

## Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	<b>Assignment Title:</b> Technical support to the inception of the "Clusters 4 Development: Better Business Sophistication in Georgia" Project	<b>Project title:</b> Clusters 4 Development: Better Business Sophistication in Georgia
		<div>Weighting in %</div> <div>points (max. 100)</div> <div>assessment (2)x(3)</div> <div>points (max. 100)</div> <div>assessment (2)x(5)</div> <div>points (max. 100)</div> <div>assessment (2)x(7)</div>
<b>1</b>	<b>Appropriateness of suggested concept and work plan</b>	(2) (3) (4) (5) (6) (7) (8)
	<i>Interpretation of objectives</i>	10
	<i>Strategy of implementation</i>	5
	<i>Management of processes, cooperation, learning and innovation</i>	5
	<i>Work schedule and timelines</i>	5
	<i>Monitoring and evaluation concept</i>	5
	<b>Subtotal for 1</b>	30
<b>2</b>	<b>Experience of the company</b>	
	<i>Active on the market for the last 3 years</i>	5
	<i>Provide the companies with the Marketing, PR and branding services including (bot not limited):</i> a)Marketing strategy b)Branding c)Development of Marketing materials d)PR and communication strategy	15
	<i>Have an experience in developing a corporate logo to at least 5 companies.</i>	10
	<b>Subtotal for 2</b>	30
<b>3</b>	<b>Experience of the Expert(s)</b>	
	<i>At least 3 years of experience in development of branding strategy</i>	10
	<i>At least 5 years of experience in creation of corporate logos</i>	10
	<i>Strong knowledge of English and Georgian languages</i>	5
	<i>At least 3 years of experience in social media management / social media design</i>	5
	<i>At least 3 years of experience in development of marketing materials (broshures, letters, flyers)</i>	10
	<b>Subtotal for 3</b>	40
<b>Grand Total</b>		100