

**Attachment A: Request for Proposal**

**To:** Offerors  
**RFP:** ATI-062  
**Issuance Date:** May 15, 2024  
**From:** Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Activity; Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI-062 Technical Assistance towards stimulating two-way trade between Kenya and the United States  
**Due Date:** June 12, 2024

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI’s Africa Trade, and Investment (ATI) Activity funded by Prosper Africa and the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under Technical Assistance towards stimulating two-way trade and investment between African nations and the United States.

- I. RFP Process and deadlines:** This solicitation will result in the award of one firm fixed price Indefinite Quality Contract (IQC) subcontract. We anticipate issuing one Firm Fixed Price (FFP) IQC Subcontract award with a budget ceiling of up to **USD \$600,000** resulting from the implementation of this scope of work.

Note: ATI funds will not support construction activities.

- a. Submission of Questions – Questions must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on May 22, 2024**, via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)
- b. Submission of Proposal – Proposals must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on June 12, 2024** via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com), copying [ATI\\_Partnershipteam@dai.com](mailto:ATI_Partnershipteam@dai.com). The subject line of the email should be your organization name, followed by ‘**RFP-ATI-062** Technical Assistance towards stimulating two-way trade between Kenya and the United States. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s Unique Entity Identity Number (UEID via SAM.GOV) and ensure you are fully registered in SAM.GOV. Please limit file submissions to 10 megabytes or less.

- II. Composition of Proposal:** The proposal should comprise of two parts (**Part 1** and **Part 2**). Under Part 1: Technical Proposal the following submission documents will be provided Mandatory requirements and IQC Technical Proposal. While Part 2 will comprise of the IQC Cost Proposal.

Mandatory and Technical proposals should compromise of the following section, (1) Mandatory requirement, (2) Technical Proposal(s) for the IQC. The proposal should be submitted as a maximum (20) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded

from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. **DAI reserves the right to issue one or more Task Orders (TO) upon Award of the IQC Subcontract.**

### **Part 1 – Technical Proposal**

The technical proposal shall have the following three (3) sections each respectively:

#### **1. Technical Approach:**

- a. **IQC Technical Approach:** Offerors will detail their approach to fulfilling the accompanying IQC Statement of Objective (SOO). The Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach and well-thought-out methodology to support the further development of priority export value chains for example tea, pharmaceuticals, textiles and apparels, e-commerce and digitally delivered export services; strategic support in project design and upstream work development; product development and market development; strategic communications; Monitoring and Evaluation (M&E); and catalyzing transactions to advance trade and investment.

#### **2. Institutional Capacity**

- a. **IQC Institutional Capacity:** Offerors should provide details about their overall experience, expertise, and capacity of their firm to implement their proposed approach detailed in their proposal. Offerors should demonstrate their overall institutional capacity to implement activities in the SOO for the IQC. Further details can be reviewed in the accompanying IQC SOO. This should also include past performance information for similar activities, relevant experience critical to the success of this work, including experience in conducting thorough analysis, developing strategic plans, optimizing supply chains and identifying key issues to inform advocating for improved and enabling trade policies.

In addition, the offeror should provide following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: At least Two (2) examples of past performance (i.e., case studies) relevant to this activity. (Limited to two (2) pages per example). Examples should be within the last 5 years.

#### **3. Management Plan/Staffing Structure**

- a. **IQC Management Plan/Staffing Structure:** Offerors should include details of their general personnel experience and qualification under respective labor categories who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated tasks. The proposed labor categories should align with the IQC SOO and the technical approach. The proposed personnel should demonstrate strong experience, qualification and roles and responsibility to achieve the scope of work.

In addition to the above, please include the following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word: CV(s) of Key Staff proposed in the IQC (Limited to two (2) pages per individual).

## **Part 2 – Cost Proposal**

The contract type for the presumptive award is anticipated to be **Indefinite Quality Contract (IQC) type subcontract with Firm Fixed Price (FFP) type Task Orders**, issued by DAI Global, LLC. DAI anticipates to issue Firm Fixed Price (FFP) Task Orders (TO) for the illustrative Task Orders SOW(s) under this RFP.

**Task Order issued under the IQC:** For Firm Fixed Price (FFP) type Task Orders the subcontractor will bill DAI based on fixed amount deliverable. The deliverables will be priced based on the fixed labor rates agreed in the IQC subcontract and approved non-labor cost up to a maximum ceiling of the Task Order which may not be exceeded without a modification and prior approval of DAI.

**Offerors should complete the attached budget template provided in “Attachment C: Budget/Cost Template” (refer to Attachment B, IQC Scope of Objective when determining proposed labor categories and estimating the level of effort). The cost proposal will comprise of a detailed budget for the IQC Subcontract.**

### **For Costing Purposes:**

- The IQC subcontract ceiling is up to **USD 600,000**

The Offeror’s Cost Proposal will be evaluated separately. The Cost Proposal **MUST** include proposed labor categories associated with implementing the IQC SOO and the respective Task Order SOW requirements in accordance with the Offeror’s technical approach and management/staffing plan; level of effort (LOE) per labor category; proposed fixed daily labor category rates; and any required non-Labor costs (Other Direct Cost “ODC”). The proposed fixed daily labor rates and category in the IQC **MUST** be used in the cost proposal for the respective Task Order.

The Offeror is required to provide a full itemization of projected non-labor costs that align with their proposed technical approach and management/staffing plan. As such, cost proposals must include detailed descriptions/specifications, estimated quantities and cost per item. **[FOR GUIDANCE PURPOSES ONLY** - Historically, other direct costs for contracts providing the same or similar services represented approximately 20%-30% of the total annual budget. Offerors are however required to provide their own informed costings based on their approach.]

Please limit file submissions to 10 megabytes or less. Note that the successful Offeror must be able to substantiate all cost and demonstrate the reasonableness of cost elements. **The Offeror is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.**

**III. Evaluation of Proposal:** DAI will use Trade Off Method/Best Value determination for the award of this Request for Proposals. A best value determination means that, in DAI’s estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions.

The IQC in conjunction and the offerors proposals will be evaluated against a stated number of factors in the IQC SOO including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered significantly more important than cost/price factors.**

**Mandatory Requirement**

- a) Offeror shall provide copy of Certificate of Incorporation or registration document.
- b) Offeror shall provide their detailed company profile.

**1. Technical Proposal:** The Technical Proposal (comprising of the IQC technical proposal) will be scored and evaluated separately from the Cost Proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach, well thought-out methodology, and relevant, effective, and efficient deliverables. The Technical Proposal will be evaluated against the following criteria:

**a. Technical Approach:**

**1) IQC Technical Approach (30 points):** Points for this section will be awarded based on the information presented in the IQC technical approach. The offeror will be scored based on its presentation of a clear methodology of well-planned and sequenced activities that attains the objectives of this activity and also incorporates the offeror's competencies to implement the activities in the IQC SOO but also the Task Order SOW. The successful offeror shall demonstrate they are well-versed and have expertise in providing support to furthering development of priority export value chains for example tea, pharmaceuticals, textiles and apparels, e-commerce and digitally delivered export services; strategic support in project design and upstream work development; product development and market development; strategic communications; Monitoring and Evaluation (M&E); and catalyzing transactions to advance trade and investment.

**b. Institutional Capacity:**

**1) IQC Institutional Capacity (50 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted examples of successful past performance examples of providing similar technical assistance services with experience in conducting thorough analysis, developing strategic plans, optimizing supply chains, and identifying key issues to inform advocating for improved and enabling trade policies. Offerors should demonstrate any knowledge and capacity that will support their ability to perform the requirements of the activities in an efficient and effective manner.

**c. Management Plan/Staffing Structure**

**1) IQC Management Plan/Staffing Structure (20 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of proposed staff, and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the implementation and review. The management plan should outline: Proposed Labor Categories and respective qualifications.

**2. Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price/cost reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their cost proposal and supporting cost information, as well as its alignment with the proposed technical approach.

**IV. Offeror's Agreement with Terms and Conditions:** The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a Unique Entity ID (SAM) and being fully registered in SAM.GOV.

Obtaining a Unique Entity ID (SAM) may take up to 3 weeks or more. Therefore, offerors are strongly encouraged to initiate the process to obtain a Unique Entity ID (SAM) and full SAM registration prior to submitting an offer. It is preferred that **the Unique Entity ID (SAM) and proof of SAM registration or the initiated registration process is submitted along with the Technical and Cost Proposals**. If an offeror is selected for award but does not have a Unique Entity ID (SAM), DAI reserves the right to deem the offeror ineligible for award or apply additional conditions in any resultant subcontract/purchase order. A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors is attached to this RFP. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.



Shaping a more livable world.

**RFP: ATI-062**

Thank you,

**DAI ATI Procurement and Partnerships Team**

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