

## Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Development and administration of social media and web pages for the „Georgian Construction Materials Cluster“	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia					
		Weighting in %  (2)	1 points (max. 100)  (3)	assessment (2)x(3) (4)	2 points (max. 100)  (5)	assessment (2)x(5) (6)	3 points (max. 100)  (7)	assessment (2)x(7) (8)
1	Appropriateness of suggested concept and work plan							
	Interpretation of objectives	5						
	Strategy of implementation	5						
	Management of processes, cooperation, learning and innovation	5						
	Work schedule and timelines	5						
	Monitoring and evaluation concept	5						
	Subtotal for 1	25						
2	Experience of the company							
	Active on the market for the last 5 years	5						
	Provide the companies with the social media management, web page development and support, PR and Marketing	10						
	Have an experience in developing social media pages and web pages to at least 5 companies.	10						
	Subtotal for 2	25						
3	Experience of the Expert(s)							
	At least 3 years of experience in development of social media management strategy	10						
	At least 3 years of experience in social media management	10						
	At least 3 years of experience in development of web page	10						
	At least 3 years of experience in conduction of Google analytics	10						
	Strong knowledge of English and Georgian languages	10						
	Subtotal for 3	50						
Grand Total		100						