



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Development of brand strategy and visual brand identity for the project "Digital Transformation of small and medium-sized enterprises	Project title:	Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries							
		Weighting in %	points (max. 100)	assess- ment (2)x(3) (4)	points (max. 100)	assess- ment (2)x(5) (4)	points (max. 100)	assess- ment (2)x(3) (4)	points (max. 100)	assess- ment (2)x(5) (6)
1	Appropriateness of suggested concept and work plan									
	<i>Interpretation of objectives</i>	5								
	<i>Strategy of implementation</i>	5								
	<i>Work schedule and timelines</i>	5								
	<i>Monitoring and evaluation concept</i>	5								
	Subtotal for 1	20								
2	Experience of the company									
	<i>Active on the market for the last 3 years</i>	10								
	<i>Proven experience of providing companies with the brand strategy</i>	15								
	<i>Evidence of conducting similar projects (regarding content and</i>	15								
	Subtotal for 2	40								
3	Experience of the experts									
Brand Strategy expert / Team Leader	<i>Certified brand strategist with 3 years of working experience</i>	20								
	<i>Proven work experience in working with the international</i>	10								
Visual identity expert	<i>3 years of working experience as a</i>	10								
	Subtotal for 3	40	0	0	0	0				
Grand Total		100	0	0	0	0				