



Request for quotation (RFQ) – goods or services

RFQ Title:	RFQ-230303 Marketing, Lead Generation and Conversion Services for Outsource Fiji
RFQ Issue Date:	Friday, 3 March 2023
Terms of Reference / Specifications:	The goods and/or services to be delivered are detailed in the attached Schedule
The Company	Outsource Fiji (also known as the BPO Council of Fiji)
Closing Date and Time	17 March 2023 / 5:30PM Fiji Time
Contact Person	hetal@outsourcefiji.com
Details for Submission	Submit completed Supplier Response Form by email to the contact person on or before the Closing Date and Time. Indicate the RFQ Title in the subject line.

Thank you for your interest in the above procurement. The Company invites you to submit a quote for the Goods or Services listed below. Your quote will be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

Yours sincerely,

Sagufta Janif
Executive Director – Outsource Fiji

Schedule - Terms of Reference

Location: Fiji wide

Duration: One-year call-down agreement with tasks specified in respective work orders prior to each assignment

1. Overview

Outsource Fiji (also known as the BPO Council of Fiji) is the industry body that guides and ensures the development of the BPO industry in Fiji.

In 2017, Fiji's stakeholders kick-started the formation of the Fiji BPO Council (BPOC), also known as Outsource Fiji. Outsource Fiji is the industry body that guides and ensures the development of the outsourcing industry in Fiji. The BPO Council is headed by the private sector and has governmental support from the Ministry of Commerce, Trade, Tourism and Transport, Investment Fiji, and Fiji Commerce and Employers Federation. Founding members are Centrecom, Lyndhurst Group of Companies, Greymouse, DHL, Vodafone Fiji Limited, ANZ Pacific Operations, Recoveries Corporation Pty Ltd, Telecom Fiji Limited and BSP Life.

Outsource Fiji has developed a strategy that covers industry development and market access. Key deliverables of the strategy are market research, brand and product-service awareness, and operational structure. The Council currently consists of active members involved in Voice Technology, Call Center Operations, Back Office Operations, Airline Reservations, Worldwide Freight Shipping, Building and Infrastructure, Government, Insurance, Banking & Finance, Debt Collection, Virtual Human Resource, Telecommunication, and Sales & Marketing.

2. Objective of the assignment

Outsource Fiji (OF) is seeking to engage a panel of marketing service providers to provide marketing, lead generation and conversion support services to OF members, for a period of 1 year with the possibility of extension.

The Service Providers will be responsible for:

- Working with the OF members to conceptualize, map and structure deliverables as per their needs.
- Planning marketing deliverables in alignment with OF member's requirements as per agreed timelines.
- Arranging own transport/accommodation where required.
- Adhering to OF and its members rules and regulations pertaining to informed consent, safety and security, and child protection during marketing assignments.

Specific work for each assignment will be detailed in Work Orders that will be discussed and agreed upon between OF, its members and the Service Provider.

3. Expected Outputs and Deliverables

The Service Providers may be required to deliver the following types of outputs:

- A workplan including concept outline, schedules, and deliverable timelines;
- Digital marketing strategy;
- Content creation and marketing on OF members websites and/ or social media platforms;
- Training on marketing, lead generation and conversion;
- Lead generation and conversion services;
- Post event/ activity reports including but not limited to details of leads generated, leads converted and number of jobs created.

4. Experience and qualifications

The Marketing Service Providers are expected to have the following qualifications and experience:

- Portfolio of relevant work experience showcasing successful marketing campaigns, and/or lead generation and lead conversion campaigns. Please provide links to recent examples (if available);
- Excellent communication and people skills;
- Ability to work independently and efficiently, including working according to tight deadlines while maintaining product quality.

5. Mandatory Criteria

The Service Provider must hold the necessary business registration and be able to provide services to the various OF members.

6. Evaluation Criteria

OF will assess submissions in line with the technical and financial evaluation process described below. In assessing submissions, OF, at its sole discretion, may consider information from other relevant sources.

Technical evaluation

OF will first score compliant submissions against the following technical criteria:

- A. Capability and experience demonstrating your ability to deliver services. Provide links of up to 5 recent examples of relevant work (40% of the Technical Score).
- B. Approach to communication and meeting tight deadlines. Describe your approach to communicating issues and work progress with clients, working to tight deadlines whilst maintaining product quality (35% of the Technical Score).
- C. Qualifications and Experience of Key Personnel. Briefly describe the experience and qualifications of up to 3 key personnel who will be mostly involved in delivering services (25% of the Technical Score).

The technical score will account for 80% of the Total Score.

Financial evaluation

Following the assessment of the technical response, OF will undertake a like-for-like price comparison of all technically suitable offers. The Financial Score will account for 20% of the Total Score. The lowest-priced financial offer will be awarded the full weighted score. The weighted score of other financial offers will be calculated as a fraction of the higher scoring offer.

Your quote (hourly rates) must be an all-inclusive price to develop and deliver requirements as specified in the RFQ-230303.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to OFs Due Diligence process.