

## **TERMS OF REFERENCE FOR SUB REGIONAL MARKET SURVEY.**

**Project:** Sub-regional Market Survey – Burkina-Faso ; Benin; Niger; Togo.

**Title:** Conducting Comprehensive Market Survey and Development of Suppliers' Database.

**Location:** West and Central Africa Region.

**Duration:** Six (6) months.

**Start Date:** 01 December 2023.

**Reporting to:** Regional Supply Manager / Regional Chief of Supply.

Section	Content
<b>Background.</b>	<p>UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Over the last three years, due to programme throughout increase and the current UNICEF localization concept, there has been significant increase of programme needs for local procurement of various supplies and services. UNICEF procures supplies, equipment and service locally from West and Central Africa Region (WCAR), for the implementation of its programmes in various countries of WCAR. Indeed, with the global COVID-19 pandemic which has disrupted the supply chain all over the world, local procurement has become even more relevant.</p> <p>Besides, there has been a significant growth on local market in supplies and services sectors. This growth of local market has offered new opportunities to UNICEF in terms of quality products and professional services with competitive price and value for money. In that respect, a sub-regional market survey is suggested to pre-qualify potential suppliers from whom to source strategic supplies and services.</p> <p>UNICEF's preference is to procure directly from manufacturers and authorized representative and/or dealers. Therefore, to the greatest extent possible, UNICEF shall endeavor to obtain competitive bids from suppliers as follows:</p> <ul style="list-style-type: none"><li>(a) As first preference, from manufactures of goods required or, in the case of services, the service provider.</li><li>(b) As second preference, and in recognition of the fact that manufacturers may not always be at liberty to deal directly with UNICEF due to the existence of legally binding geographic</li></ul>

	<p>distribution agreements with third parties, from authorized distributors of a manufacturer's goods/services.</p> <p>(c) As a third preference, wholesalers or traders, in case of:</p> <p>Neither the manufacturer nor authorized distributors are interested in selling to UNICEF; the requirement involves a wide range of products/service, which no manufacturer can provide; or requirement includes set packing of a wide range of products.</p> <p>UNICEF deals with qualified suppliers that must meet technical and financial requirements, and in some cases specific sector-wise certification criteria, eg. ISO 9001 certification, etc.</p>
<b>Objectives, Purpose &amp; Expected results.</b>	<p>The objective of the consultancy is to conduct a comprehensive market survey and development of a supplier database which will form the basis of the strategic engagement with UNICEF Country Offices 'markets. The market survey will enable the strategic shift to develop Long-Term Agreements for goods and services for use in programming and emergency response. In addition, the identification of available goods and services will also support UNICEF Country Offices to better define their needs and develop appropriate supply chain strategies for delivery of goods to beneficiaries.</p> <p>Furthermore, the goal of the consultancy is to assess availability of local sources for supplies, equipment and services, in order to pre-qualify vendors for local procurement initiatives and develop a supplier data base that can maintained by the office.</p> <p><b><u>Major Supply Categories</u></b></p> <p>The analysis of the supply categories is based on products and services procured during the last two (2) years, as well as requirements for the coming years. Below are the following, but not limited to, list of commodities and services:</p> <p><b>1. <u>Commodities</u></b></p> <ul style="list-style-type: none"> <li>- Water, Sanitation and Hygiene (WASH) Supplies: drilling rigs, generator sets and spare parts, hand pumps and submersible pumps and spare parts, centrifugal pumps with pipes, solar submersible pumps and accessories, , UPVC pipes, casings and fittings, steel pipes, GI pipes, water storage tanks (different capacities), water tracking, water treatment chemicals, collapsible and rigid jerry cans (10lt &amp; 20lt), plastic buckets (20lt), hygiene and sanitation (supplies, such as bar soaps, Toothbrush and paste, towels).</li> <li>-</li> </ul>

- Education Supplies: classroom supplies, educational kits and equipment (blackboards, chalk, stationery, exercise books, ball point pens, and other stationaries), school furniture (benches, desks, chairs, cabinets...) recreation kits (sports and indoor recreation material/equipment) and other learning materials.
- Emergency supplies: tents, emergency relief and household supplies (tarpaulins, plastic sheets, textiles blankets (fleece and wool), sleeping mats, cooking sets, etc.), clothing materials, roofing sheets, storage containers and bladders, hygiene kits (women's underwear, bras) loincloth (6 yards etc), mobile storage units, loincloths, PP bags of 100kg etc.
- Printing and Promotional: printing (including offset printing and digital printing) of publication materials, brochures, posters, banners, stickers, folders, billboards, signage, reports, registration books, booklets, T-shirts, caps, wrist bands, exhibition stands, etc.
- Information Technology and Communication Supplies and Services: computer accessories and related peripherals (computers, LCD projectors, VCD/VCR/DVD, cameras etc.), communication equipment, camera equipment etc.
- Other Miscellaneous Supplies (sports and indoor recreation material/equipment), voltage regulators, security enhancement, metal detectors, X-ray machines, CCTV cameras, digital doorway, first aid equipment, solar equipment and power systems– filing cabinets, air-conditioners (installation and maintenance), machinery, tools.
- Transport equipment (vehicles, motorcycles, bicycles etc).

## **2. Institutional Services.**

- Logistics services: transport, customs clearing, forwarding and warehousing/storage, quality assurance including pre- and post-delivery inspection, third part inspection, car hire.
- Construction Services: borehole drilling and construction works; Engineering firms (design and supervision).
- Cash Transfer Services: assessment of financial institutions, Mobile Networks, microfinance institutions and other related 3PL.

	<ul style="list-style-type: none"> <li>- Other Communication Services: graphic design, photography and video services, audio and services, website design, development and maintenance, writing, editing, design and layout, advertising agencies to support events and campaigns, events planning and management services, interpretation &amp; translation.</li> <li>- Third Party Monitoring, spot-checks, audits and micro-assessment.</li> <li>- Troubleshooting and maintenance of medical devices (oxygen plants, pipings...)</li> <li>- Other (Catering, security service etc,).</li> </ul>
<b>Scope of work.</b>	<ol style="list-style-type: none"> <li>1. The consultancy firm will conduct a comprehensive, independent, sub-regional market survey based on its own methodology and assess the current market for each of the above category of supplies and services in the four (4) targeted countries. Besides, the consultancy firm will request the supplier to provide substantial document about their company and assess the information provided by the vendor, such as registration, areas of activity and capabilities, qualifications, source of goods, availability of products and reference checks, Financial statements, Production capacity, Quality Control System etc. In that regard, close coordination with the (West and Central Africa Regional Office (WCARO) who is managing the contract and the four (4) UNICEF Country Offices (COs) Supply team, is key.</li> <li>2. Furthermore, the consultancy will look into UNICEF existing data base to establish whether the registered companies are still in the market and in the same line of business registered for, and to update their data. It is expected that similar review will be conducted for existing suppliers, in the targeted categories.</li> <li>3. The consultancy will additionally assess the status of the local market by sourcing for suppliers via institutions such as the Ministry of Trade, Chamber of Commerce, UN Agencies and International Organizations, NGOs, yellow pages etc.</li> <li>4. Based on this assessment, the consultancy will shortlist the potential suppliers and service/works providers for each category of supplies and services.</li> </ol>

	<p>5. The consultancy should conduct a physical verification of premises/warehouse of each supplier registered in UNICEF source list and the shortlisted supplier using the format in Annex C. The evaluation process should assess the supplier's technical, operational and financial capacity in accordance with UNICEF administrative requirements and per Annex D.</p> <p>6. Depending on the actual field visit, such information should also be provided:</p> <ul style="list-style-type: none"> <li>• Verify production and operation capacity</li> <li>• Check the availability of ISO 9000 certificate, Environmental Management Certification, i.e ISO 13485, ISO14001 and ISO 9001 2015, Quality Management System, or equivalent and when it was awarded. The information of any other available ISO shall be provided.</li> <li>• What are the international standards employed by the manufacturer?</li> <li>• How is the quality control unit structured in the company's framework?</li> </ul> <p>7. The consultancy will collect all relevant information about the shortlisted manufacturers/traders, suppliers/contractor's information, as a minimum, it should include the following:</p> <ul style="list-style-type: none"> <li>• Business concept</li> <li>• Company profile (including all supporting documents such as register certificate, brief history of the company, major customers, etc.)</li> <li>• Management capacity</li> <li>• Production and operational capacity</li> <li>• Delivery time</li> <li>• Inventory levels (what items are stocked and where)</li> <li>• Manufacturer, trader or distributor</li> <li>• If distributor, authorized dealer for which manufacturer, exclusivity to market areas</li> <li>• If manufacturer, distributors in the country/region</li> <li>• Process flow for receiving orders</li> </ul>
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	<ul style="list-style-type: none"> <li>• Marketing capacity, sufficient resources for customer contacts and capable to serve UNICEF offices in the country region</li> <li>• Financial profile (turnover, operating profit)</li> <li>• Website, technical information available in web page</li> <li>• After sale service, capacity and possible service representations in the neighboring countries</li> <li>• Premises (office, warehouse)</li> <li>• Logistic and export experience</li> <li>• Recent contracts completed (including values, delivery period and the client)</li> <li>• Environmental, social safe safeguards and sustainability level acquired by the supplier throughout his operations and manufacturing processes (every supplier/manufacturer do duly fill in the attached questionnaire)</li> </ul> <p>8. Based on the results of the supplier visits and inspection reports, the Consultancy will assess each supplier and service/works provider, document results and make recommendations of pre-qualified vendors by category of commodity and location. The assessment will be based on the criteria agreed and validated by UNICEF.</p> <p>9. The consultancy may need to present the results of the survey to UNICEF contract Review Committee and for their comments and appreciation.</p> <p>10. The consultancy will prepare a documented and comprehensive list of the pre-qualified suppliers and service/works providers by category. A list of rejected suppliers with justification should also be submitted.</p> <p>11. The consultancy will develop an easily searchable interactive sub-regional database with complete information about the suppliers (e.g name, address, contact person, contact no. supply/service category, major items dealing with, previous UNICEF order reference, etc.). The supplier database will be of UNICEF property with full copy right and will not be shared with any other institutions without UNICEF written permission.</p> <p>12. UNICEF has currently in each country, old suppliers' database that resulted from previous market surveys. The consultancy 's proposal</p>
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	<p>should take that into consideration, to validate the Suppliers in this old database in order to remove those which are no longer valid, and the new ones will be integrated into the new market survey findings.</p> <p>13. The consultancy will prepare a final report containing the methodology, principal conclusions and recommendations of the market survey.</p> <p>14. The consultancy will provide all the raw data, data analysis report including the supplier profile forms to UNICEF and they will be of UNICEF property. All these documents will be digitalized, archived in a structured manner (Ex.: Category / Country / Supplier file) and handed over to UNICEF.</p>
<p><b>Expected deliverables and reporting requirements.</b></p>	<p>Through a virtual meeting, the evaluation team will present to UNICEF Regional Office and Country Office teams how the team intends to proceed with the market assessment exercise (methodology, timeframe, deployment plan, supplier evaluation criteria, quality assurance, coordination mechanism (with UNICEF RO and COs). The outcome of this meeting will be the foundation of the inception report.</p> <ul style="list-style-type: none"> <li>- An inception report will be submitted not later than 1 week after the above-mentioned initial meeting. This inception report will need to be validated by UNICEF Regional Office.</li> <li>- Monthly progress reports (10 pg. max), focused, and presenting the progress of the survey in each of the four countries. The monthly report will be presented during monthly coordination calls.</li> <li>- A final report containing the methodology, sub-regional procurement strategy, principal conclusions and recommendations of the market survey. A list of recommended and rejected suppliers will also need to be submitted.</li> <li>- A digital library, including all the data related to the survey: <ul style="list-style-type: none"> <li>o An electronic version (in Excel table) of the short-listed vendors for the above identified categories of supplies and services based on the tasks completed under tasks no.7 above.</li> <li>o The completed Supplier Profile Forms per country.</li> <li>o The completed Supplier Inspection Reports per country.</li> <li>o The completed Sustainability questionnaire duly filed in by each supplier/manufacturer and per country.</li> </ul> </li> </ul>

	<b>N.B The bidder is required to add timeline for each deliverable during the execution of the contract.</b>			
	Deliverables.	The planned duration of the task.	Payment deadline.	Schedule of Payment.
	Detailed methodological proposal and Inception report submitted for validation.	To be suggested by the consultancy.	15 days after signature.	20 % of the consultancy fee.
	Market assessment exercise and progress in each for the four (4) Country Offices (COs).	To be suggested by the consultancy.	After validation of the market assessment intermediate findings.	40 % after submission and validation of deliverables ( 10% for each Country Office (4 COs in total).
	Review and validation of the market assessment final report and database.	To be suggested by the consultancy.	After approval of the assessment market results.	Against 40 % of the consultancy fee.
<p><b>IMPORTANT:</b></p> <p>Please note that for this market survey exercise, the offer for Niger is optional. In that respect, please submit your financial offer according the following options.</p> <p><b>Optional a. : Financial offer submission for three (3) countries: Benin; Togo &amp; Chad</b></p> <p><b>Optional b. : Financial offer submission for four (4) countries: Niger, Benin, Togo &amp; Chad.</b></p> <p><b>The option selected must be mentioned on your proposals</b></p>				
<b>Desired competencies, technical background and experience.</b>	<p>Qualifications, competencies and work experience:</p> <p>Experience with a minimum of five years at national and international level in Supply Chain Management.</p>			



	<p>The lead team members should have at least five (5) years of relevant experience and must have advanced university degree in Supply Chain Management, Procurement, or related technical field.</p> <p>Ability to put together a team that is fully fluent in French and English.</p> <p>Five years progressively responsible professional work experience at the national and international levels in supply chain management, business administration, marketing. Proven experience in similar assignments required. An experience with UNICEF or UN agencies market surveys would be an asset.</p> <p>In depth knowledge of market survey, supplier evaluation, procurement and good concept of analysis financial documents.</p> <p>Proven ability to conceptualize, develop, plan and manage market research and similar projects.</p> <p>Good analytics, negotiation and communication skills.</p> <p>Demonstrated ability to work independently in a multi-cultural environment and establish harmonious and effective working relationship both with and outside UNICEF.</p> <p>Excellent computer skills (MS Office, particularly Word and Excel, etc.).</p>
<b>Location.</b>	<p>Suppliers located in four (4) countries: Burkina-Faso; Benin; Niger (optional) and Togo. The successful bidder is expected to conduct the market survey in the following locations:</p> <ul style="list-style-type: none"> <li>- In Burkina Faso: Ouagadougou, Djibo, Dori, Kaya, Bobo Dioulasso, Tenkodogo, Fada, Dedougou, Ouahigouya and Koudougou.</li> <li>- Benin : Cotonou ; Parakou ; Porto-Novo; Bohicon; Natitingou; Djougou.</li> <li>- Niger: Agadez ; Diffa ; Dosso ; Maradi; Niamey ; Tahoua ; Zinder; Tillabery.</li> <li>- Togo: Lome ; Kara ; Savanes.</li> </ul> <p>Please note that UNICEF will not provide office space for this consultancy work. The bidder will be responsible to organize all logistics arrangement. UNICEF may facilitate travel by UNHAS for locations that are not easily accessible.</p>
<b>Duration.</b>	<p>The assignment is expected to be completed within six (6) months.</p>

<b>Reporting requirements.</b>	<p>The consultancy will work under the general supervision of the Regional Supply Manager and in direct collaboration with Country Offices Supply and Logistics Manager/team.</p> <p><b>General Condition: Procedures and Logistics</b></p> <ul style="list-style-type: none"><li>• The service provider selected will be governed by and subject to UNICEF’s General Terms and Conditions for institutional contracts.</li><li>• Travel: cost of travel, DSA and own living arrangement shall be the responsibility of the contractor and therefore cost, if any, to be included in the RFP.</li><li>• Facilities: The consultancy will be expected to arrange for provision of laptops and other accessories/facilities that will be required during the consultancy period to complete the work efficiently and effectively.</li><li>• The contracted company is expected to recruit or source for and manage all the human resources (subject to UNICEF review and approval), supplies, logistics and other functions necessary for the successful implementation of the market survey.</li><li>• UNICEF may request at any time the replacement of any personnel assigned by the company or consultant under the contract. Any such a request by UNICEF shall not be deemed a termination of the contract. The company shall, at its own expense, replace such person forthwith.</li><li>• As per UNICEF policy, payment is made against approved deliverables. No advance payment will be allowed.</li></ul>																		
<b>Annex A-Technical Evaluation Criteria and Relative points.</b>	<p>Evaluation Criteria for Market Survey consultancy services.</p> <table><tr><th>Technical Criteria</th><th>Description of Technical Sub-criteria</th><th>Maximum Point</th></tr><tr><td rowspan="3"><b>Overall Response</b></td><td>General understanding of Terms of Reference and completeness of response.</td><td>5</td></tr><tr><td>Overall concord between TOR requirements and proposal.</td><td>10</td></tr><tr><td><b>Sub-Total</b></td><td><b>15</b></td></tr><tr><td><b>Methodology</b></td><td>Approach by the company.</td><td>10</td></tr><tr><td rowspan="2"></td><td>Quality of proposal: Planning and scheduling for conducting the market survey. Please include a timeline for each deliverable during the execution of the contract and a staff deployment plan.</td><td>15</td></tr><tr><td><b>Sub-Total</b></td><td><b>25</b></td></tr></table>	Technical Criteria	Description of Technical Sub-criteria	Maximum Point	<b>Overall Response</b>	General understanding of Terms of Reference and completeness of response.	5	Overall concord between TOR requirements and proposal.	10	<b>Sub-Total</b>	<b>15</b>	<b>Methodology</b>	Approach by the company.	10		Quality of proposal: Planning and scheduling for conducting the market survey. Please include a timeline for each deliverable during the execution of the contract and a staff deployment plan.	15	<b>Sub-Total</b>	<b>25</b>
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	<b>Company and key personnel</b>	Company's capacity: <ul style="list-style-type: none"> <li>Range and depth of experience in similar contracts.</li> <li>Finance capacity.</li> </ul>	10
		Business Licenses- Valid Business license, Tax payment/clearance certification.	5
		Client references. A list three (3) clients in similar services related to Supply Chain Management	5
		Key personnel assigned to this market survey: number of personnel and their relevant experience and qualifications.	10
		<b>Sub-Total</b>	<b>30</b>
	<b>Maximum points</b>	<b>Grant Total.</b>	<b>70</b>
		<b>Points allocated for financial evaluation</b>	<b>30</b>
	<b>Total points</b>		<b>100</b>
		Weighting for technical proposal. Weighting for financial proposal.	70 points 30 points
		<b>Minimum points required in Technical Evaluation to qualify final evaluation</b>	<b>50</b>
<b>ONLY TECHNICAL PROPOSALS WHICH RECEIVE A MINIMUM OF (50) POINTS WILL BE CONSIDERED FURTHER.</b>			
<b>Please Note:</b>			
a) Apart from the above criteria the comprehensiveness and quality of the proposals and appropriateness of the institutions will be assessed against the specific TOR. b) References will also be followed up on for each bidder and UNICEF records for previous assignments with UNICEF, if available, will also be considered c) Only at this stage will the Financial Proposal be considered. The price/cost of each of the technically compliant proposals shall be considered using the same methodology. The proposers should ensure that all pricing information is provided in accordance with the Financial Proposal. d) The most-favored proposal shall be selected on the bases of the best overall value to UNICEF in terms of both technical score/merit and price.			
<b>Required Documents for Proposal.</b>	1. Technical Proposal for Market Survey, including work plan, number of personnel and methodology (especially, how to identify		

	<p>additional companies in order to expand the potential companies who can be included in the UNICEF source list and for financial evaluation of potential companies).</p> <ol style="list-style-type: none"> <li>List consisting Names of Personnel for this Market Survey with resume of each personnel (indicating qualifications, certifications and work experiences)</li> <li>Company's Profile Form</li> <li>Past Experience /Survey/ Study – similar work with References/Recommendations Letters from customers (at least three) and a sample of past survey.</li> <li>Company's Personnel list and Personnel Structure /Organization Chart</li> <li>Property and Facility and company's financial report</li> <li>Proof / Statement of Company Establishment/ Company registration certificates.</li> <li><b>Financial Offer:</b> One (1) copy of the financial proposal must be submitted in a separate sealed envelope. The sealed envelope containing the Financial proposal must have the name of the proposer. Pricing information should not appear in any other part of the technical proposal.</li> </ol>																																																																	
<p><b>Annex B-Financial Proposal.</b></p>	<p>Must be submitted in a separate email or separate sealed envelope.</p> <p>Cost breakdown by Cost Component and per Country (This is a sample format Only).</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Description of Role/activity</th> <th>Number of Personnel</th> <th>Total period of Engagement</th> <th>Estimated amount in US dollars (US\$)</th> </tr> </thead> <tbody> <tr> <td colspan="5"><b>I. Personnel Services</b></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total Fees</b></td> <td></td> <td></td> <td></td> <td><b>US dollars (US\$)</b></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="5"><b>II. Out of Pocket Expenses</b></td> </tr> <tr> <td><b>Travel Costs</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Daily allowance</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Communication</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Reproduction</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Equipment Lease</b></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Name	Description of Role/activity	Number of Personnel	Total period of Engagement	Estimated amount in US dollars (US\$)	<b>I. Personnel Services</b>																				<b>Total Fees</b>				<b>US dollars (US\$)</b>						<b>II. Out of Pocket Expenses</b>					<b>Travel Costs</b>					<b>Daily allowance</b>					<b>Communication</b>					<b>Reproduction</b>					<b>Equipment Lease</b>				
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Any other (Specify)				
III. Other Related costs				

[Name and Signature of the Service Provider's]

[Authorized Person]

[Designation]

The total amount of points allocated for the price component is 30. The maximum number of points will be allocated to the lowest price proposal that is received and obtains the minimum threshold points in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price.

Eg:

*30 (maximum points) \* Price of lowest priced proposal*

*Score for price proposal x = -----*

*Price of Proposal x*

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers the best value for money. All prices/rates quoted must be excluded of all taxes as UNICEF is a tax-exempt organization.

#### **ANNEXES:**

- A. Technical Evaluation Criteria and Relative Points.
- B. Financial Proposal.
- C. Supplier Inspection Check list.
- D. Supplier Administrative Evaluation Check list.