

Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Target Market Survey
Type of Procurement:	Subcontract agreement
Type of Contract:	Firm Fixed Price
Term of Contract:	Approximately one year
Contract Funding:	USAID
This Procurement supports:	Feed the Future Ethiopia Transforming Agriculture
Submit Proposal to:	Address below mentioned
Date of Issue of RFP:	March 11, 2024
Date Questions from Supplier Due:	March 21, 2024 by 14:00 East Africa Time (EAT)
Date Proposal Due:	March 25, 2024 by 14:00 East Africa Time (EAT)
Approximate Date Purchase Order Issued to Successful Bidder(s):	April 30, 2024

Method of Submittal:	
Via email to procurement.eta@rti.org	
Respond via e-mail with attached document in MS Word / pdf format. The Bidder/Seller agrees to hold the prices in its offer firm for 90 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.	
Solicitation Number:	RTI-ETA RFQ: ETA-24-0065

Attachments to RFP:

1. Attachment “A” – Commodity Specifications
2. Attachment “B” – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at: <https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>, http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items: http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the “Terms”). Supplier’s delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier’s agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

Attachment A

Statement of Work

Description of Activity/Service:

PROJECT NAME: Feed the Future Ethiopia Transforming Agriculture
SCOPE: Conduct target markets survey for Feed the Future Ethiopia Transforming Agriculture
Period of Performance: Approximately one year
<p>PROJECT SUMMARY</p> <p>RTI International is an independent, non-profit research institute providing research, development, and technical services to government and commercial clients worldwide. The Food Security and Agriculture division within the International Development Group is implementing the USAID-funded Feed the Future Transforming Agriculture activity in Ethiopia.</p> <p>The purpose of the Feed the Future Ethiopia Transforming Agriculture Activity is to increase access to healthy diets, particularly for women and children, by improving competitiveness, inclusiveness, and resilience of the Ethiopian food and agriculture system. Feed the Future Ethiopia Transforming Agriculture is a core component of a suite of food and agriculture activities funded by USAID. The activity operates in USAID's Zone of Influence (ZOI), which includes 132 woredas across 12 regions and 2 city administrations: Addis Ababa, Afar, Amhara, Benishangul Gumz, Dire Dawa, Gambela, Harari, Oromia, Sidama, South Ethiopia, Central Ethiopia, Somali, Southwest Ethiopia, and Tigray. USAID classified the 132 woredas in 5 Zone of Influence (ZOI) clusters https://www.usaid.gov/sites/default/files/2022-05/GFSS-Country-Plan-Ethiopia-FINAL-April-2019.pdf.</p>
<p>PURPOSE OF ASSIGNMENT</p> <p>To effectively measure the project's impact and success, strong and evidence-based baselines and performance surveys are required for the project's key indicators. The target markets survey is meant to facilitate monthly reporting of the volumes and prices of focal nutritious foods in target markets. Data will be collected on a monthly basis for selected commodities in the below mentioned market for one year. Additionally, the first month of data collection will include data for the previous year (2023). If performance is successful, there is the possibility for extension.</p> <p>These data will serve the dual purpose of informing market actors with information regarding trends in price elasticity of demand, seasonality of demand and availability of focal nutritious foods while feeding the activity's monitoring, evaluation, and learning system. The initial target markets data will be used to establish baseline values for two indicators measured through the survey: i.e. <u>Quantity (volume) of key nutritious foods available in target markets in the Feed the Future ZOI at key times throughout the year</u> and <u>Availability of focal nutritious foods in target markets</u>. This requires the need to work with existing market information providers and traders to facilitate monthly data collection of the volumes and prices of focal nutritious foods in target markets.</p> <p>This TOR is prepared to recruit vendors/firms to conduct the target markets survey. The vendor needs to collect data every month at selected key markets in major regional towns. The table below shows target markets by commodity.</p>

S. N	Regions/ Major towns	Eggs	Milk	Beans	Chickpeas	Fish	Horticulture
1	Addis Ababa	Merkato/ Shola	Shola milk (Milk Association)	Merkato/ Shola (Ashewa meda)	Merkato/ Shola	Not applicable	Atikilt tera
2	Dire Dawa	Ashewa market	Ashewa market	Ashewa market	Ashewa market	Not applicable	Ashewa market
3	Jimma	Bishishe market	Jimma Milk Producers Association	Bishishe market	Bishishe market	Not applicable	Bishishe market
4	Mekelle	Kedamay Weyane central market	Kedamay Weyane central market	Not applicable	Mekelle central market	Not applicable	Adiha atikilt tera
5	Bahir Dar	Bahir Dar central market	Kebele 16 milk retailing shops	Bahir Dar central market	Bahir Dar central market	Bahta church surrounding areas	Bahir Dar central market
6	Hawassa	Hawassa Aroge gebeya	Hawassa Aroge menaheria	Hawassa Aroge gebeya	Hawassa Aroge gebeya	Not applicable	Hawassa Aroge gebeya
7	Jijiga	01 market	01 market	Not applicable	Not applicable	Not applicable	01 market
8	Semera	TBD	TBD	TBD	TBD	TBD	TBD

The Feed the Future Ethiopia Transforming Agriculture Collaborating, Learning, and Adapting (CLA)/Monitoring, Evaluation, and Learning (MEL) team will develop a data collection questionnaire. The selected vendor recruits, hires, trains and deploys field enumerators; and provides data collection and cleaning services.

DETAILED ACTIVITIES

The selected vendor will lead the coordination and management of target market survey data collection which will be a quantitative market-based study focused on the collection of required outcome indicators for the Feed the Future Ethiopia Transforming Agriculture intervention areas.

The selected vendor will coordinate with the Feed the Future Ethiopia Transforming Agriculture project's CLA/MEL team to receive a data collection template with a list of key nutritious foods and target markets. Feed the Future Ethiopia Transforming Agriculture project MEL team will provide training on the nature of

data to be collected and use of data collection tools on tablets/ smart phones. The selected vendor will be provided with a data collection tool designed in Tangerine where enumerators will collect the data using tablets or Android phones.

The following activities will be the responsibility of the selected vendor with the oversight, input, and guidance of the Feed the Future Ethiopia Transforming Agriculture MEL Manager:

Preparatory phase:

In collaboration with RTI, the selected vendor will:

- Prepare a work plan protocol showing the workflow step by step.
- Design methodology on how the data will be collected from the selected target markets

RTI will:

- Share relevant project documents and draft survey questionnaire.
- Develop a training plan and training materials for enumerators.
- Train the service provider on mobile data collection system (Tangerine)
- Refine the survey instrument.
- Program the survey instrument into a mobile data collection platform.

Field work: Field work will take place in targeted areas in the regional markets stated above. This survey must be conducted via in-person visits to Feed the Future Ethiopia Transforming Agriculture selected target markets located in major towns. During the field work, and with the support of the project team, the firm will:

- Recruit enumerators and coordinate with the Feed the Future Ethiopia Transforming Agriculture MEL team and partner staff to train data collectors, including field testing of the questionnaire.
- Translate questionnaires and enumerator training material from English to Amharic, and regional languages as necessary.
- Coordinate logistical arrangements for the data collection, including transportation, lodging and per-diem for enumerators, and field supervision.
- Provide Samsung tablets for data collection. Ensure data is secured and all locally stored data is deleted at the end of the assignment.
- Ensure that all data collected offline are successfully synced to RTI's data collection platform, Tangerine, on a daily basis.
- Supervise data collection, ensuring high data quality throughout data collection along with adherence to strong ethical considerations.
- Prepare monthly update reports of progress and rapid identification of issues with proposed solutions.
- Check and monitor the data quality including: consistency and timelines, completeness and traceability.
- Communicate with RTI during data cleaning to ensure data quality.

Product or Service Expectations (both if applicable): Selected service providers will be paid a fixed price based on successful completion of the deliverables outlined in the table below.

DELIVERABLES	Illustrative Date	Deliverable Amount (% of Budget)
Deliverable 1: Workplan Work plan (introduction, objective of the survey, methodology scope work of the activity, time frame for each activity). Report on training of enumerators and supervisors, including training materials pre-testing of mobile data collection platform, and translated questionnaires in local languages.	1 week after award	10%
Deliverable 2: Month 1 Market Data Complete raw data for all focal marketplaces (for the first month and the previous year) after the survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	4 weeks after award	7.5%
Deliverable 3: Month 2 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	8 weeks after award	7.5%
Deliverable 4: Month 3 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	12 weeks after award	7.5%
Deliverable 5: Month 4 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume	16 weeks after award	7.5%

and availability.		
Deliverable 6: Month 5 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	20 weeks after award	7.5%
Deliverable 7: Month 6 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	24 weeks after award	7.5%
Deliverable 8: Month 7 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	28 weeks after award	7.5%
Deliverable 9: Month 8 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	32 weeks after award	7.5%
Deliverable 10: Month 9 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i> Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces. Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.	36 weeks after award	7.5%
Deliverable 11: Month 10 Market Data Complete raw data for all focal marketplaces, after survey is complete. <i>Data</i>	40 weeks after award	7.5%

<p><i>should be synced to the ETA database in real time as market data is collected.</i></p> <p>Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces.</p> <p>Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.</p>		
<p>Deliverable 12: Month 11 Market Data</p> <p>Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i></p> <p>Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces.</p> <p>Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.</p>	44 weeks after award	7.5%
<p>Deliverable 13: Month 12 Market Data</p> <p>Complete raw data for all focal marketplaces, after survey is complete. <i>Data should be synced to the ETA database in real time as market data is collected.</i></p> <p>Reflection report documenting the successes and challenges associated with data collection within respective focal marketplaces.</p> <p>Descriptive summary report of the collected data by region, based on the clean data set disaggregated by type of local commodity and region, volume and availability.</p>	48 weeks after award	7.5%

Deliverables, Timelines, Special Terms and Conditions:

COMPETENCE AND QUALIFICATIONS

The vendor should have demonstrated ability to:

- Plan, manage and collect market data ensuring quality and rigor throughout all data collection activities.
- Recruit and manage the data collection team through the period of performance.
- Conduct quantitative and qualitative data collection.
- Use digital devices for data collection.
- Communicate (write and speak) in the local languages in specified target market locations.
- Work in rural areas.

Qualification for lead consultant

- Must have a recognized university degree in agricultural economics/economics, statistics, development studies or related areas of discipline.
- A minimum of 5 years of relevant experience in data collection, preferably related to market information.

Qualification for enumerators/data collectors

- The service provider should propose the minimum qualifications for enumerators that are consistent with the proposed approach.

ELIGIBILITY CRITERIA

This assignment is open for private sector firms, non-governmental organizations, and universities only (*individual CVs are not accepted*). To be considered eligible under this opportunity, firms must meet the following criteria:

- Proof of legal registration for similar services as demonstrated by **commercial** registration certificate and tax identification number (TIN).
- Renewed business license.

Pricing/Budget Template

Budget Template					
Project: Ethiopia Transforming Agriculture					
Subcontractor Name:					
Item	Unit Description	Rate (ETB)	Unit	Total (ETB)	Explanation/Notes
Salaries					
Staff Name & Title					
	/day				
	/day				
	/day				
Total Salaries					
Consultants (if applicable)					
Consultant Name & Role					
	/day				
	/day				
	/day				
Total Consultants					
Travel, Transportation and Per Diem (if applicable)					
	/trip				
	/trip				
	/trip				
Total Travel					
Equipment or Supplies (if applicable)					

	/unit				
	/unit				
	/unit				
Total Equipment or Supplies					
Workshops and Trainings (if applicable)					
<i>See workshop training detail tab</i>					
Total Equipment or Supplies					

Other Direct Costs (if applicable)					
	/unit				
	/unit				
	/unit				
	/unit				
	/unit				
Total Other Direct Costs					
Subtotal (ETB)					
VAT (ETB)					
Total, VAT inclusive (ETB)				0	

*Please insert formula where
VAT rate * Subtotal

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

Attachment “B”
Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

Central Printing Press 2nd Floor, Addis Ababa, Ethiopia

(insert full address of the office)

who has a purchase requirement in support of a project funded by

USAID/Ethiopia

(insert client’s name)

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
 - (a) The solicitation number:
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
 - (d) Validity period of Quote:
 - (e) A **technical proposal** with:
 - At least three examples of similar engagements undertaken previously, and the results achieved (including references on previous successful accomplishment of similar assignments) not exceeding 2 pages.

- Detailed CVs (2 pages per CV) of the proposed team member(s) for carrying out the assignment highlighting previous experiences in undertaking similar assignments and copies of degrees from recognized academic institutions.
 - A brief methodology/process for executing the assignment not exceeding two pages. At minimum, the methodology must outline the methods and strategies employed while executing the assignment at regional level.
- (f) **Financial proposals** in local currency reflective of all costs for completing the assignment, including taxes, in the budget template provided by RTI in **Attachment A**. Contact Procurement.eta@rti.org for an excel version of the budget template.
- (g) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.)
- (h) Payment address or instructions (if different from mailing address)
- (i) Acknowledgment of solicitation amendments (if any)
- (j) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regard to this RFQ/RFP to be directed to
- Feed the Future Ethiopia Transforming Agriculture Procurement Team
- (insert name of procurement officer)
- at this email address:
- Procurement.eta@rti.org
- (insert email address of the procurement officer).
- The cut-off date for questions is (insert date).
- March 13, 2024, by 14:00 East Africa Time (EAT)
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer’s Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Seller.
7. **Documentation:** The following documents will be required for payment for each item:
- (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
 - (b) Packing List

(c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)

8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in <https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>, http://www.rti.org/files/PO_FAR_Clauses.pdf, or http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.

9. **Alternative Proposals:** Sellers are permitted to offer “alternatives” should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.

10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.

11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller’s initial offer should contain the Seller’s best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

(a) **Technical Capacity (40%):** Extent to which the applicant has a clear approach to all components of the assignment as outlined in the “activities” section of Attachment A. Applicants must clearly explain their methods.

(b) **Expertise (25%):** Extent to which the profile and experience of the company and proposed team members to carry out the assignment aligns with the “competence and qualifications” section of Attachment A.

(c) **Cost (20%):** Reasonableness of the proposed cost to complete the assignment.

(d) **Past Performance (15%):** Extent to which applicant can demonstrate successful accomplishment of similar assignments, including references from prior clients.

(e) **OTHER EVALUATION CRITERIA.**

N/A

12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.

13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 90 days after submission.

14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.

15. **Certifications.**

Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions - Certification and Disclosure Regarding Payments to Influence Certain Federal Transaction as referenced in FAR 52.203-11 is hereby incorporated into this Request for Proposal as a condition of acceptance.

Limitation on Payments to Influence Certain Federal Transactions- Limitation on Payments to Influence Certain Federal Transactions as referenced in FAR 52.203-12 is hereby incorporated into this Request for Proposal as a condition of acceptance.

16. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.

17. **The John S. McCain National Defense Authorization Act for fiscal year 2019 - section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company ("Covered Technology"). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component.

Acceptance:

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

: (*Seller Company Name*)

Signature: _____

Title:

Date: