



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Technical support to the inception of the "Clusters 4 Development: Better Business Sophistication in Georgia" Project	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia					
		Weighting in %	points (max. 100)	assess- ment (2)x(3) (4)	points (max. 100)	assess- ment (2)x(5) (6)	points (max. 100)	assess- ment (2)x(7) (8)
		(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Appropriateness of suggested concept and work plan							
	<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						
	Subtotal for 1	30						
2	Experience of the company							
	<i>Active on the market for the last 3 years</i>	5						
	<i>Provide the companies with the Marketing, PR and branding services including (but not limited):</i> a) <i>Marketing strategy</i> b) <i>Branding</i> c) <i>Development of Marketing materials</i> d) <i>PR and communication strategy</i>	15						
	<i>Have an experience in developing a corporate logo to at least 5 companies.</i>	10						
	Subtotal for 2	30						
3	Experience of the Expert(s)							
	<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						
	Subtotal for 3	40						
Grand Total		100						