



REQUEST FOR PROPOSAL (RFP)

RFP No. ASLM/CONS/03/27/24

FOR CONSULTANCY FOR THE PROVISION OF DIGITAL MARKETING SERVICES

CLOSING DATE: 5 APRIL 2024

When replying to the RFP, please mention the RFP No in the subject line

1.0 INTRODUCTION

The African Society for Laboratory Medicine (ASLM) is a Pan-African professional body, working to advocate for the critical role and needs of laboratory medicine and networks throughout Africa. For more information, please visit our website at <https://aslm.org>.

2.0 BACKGROUND | SCOPE OF WORK | EXPECTED DELIVERABLES

ASLM aims to appoint a consultant to guide the creation of a cutting-edge website and formulate a digital media blueprint, encompassing a comprehensive digital marketing strategy aligned with ASLM's mission, vision, and core values.

Expected Deliverables:

1. Develop a comprehensive digital marketing strategy aligned with ASLM's mission, vision, and core values.
2. Create an overall Communication Blueprint and Tactical Roadmap for activities on all ASLM's social media platforms.
3. Expand ASLM's presence to other social media platforms and increase subscriber engagement by 30%-35% per year.
4. Conduct a Digital Audit, define Brand Persona & Tone for ASLM's platform, and recommend improvements.
5. Develop content campaigns for all ASLM projects as scheduled in the project communications plans.
6. Generate at least 6 weekly posts (24 Total) through copywriting and ideation of content.

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7. Design infographics and visuals for all social media platforms include development of short video clips.
8. Monitor social media platforms to track conversations related to the brand and collaborate with ASLM’s communication team for response.
9. Implement and manage social media campaigns across relevant platforms.
10. Optimize the organization's online presence for better search engine visibility (SEO).
11. Create and manage compelling content for enhanced online presence and impact communication.
12. Implement tools for tracking and analyzing key performance indicators (KPIs) to measure the success of digital marketing initiatives.

3.0 MANDATORY REQUIREMENTS

- Company profile with Certificate of Incorporation, Tax Clearance and all other applicable licenses, permit, authorizations, affiliations and certifications required per applicable laws and regulations. The company profile should provide additional information such as Registration name and trading name if applicable, physical address, telephone, contact person, period in business, key personnel/management and line of business.
- Individual consultants can also participate, and the above requirements may not be applicable but should conform to in-country tax requirements.

4.0 EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS

ASLM will accept proposals from bidders that provide Best Value and satisfy the requirements stipulated in the solicitation. All submissions/proposals will be evaluated against the set Evaluation Criteria provided below. Each proposal should contain the items listed in the Submission Requirements column in the following table:

Evaluation Criteria	Submission Requirements	Weight
1.Past Experience & Qualifications	<ul style="list-style-type: none"> ○ Provide at least three (3) professional references from similar past projects including phone and email contact information; including a clear description of the projects. The organizations referenced should be similar in scope to ASLM. 	40%

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	<ul style="list-style-type: none"> ○ Team Composition: Specify the qualifications and experience of the team members to be assigned to this consultancy. ○ Case Studies: Submit relevant case studies or success stories demonstrating the company's ability to achieve results for non-profits or organizations with similar objectives. 	
2. Technical Approach, Methodology, design and Timeline to implementation	<p>A maximum 5-page written proposal explaining how the consultant proposes to address the Scope of Work. Include detailed outline of the methodology, specific activities, timelines, key milestones, and approach. Reporting schedule: specify the frequency and format of progress reports to be provided to the non-profit organization.</p> <p>ASLM may invite bidders to make presentations of their proposals.</p>	35%
3.Price	Provide a detailed breakdown of costs associated with the proposed digital marketing services, including any additional fees	25%
Total		100%

5.0 CONTRACT TYPE

For this procurement, ASLM will issue out a Firm Fixed Price Contract on its terms and conditions indicating the service provider's quoted firm fixed price, scope of work, deliverables, timelines duration of contract and other instructions.

6.0 SUBMISSION REQUIREMENTS

Completed proposals must be addressed to the Procurement Committee and send electronically on or before the closing date and time to rfpsubmission@aslm.org **ONLY**.

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7.0 PROPOSED TIMELINES

Date	Activity
27 March 2024	Release of RFP and publicly posted on ASLM website:
2 April 2024	Deadline for submission of inquiries related to this RFP directed to Email to: JShonhe@aslm.org ; SMate@aslm.org ; NRwenji@aslm.org and all questions must clearly identified with the solicitation #
	Indicate the RFP number indicated at the top of this RFP (i.e. RFQ #) in your proposals.
3 April 2024	Response to all inquiries released and posted publicly on ASLM website
5 April 2024	Deadline for Proposal submission.
15 April 2024	Final decision announced and Bidders receive feedback
15 April 2024	Contract confirmed & issued out.

While ASLM is desirous of maintaining the proposed timelines, delays necessitated by unforeseen circumstances.

8.0 ASLM TERMS AND CONDITIONS

The following are the terms and conditions of ASLM and any exceptions to these should be noted in writing at submission:

8.1. This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from companies interested in providing the goods or services outlined in this RFP.

8.2. The specifications prescribed are not in any way limited to any specific tenderer as they are based on generally achievable requirements and thus, participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country(ies) where services will be rendered. The necessary legal, commercial, technical and financial requirements should be satisfied.

8.3. ASLM does not bind itself to accept the lowest tender price and reserves the right to reject all submissions, in whole or in part, enter into negotiations with any party, and/or

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award multiple contracts.

8.4. ASLM reserves the right (but is not under obligation to do so) to enter into discussions with one or more respondents in order to obtain clarifications or additional details, to suggest service delivery refinements in the proposal or other aspects of the proposal, or to negotiate the cost quotation.

8.5. All quotations **MUST** be typed, on company official letterhead with full contact details including physical address, contact phone, email. Submissions **MUST** be received on or before the **closing date and time** and all bids received after the closing date and time may not be considered.

8.6. ASLM shall NOT be responsible for any costs involved in the preparation and submission of bids or proposals. All costs to be borne by the bidder and this is irrespective of the outcome.

8.7. Bid validity of quotation/proposals shall be 90 days.

8.8. Unless otherwise specified in the final contract, full payment will be made by ASLM to the Vendor within 30 days of receipt of invoice from the Vendor and either delivery of goods or completion of required deliverable.

8.9 ASLM provides an equal opportunity for any vendor/supplier to participate irrespective of race, colour, religion, sex, or national origin and will receive equal treatment.

8.10. By participating, preparation and submitting this quotation or proposal, you represent that none from your organization has any conflict of interests.

8.11. To the maximum extent practical and possible, ASLM will strive to ensure that the finances provided in this procurement do not support organisations, companies and individuals associated with acts of terrorism, prostitution and drug trafficking.

8.12. ASLM reserves the right to delay, amend, reissue, or cancel all or part of this RFP at any time but feedback will be provided to the vendors who participated. Additionally, ASLM will be under no obligation to reveal, or discuss with any bidder how a quotation/proposal was assessed, or to provide any other information relative to the selection process. Respondents whose quotations are not selected will be notified in writing and shall have no claim whatsoever for any kind of compensation.

8.13. ASLM reserves the right to waive or permit cure of non-material variances in the bid proposal if, in the judgment of ASLM, it is in ASLM's best interest to do so. Non-material variances include minor informalities that do not affect responsiveness; that are merely a matter of form or format; that do not change the relative standing or otherwise prejudice other vendors; that do not change the meaning or scope of the RFP; or that do not reflect a material change in the services. In the event ASLM waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the vendor

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from full compliance with RFP specifications or other contract requirements if the vendor is awarded the contract. The determination of materiality is in the sole discretion of ASLM.

8.14. Failure to provide any of the above specifications and requirements may be considered non-responsive and disqualify the bidder from final selection.

8.15. **ASLM ETHICAL STATEMENT:** As part of its commitment to engrain a culture of honesty and integrity in all its business processes, unethical conduct such as undisclosed conflict of interests, bribes and kickbacks and other corrupt activities are strictly prohibited and denounced. No employees at ASLM are allowed to use their position to pursue personal and unethical gain. In the same vein, bidders or potential suppliers and contractors are proscribed from offering bribes aimed at influencing the process and the outcome(s). ASLM implore vendors to embrace this culture in their interactions with us. Violation of this ethical principle and requirement will result in the supplier or service provider disqualified and ASLM will not solicit or accept bids in the future from the same. Should you experience or suspect unethical behaviour by an ASLM employee, please reach out to via email: ASLM@tips-offs.com or through the website: <http://www.tip-offs.com/>.

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