Date: 9 May 2016

REQUEST FOR QUOTATION

RFQ Nº UNFPA/BKK/RFQ/16/007

**Provision of Layout Designing, Artwork and Graphic Designing Services**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

UNFPA Asia and the Pacific Regional Office in Bangkok (UNFPA APRO) would like to establish three years Long Term Agreement with the service provider(s) for the provision of layout designing, art work and graphic designing services.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver services in the country, or through an authorized representative.

1. **About UNFPA**

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person’s potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](http://www.unfpa.org/about-us)

**Service Requirements**

UNFPA APRO is looking for qualified service providers for providing layout design, artwork and graphic design for our publications, including printed and online materials, and communication items.

The required services are as below:

1. Creative concept. This will require providing creative ideas and advice on how the design concept best serves the content and type of material being produced.

2. Production Process. The service provider will be expected to come up with a realistic production deadline that can be followed from concept to final product development.

3. Designing layout and visual imagery. This will require ensuring that the final design and use of images best reflects the publication but also confirms to UNFPA standards and branding guidelines (which will be shared by UNFPA with the vendor).

4. Final Packing of Material. This will require ensuring that the final product be packaged according to the different distribution outlets required. This includes preparing the printing plates for the printer, to preparing a PDF copy for a website or CD. In addition, final artwork for printing and electronic distribution (low/high resolution/ CD ROMS) must be given to UNFPA.

For each required service, UNFPA APRO will prepare the final text to the service provider and it is expected that the service provider will provide UNFPA with at least two different concepts/design options to discuss with UNFPA APRO to develop the final production.

The layout design, artwork and graphic design services are for UNFPA APRO’s publications and communications as below:

1. Brochures and reports

2. Flyers

3. Leaflets

4. Booklets/Newsletters

5. Books

6. Folders

7. Posters

8. Layout for Exhibition Room/ Hall: Display boards/Items

9. Banner

10. Info graphics for website/online platforms (including social media)

11. Graphics and Design for website/online platforms (including social media)

**Questions**

Questions or requests for further clarifications should be submitted in writing to the contact person below:

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Nantiya Tipmanee* |
| Tel Nº: | *02 687 0107* |
| Fax Nº: | *02 280 1550* |
| Email address of contact person: | *tipmanee@unfpa.org* |

The deadline for submission of questions isMonday, 23 May 2016 at 15:00 hours Bangkok time. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

1. **Content of quotations**

Quotations should be submitted in by hand. Quotations must contain:

1. Price quotation, to be submitted strictly in accordance with the price quotation form.
2. Samples of your previous work to show your capacity in layout design, artwork and graphic design.

Both parts of the quotation must be signed by the bidding company’s relevant authority and submitted by hand.

1. **Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by hand to the contact person indicated below no later than : **Monday, 6 June 2016 at 15:00 hours Bangkok time**.

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Nantiya Tipmanee* |
| Address of contact person: | *United Nations Population Fund*  *Asia and the Pacific Regional Office in Bangkok*  *12th Floor, Block B, UN Secretariat Building*  *Rajdamnern Nok Avenue, Bangkok 10200*  *Tel 02 687 0107* |

Please note the following guidelines for electronic submissions:

The following reference must be included in the email subject line**: RFQ Nº UNFPA/BKK/RFQ/16/007–** **Provision of Layout Designing, Artwork and Graphic Designing Services.**

* Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
* The total e-mail size may not exceed **20 MB (including e-mail body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.

1. **Overview of Evaluation Process**

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

**Technical Evaluation**

Technical proposals will be evaluated based on their responsiveness to the service requirements and in accordance with the evaluation criteria below.

| **Criteria** | [A] Maximum Points | [B]  Points attained by Bidder | [C]  Weight (%) | [B] x [C] = [D]  Total Points | |
| --- | --- | --- | --- | --- | --- |
| Creative concept to illustrate the editorial content | 100 |  | 30% |  | |
| Harmonized combination of use of typography, color scheme, space, and other design elements | 100 |  | 30% |  | |
| Designing layout and visual imagery | 100 |  | 20% |  | |
| Flow of design content | 100 |  | 20% |  | |
| *Grand Total All Criteria* | 400 |  | 100% |  |

The following scoring scale will be used to ensure objective evaluation:

|  |  |
| --- | --- |
| **Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted** | **Points**  **out of 100** |
| Significantly exceeds the requirements | 90 – 100 |
| Exceeds the requirements | 80 – 89 |
| Meets the requirements | 70 – 79 |
| Partially meets the requirements | 1 – 69 |
| Does not meet the requirements or no information provided to assess compliance with the requirements | 0 |

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

|  |  |  |
| --- | --- | --- |
| Financial score = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

|  |
| --- |
| Total score = 70% Technical score + 30% Financial score |

1. **Award Criteria**

UNFPA shall award an Long Term Agreement with duration of three (3) years to the Bidder(s) that obtain the highest total score.

1. **Right to Vary Requirements at Time of Award**

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

1. **Payment Terms**

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

1. [**Fraud and Corruption**](http://www.unfpa.org/about-procurement#FraudCorruption)

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA’s policy regarding fraud and corruption is available here: [Fraud Policy](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the Office of Audit and Investigation Services of UNFPA as well as with any other oversight entity authorized by the Executive Director of UNFPA and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives, agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the contract, and to debar and remove the supplier from UNFPA’s list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](http://web2.unfpa.org/help/hotline.cfm).

1. **Zero Tolerance**

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](http://www.unfpa.org/about-procurement#ZeroTolerance).

1. **RFQ Protest**

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit at Ms. Yoriko Yasukawa at [Yasukawa@unfpa.org](mailto:Yasukawa@unfpa.org). Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

1. **Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

PRICE Quotation Form

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/BKK/RFQ/16/007 |
| **Currency of quotation :** | THB |
| **Delivery charges based on the following 2010 Incoterm:** | DDP |
| **Validity of quotation:**  *(The quotation must be valid for a period of at least 3 months after the submission deadline* | 120 days |

Conditions of the price quotation

1. The price does not cover editorial and proof reading
2. The proposed price is VAT Exclusive in Thai Baht per page. Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.
3. The below price proposal includes preparing the printing plates for the printer, preparing a PDF copy for a website or CD, and/or final artwork. Final product for printing and electronic distribution (low/high resolution/ CD ROMS) must be given to UNFPA.

**1. Brochures and Reports:**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Up to A4 | Up to 8 pages |  |
|  | Up 16 pages |  |
|  | Up to 32 pages |  |
|  | Up to 100 pages |  |
|  | More than 100 pages |  |

**2. Flyers**

|  |  |
| --- | --- |
| Size | Service fee per page (THB) |
| Up to A4 |  |
| A4 and ++ |  |

**3. Leaflets: (1 to 3 folds)**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | One fold |  |
|  | Two folds |  |
|  | Three folds |  |
| A4 and ++ | One fold |  |
|  | Two folds |  |
|  | Three folds |  |
|  | Four folds |  |

**4. Booklets/Newsletters**

**4.1. Designing Cover/Back cover**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | 2-4 pages |  |
| A4 and ++ | 2-4 pages |  |

**4.2. Designing inside pages/texts**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | Up to 16 pages |  |
|  | More than 16 pages, but less than 40 pages |  |
| A4 | Up to 16 pages |  |
|  | More than 16 pages, but less than 40 pages |  |

**5. Books**

**5.1. Designing cover/inner cover**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | 2 |  |
| A4 and ++ | 2 |  |

**5.2. Designing inside pages/text**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | Up to 50 pages |  |
|  | More than 50 pages |  |
| A4 and++ | Up to 50 pages |  |
|  | More than 50 pages |  |

**5.3. Designing back cover**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Smaller than A4 | 2 |  |
| A4 and ++ | 2 |  |

**6. Folders**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| Up to A4 and ++ | 2 + pockets |  |

**7. Posters**

|  |  |  |
| --- | --- | --- |
| Size | Pages | Service fee per page (THB) |
| A3 | 1 |  |
| A2 | 1 |  |
| A1 | 1 |  |

**8. Photo (Other) Exhibition**

**8.1. Layout for Exhibition Room/Hall: Display boards/items**

|  |  |
| --- | --- |
| Number of display | Service Fee per display (THB) |
| 1-3 display |  |
| Up to 5 display |  |
| Up to 10 display |  |
| Up to 20 display |  |

**8.2. Designing display boards**

|  |  |  |
| --- | --- | --- |
| Size in Meters | Board | Service Fee per display (THB) |
| up to 1.25 x 2.50 | 1 |  |

**9. Banner**

|  |  |
| --- | --- |
| Size | Service Fee per banner (THB) |
| Smaller than 2x3 meters |  |
| Larger than 2x3 meters |  |

**10. Infographics for websites**

|  |  |
| --- | --- |
| Creation fee per artwork (THB) | Artwork fee (THB) |
|  |  |

**11. Graphics and design for website**

|  |  |
| --- | --- |
|  | Service Fee per page (THB) |
| 1-5 pages |  |
| 6-10 pages |  |
| 11-20 pages |  |

**Remark:** It must be user friendly website template, eye catching and easy to update, basic search engine submission, flash animation, some banners, real audio/video, feedback form, message board/web board.

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ Nº UNFPA/BKK/RFQ/16/007 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

|  |  |  |
| --- | --- | --- |
|  | Click here to enter a date. |  |
| Name and title | Date and place | |

**ANNEX I:**

**General Conditions of Contracts:**

**De Minimis Contracts**

This Request for Quotation is subject to UNFPA’s General Conditions of Contract: De Minimis Contracts, which are available in: [English,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)