



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Development and administration of social media and web pages for the „Georgian Apparel and Fashion Association“	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia					
		Weighting in %	1		2		3	
		(2)	points (max. 100) (3)	assess- ment (2)x(3) (4)	points (max. 100) (5)	assess- ment (2)x(5) (6)	points (max. 100) (7)	assess- ment (2)x(7) (8)
<b>1</b>	<b>Appropriateness of suggested concept and work plan</b>							
	<i>Interpretation of objectives</i>	5						
	<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>	25						
<b>2</b>	<b>Experience of the company</b>							
	<i>Active on the market for the last 5 years</i>	5						
	<i>Provide the companies with the social media management, web page development and support, PR and Marketing</i>	10						
	<i>Have an experience in developing social media pages and web pages to at least 5 companies.</i>	10						
	<b>Subtotal for 2</b>	25						
<b>3</b>	<b>Experience of the Expert(s)</b>							
	<i>At least 3 years of experience in development of social media management strategy</i>	10						
	<i>At least 3 years of experience in social media management</i>	10						
	<i>At least 3 years of experience in development of web page</i>	10						
	<i>At least 3 years of experience in conduction of Google analytics</i>	10						
	<i>Strong knowledge of English and Georgian languages</i>	10						
	<b>Subtotal for 3</b>	50						
<b>Grand Total</b>		100						