYMENT SCHEDULE

1. First payment installment upon preparation of the methodological framework, review of EOI ad submission of the long list: 30%
2. Second payment installment upon completion of the reference checks, inspection reports and submission of assessment report to UNICEF: 30%
3. Third payment instalment upon completion of final market survey report and suppliers' database:40%

EVALUATION CRITERIA

CATEGORY	MAX. POINTS	MIN. POINTS
MANDATORY REQUIREMENTS (PASS OR FAIL)	Pass/Fail	N/A
1. OVERALL RESPONSE - Understanding of, and responsiveness to, UNICEF ACO Office requirements (2 Points) - Understanding of scope, objectives and completeness of response (2 points) - Overall concord between UNICEF requirements and the proposal (1 Point)	(5)	(3)
2. METHODOLOGY - Quality of the proposed approach and methodology (15 Points) - Quality of proposed implementation plan, i.e. how the bidder will undertake each task, and time-schedules (15 points) -Risk assessment - recognition of the peripheral problems and methods to prevent and manage peripheral problems / quality controls (10 points)	(40)	(28)
3. PROPOSED TEAM and ORGANISATIONAL CAPACITY * Team leader: Relevant experience, qualifications, and position with firm (5 points) * Team members - Relevant experience, skills & competencies (5 points) * Organization of the team and roles & responsibilities (5 points) * Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments (10 points)	(25)	(18)
TOTAL MARKS FOR TECHNICAL COMPONENT	70	(49)
5. FINANCIAL PROPOSAL – PRICE 100 marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.	30	N/A
TOTAL MARKS	100	

EVALUATION CRITERIA of TECHNICAL PROPOSAL FOR INSTITUTIONS:

Proposals will be evaluated based on the cumulative analysis methodology (weighted scoring method), where the award of the contract will be made to the proposer whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable
2. Having received the highest score out of a pre-determined set of technical and financial criteria specific to the solicitation. Technical Criteria weight: **70%** Financial Criteria weight: **30%**

Technical Evaluation Method:

1. Minimum achieved technical scoring of 70% in the Technical Evaluation. Proposals achieving below 70% shall no longer be considered for further Financial Evaluation. The Technical Rating of Proposals shall be determined in accordance with the following equation:

Rating the Technical Proposal (TP):

$$TP \text{ Rating} = (\text{Total Score Obtained by the Offer} / \text{Max. Obtainable Score for TP}) \times 100$$

1. Financially Submitted Proposal. The Financial Rating of Proposals shall be determined in accordance with

the following equation:

Rating the Financial Proposal (FP):

$$\text{FP Rating} = (\text{Lowest Priced Offer} / \text{Price of the Offer Being Reviewed}) \times 100$$

2. The Total Combined and Final Rating of the Proposal. The rating shall be determined in accordance with the following equation:

Total Combined Score=

$$(\text{TP Rating}) \times (\text{Weight of TP (70\%)}) + (\text{FP Rating}) \times (\text{Weight of FP (30\%)})$$

Only proposals obtaining a minimum of 70% in the Technical evaluation will be considered for the Financial Evaluation.