

**TITLE: REQUEST FOR PROPOSAL FOR PROVISION OF GRAPHICS DESIGNER SERVICES TO THE FINANCIAL SECTOR DEEPENING TRUST (FSDT)**

**TERMS OF REFERENCE**

**1. INTRODUCTION**

The Financial Sector Deepening Trust (FSDT) was incorporated in Tanzania on 1st July 2004. The FSDT's overall aim is to make a contribution to All Tanzanians to (derive value) from regular use of financial services which are delivered with dignity and fairness. FSDT's objective are:

1. Advocating for an improved policy, institutional, legal and regulatory framework at national and sub-national levels of financial services
2. Promoting more relevant market infrastructure and ways to reduce transaction costs between FSPs and potential clients
3. Stimulating improved access to financial products and services that respond to the needs of MSMEs
4. Stimulating improved access to financial products and services that respond to the needs of households and individual.

**2. OBJECTIVES OF THE ASSIGNMENT**

Financial Deepening Trust Fund intends to acquire reasonable but competitive graphic designer services from reputed Creative/graphics design individuals/companies. Proposals are invited from the interested graphic designers, as per the scope of work described hereafter. These ToRs aim to prequalify consultants so as to facilitate procurements for specific assignments that are anticipated in the future.

**3. SCOPE OF WORK**

- Assist the Communications team through technical support on branding, review and improving graphical branding elements
- Support and lead the design of publications, articles, focus notes, case studies, posters, business cards, banners, invitation cards, event related documentation (agenda and forms), reports and all materials for printing, electronic distribution and live delivery, as well as any other display materials.
- Improve and edit artwork, photos, charts and other graphic elements.
- Submit preliminary layouts (3 preferably) for discussion, revise layouts according to feedback and ensure all corrections are made.
- Preparation of printing packages (all layouts and design files) for printing of publications and other communication products
- Supervise the entire printing process by closely liaising with printers

- ensuring high quality of the final printed products
- Provide basic research and sourcing of graphic elements, e.g. photographic images, maps and logos
- Produce and develop high quality graphics, including 3D animation, in formats that can be readily posted on FSDT and possibly other websites, as well as social media.
- Ensure FSDT give the final signoff before printing or publicizing of any materials
- FSDT will own all templates and final files designed and edited.

#### **4. CONTENT OF BID PROPOSAL**

1. Details on all perceived strengths of the company bidding in meeting the scope of work outlined above e.g. previous experience, in-house skills, and any other information that will assist FSDT to assess capabilities, capacity, competitive advantages, etc.
2. A portfolio that demonstrates the graphic designer's technical designing skills.
3. The service provider must also demonstrate the ability to produce a script/storyboard based on a specific assignment such as 3D Animation development.
4. The service provider must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone on a daily basis to facilitate briefings on matters of interest to the FSDT. (Contingency arrangements must also be in place in the advent that this individual is unavailable).
5. A list of references of previous and current companies served or currently servicing
6. A list of the proposed value added services to be provided to FSDT

#### **5. CONTRACT PERIOD**

The contract will be initially for one year, starting October 2018, concluding in September 2019.

#### **6. COST**

Service providers must provide details on how they would charge for such an arrangement.

#### **7. EVALUATION AND SELECTION**

Overall, the preferred bidder will be selected on the basis of presenting the most economically advantageous tender. This means that bidders will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

The technical component of each proposal will be scored first using a grid that assesses a number of key attributes. This is set out below.

### 8.1 TECHNICAL PROPOSAL SCORING GRID

Criteria	Sub-Criteria Score	Max Marks
Understanding of the scope of work and soundness of the proposal		25%
<ul style="list-style-type: none"> <li>• Addressing the challenges and all tasks mentioned in the scope of work, including any comments on these ToR.</li> </ul>	25%	
Experience and professional competence		75%
<ul style="list-style-type: none"> <li>• Relevant professional qualifications- a degree in Art, Graphics Design, Marketing, or related field; Minimum Bachelor's degree or its equivalent, or demonstrated real-world work experience.</li> </ul>	15%	
<ul style="list-style-type: none"> <li>• Experience with minimum of three (3) years of graphic designing for corporate institutions. Prior work with the financial sector is a plus. (References and samples of such work should be attached)</li> </ul>	20%	
<ul style="list-style-type: none"> <li>• Portfolio and experience with designing for different media platforms/houses</li> </ul>	20%	
<ul style="list-style-type: none"> <li>• Prior exposure to working with different teams both physically and remotely via digital means including email, google docs, Skype, etc.</li> </ul>	10%	
<ul style="list-style-type: none"> <li>• Established relationships with print houses in Tanzania (outline the printers you have good relations with and at what capacity are they flexible in meeting urgent printing inquiries)</li> </ul>	10%	
<b>Total marks</b>		<b>100</b>

To be considered further, a minimum total technical score of 70% is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in TZS will be weighted according to the formula:

- (Lowest total financial cost/ Bidder's total financial cost) x 0.2
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

## 8.2 FINANCIAL PROPOSAL

This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in Tanzanian Shillings. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be in TZS and must be submitted electronically separately from the technical proposal.

Financial proposals should be in this format:

<i>Phases</i>	Rate (TZS)	Total (TZS)
Daily Fees		
<b>Total Fees</b>		
Other expenses (if any)		
<b>Total Cost</b>		

Daily rates for hotels and subsistence are fixed by FSDT policies. The FSDT's daily subsistence rates for Dar es Salaam and other parts of Tanzania are shown in Appendix A

Financial proposals should be denominated in TZS. This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

**The deadline for submission of the tender documents is Thursday 4<sup>th</sup> October 2018.**

Any queries relating to this TORs should be submitted in writing to FSDT under the following address, all questions and the answers will be shared with all short-listed

candidates. The deadline for any queries is 2 days before the tender submission deadline date.

Procurement Manager,  
The Financial Sector Deepening Trust,  
2<sup>nd</sup> Floor De Ocean Plaza,  
Plot 400 Toure Drive,  
P.O. Box 1559 Oyster Bay, Dar es Salaam, Tanzania  
+255 222 602 873/5/6  
[procurement@fsdt.or.tz](mailto:procurement@fsdt.or.tz)

## **9. OTHER MATTERS**

### **9.1. CONFIDENTIALITY**

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- Not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

### **9.2. CONFLICT OF INTEREST**

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

### **9.3. TAXATION MATTERS**

**The winning bidder will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant**