



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3200	Project title:	SME Development and DCFTA in Georgia / Private Sector Development and TVET South Caucasus (PSD TVET SC)						
N	Criteria (1)	Weighting in % (2)	(max. 10)	ment (2)x(3) (4)	(max. 10) (5)	ment (2)x(5) (6)	(max. 10) (7)	ment (2)x(7) (8)
<b>1.</b>	<b>Experience of the Company</b>							
1.1	<i>The technical proposal shall provide evidence of the company's capabilities, professional credentials and assignment-related experience in executing similar projects in the area of branding of similar size, scope, and complexity, including the nature and value of respective contracts.</i>	25.0%						
1.2	<i>The technical proposal shall provide a portfolio of high quality works (of last 3 years) and include links to the branding products produced. Professional awards for similar previous works/peer acknowledgements will be considered a strong asset. Experience of working with international donor programmes will be considered an asset.</i>	25.0%						
<i>Subtotal for 1</i>		50.0%						
<b>2.</b>	<b>Appropriateness of the technical proposal</b>							
2.1	<i>The technical proposal shall explain in detail how the company will produce deliverables listed in the terms of reference considering such aspects as relevance, consistency, cost-effectiveness, and timelines of actions included in the technical proposal.</i>	10.0%						
<i>Subtotal for 2</i>		10.0%						
<b>3.</b>	<b>Qualifications of proposed staff / experts</b>							
3.1	<i>A lead staff member assigned to executing tasks outlined in the terms of reference shall have a strong track record (at least 5 years) of coordinating branding/marketing projects of similar scope. Reference to similar work/projects completed in the past shall be included in his/her CV to be attached to the offer.</i>	20.0%						
3.2	<i>Other staff assigned shall be relevant to the scope of the assignment and contribute to execution of tasks outlined in the terms of reference; they shall demonstrate adequate qualifications and work experience (at least 5 years) List of relevant works shall be included in the proposed staff's CVs (to be attached). Academic degrees in relevant disciplines are considered an asset.</i>	20.0%						
<i>Subtotal for 3</i>		40.0%						
<b>Grand Total</b>		100.0%						