



**REQUEST FOR PROPOSAL (RFP)**

<p><b>A. RFP no. and Date:</b></p> <p><b>B. Subject:</b></p> <p><b>C. Issuing Office/Section:</b></p>	<p><b>003/2019 – August 21, 2019</b></p> <p><b>Graphic Design &amp; Printing services for USAID/Burma</b></p> <p><b>USAID RDMA, Executive Office 25<sup>th</sup> Fl, Athenee Tower 63 Wireless Road, Bangkok 10330, Thailand</b></p>
<p><b>D. Closing date for receipt of proposals:</b></p>	<p><b>September 3, 2019 – (12pm, Rangoon Time)</b></p>
<p><b>E. Type of Award:</b></p>	<p><b>Fixed Price – Purchase Order</b></p>
<p><b>F. Basis for Award:</b></p>	<p><b>Soliciting competition, evaluation of proposals or offers, award and documentation (FAR Part 13.106)</b></p>

**Description of Requirements**

The United States Government, represented by the U.S. Agency for International Development (USAID), invites qualified companies/individuals to submit proposal of the services specified below. This is to support the operation of USAID/Burma.

Proposal submission and questions regarding this Request for Proposal (RFP) shall be ONLY via email to [BANGKOKUSAIDPROC@usaid.gov](mailto:BANGKOKUSAIDPROC@usaid.gov) by the time/date specified above.

The award of a contract hereunder is subject to the availability of funds. Issuance of this RFP does not constitute an award or commitment on the part of the U.S. Government, nor does it commit the U.S. Government to pay for costs incurred in the preparation and submission of a proposal. **Please be advised that all interested parties are required to be registered in Dun and Bradstreet and are subject to SAM registration before an award can be made.** Information on obtaining the Data Universal Numbering System (DUNS), can be found at this website: <http://fedgov.dnb.com/webform>. Offerors are also required to register their business on the U.S. Government’s System for Award Management (SAM) at [www.sam.gov](http://www.sam.gov). Information on this process for foreign vendors is available [here](#). Prospective offerors are encouraged to register in SAM prior to the submittal of proposals.

## **Graphic Design and Printing Services for the Development Outreach and Communications (DOC) Team, USAID/Burma**

### **Statement of Work**

#### **Background:**

Burma has embarked on what will be a long and challenging road of democratic and economic reform. Political reforms that started in 2011 have set in motion critical transitions in Burma: moving toward an inclusive, parliamentary democracy; negotiating ceasefires after decades-long civil wars; and shifting to a market-oriented economy. Although the process is not complete and there will be challenges, the United States and the U.S. Agency for International Development (USAID) remain committed to improving the welfare and well-being of the people of Burma.

This statement of work is intended to document and substantiate USAID's work to strengthen Burma's transition to democracy, expand economic opportunity through enterprise-led inclusive economic growth, improve health and resilience of vulnerable communities, further national reconciliation, and promote greater international cooperation by sharing knowledge with and providing technical assistance to people who seek greater freedom, prosperity and dignity in Burma.

In particular, the services rendered under this statement of work will enhance USAID/Burma's efforts to project that the US government, through USAID, is visibly employing innovative approaches to ensure that the benefits of democratic and economic reform are reaching the people of Burma.

#### **Scope of Work:**

This order is for graphic design and printing services for the USAID/Burma DOC Team. See the Deliverables section for details. The contact persons for procuring these services are: Aung Thura Ko Ko, USAID/Burma's Development Outreach Communications specialist and Robin Johnson, USAID/Burma's Senior Development Outreach Communications specialist.

#### **Location of Work:**

The graphic designer will attend meetings at USAID/Burma to discuss messaging, storytelling, and work plans, but will otherwise work at his/her own offices and studios.

#### **Timeline:**

USAID/Burma plans to produce 15 brochures between o/a October 1, 2019 and September 30, 2020.

#### **Deliverables:**

The contractor will design and print a series of 15 brochures, one for each of Myanmar's seven states, one for each of the seven regions, and one for the Naypyitaw union territory. The brochures will work as individual, stand-alone print products and as a package of print products. The brochures will also work as stand alone digital products. The print design must incorporate photos, text in Myanmar language, and a map of the state or region showing where USAID activities are located. Two versions of each of the 15 brochure should be formatted for digital display: one in Myanmar language and one in English language. Illustrative examples:

[https://issuu.com/msiworldwide/docs/mombasa\\_county\\_brochure](https://issuu.com/msiworldwide/docs/mombasa_county_brochure) and

[https://issuu.com/kenyausaid/docs/kakamega\\_county](https://issuu.com/kenyausaid/docs/kakamega_county). All content will be provided by USAID.

The brochures will highlight USAID/Burma and USAID/Burma's assistance in economic growth; health; democracy and governance; rule of law; and humanitarian assistance; and peace and reconciliation in each geographic part of the country. The exact timing for each item will be

determined by Mission priorities. In consultation with USAID, the contractor will determine the best approach for the products' graphic design. Examples of how

1. Graphic designs must comply with [USAID branding policies](#), messaging and style; and appeal to target audiences, as identified in pre-production briefings.
2. USAID will supply the content and data; the contractor is responsible for creating products in Myanmar and/or English that meet USAID/Burma's standards.
3. The contractor is required to deliver digital final products optimized for the web and social media (low resolution) and for print (high resolution).
4. The contractor will specify, procure and supervise printing services, providing a proof of each brochure for USAID approval prior to printing and delivering 250 copies of each of the 15 brochures.
5. USAID retains all ownership of raw and finalized materials.

**Engagement with USAID and Partners:**

The contractor will meet with DOC Team members, technical teams, and, as appropriate, USAID's development partners to

- 1) discuss the scope and logistics of production;
- 2) storytelling for each product;
- 3) provide regular updates to the DOC Team;
- 4) receive feedback from the DOC Team; and
- 5) finalize the work.

**Payment schedule:**

Partial payment is authorized and will be made in accordance with the payment schedule below. The contractor shall be paid within 30 days upon receipt of a valid invoice with the acceptance of each deliverables from the Activity Manager.

Upon receiving USAID approval for the digital and camera-ready versions of the first five brochures	25%
Upon receiving USAID approval for the digital and camera-ready versions of brochures 6-10	25%
Upon receiving USAID approval for the digital and camera-ready versions of brochures 11 - 15	25%
Delivery of 250 printed copies of each of 15 brochures	25%

**Qualifications:**

1. Excellent skills in graphic design production, creativity and storytelling; must provide a portfolio of completed designs to demonstrate ability.
2. References attesting to skills, creativity and good working relationships.
3. Excellent written and spoken communication skills in Myanmar and English.
4. At least two years of experience in graphic design.
5. Must hold a U.S. dollar bank account.

**Evaluation Criteria & Submission Requirement****A) Past performance. (40%)**

- 1) At least two years industry experience.
- 2) Excellent graphic design, storytelling, and creative skills; must provide a portfolio of products to demonstrate ability.
- 3) Excellent track record in graphic design; must provide references.
- 4) Excellent written and spoken communication skills in Myanmar and English.
- 5) Must possess and/or have access to the equipment and software necessary for creating graphic designs and writing/editing text in Myanmar and English, as well as software to create infographics and overlays.

**B) Creative Proposal (30%)**

Creative proposal should include size and format of print brochures and approach to making a digital version of the brochures, especially with an understanding that Facebook is likely to be the point of entry for the majority of the Myanmar audience accessing the digital versions of the brochures.

**C) Detailed Price Proposal (30%)**

All interested parties must submit a detailed price proposal along with references from two organizations for which similar services as described in this Request for Proposal have been successfully performed.

Please cite “USAID Graphic Design and Printing Services” in subject line of email applications. Attachments submitted via email must be Microsoft Word or PDF. Attachments must not exceed 5 MB. Applications sent by email are preferred to [BANGKOKUSAIDPROC@usaid.gov](mailto:BANGKOKUSAIDPROC@usaid.gov).

USAID intends to make a contract award that represents the best value to the U.S. Government. “Best value” is defined as the offer that results in the most advantageous solution for the Government, in consideration of technical, cost, and other factors. All evaluation factors other than cost or price, when combined, are significantly more important than cost or price. When Contracting Officer determines that competing technical proposals are essentially equal, cost/price factors may become the determining factor in source selection. Upon successful negotiations with the offeror, a fixed-price Purchase Order will be issued to procure the services.