

## TERMS OF REFERENCE

*(Re)Branding and digitalisation services for agribusiness SMEs*

*Yerevan, July - Nov 2024*

- **BACKGROUND INFORMATION**

The International Trade Centre (ITC) is the joint technical cooperation agency of the World Trade Organization and the United Nations. ITC is undertaking a 3-year project in Armenia, titled "Building Sustainable Apparel and Agribusiness Value Chains," funded by the Delegation of the European Union of Armenia.

The primary focus of this project is to enhance the competitiveness and sustainable export growth of Small and Medium-Sized Enterprises (SMEs) within the agribusiness and apparel sectors. Additionally, the project aims to strengthen the capacities of Business Support Organizations (BSOs) to provide high-quality services to SMEs. The overarching objectives of the project align with improving international competitiveness, social and environmental sustainability, market expansion, and service delivery in these sectors.

The project is structured around four key outcomes:

Output 1: Capacities of SMEs strengthened to improve international competitiveness and increase value-added production;

Output 2: Capacities of SMEs enhanced to improve social and environmental sustainability;

Output 3: Business opportunities identified, and market linkages created for SMEs to expand sales in international markets;

Output 4: Capacities of BSOs enhanced to deliver effective services to SMEs from agribusiness and apparel sectors.

- **PURPOSE AND SCOPE OF WORK**

With a view on the project mandate, strategies, and objectives, the main purpose of this activity is to enhance visual identity of selected 12 SMEs aimed at supporting their competitiveness in international markets.

Services will include:

- **Branding concept development and logo design**
- **Packaging/Label Design**
- **Flyers and marketing materials design**

These visuals will be used in promotional materials for international trade fairs, websites, and social media platforms to enhance visibility and attract potential partners and investors.

The focus products are: **tea, dried/frozen fruits and vegetables, berries, preserves and juices.**

- **DETAILED TASKS AND DELIVERABLES**

- **Branding concept development and logo design**

**Objective:** Develop branding concept and logos for selected SMEs that embody the company's values, resonate with its target audience (national and international), and are adaptable for online and marketing materials.

**Service Provider Responsibilities:**

- **Branding concept development:** brief guideline for each company/SME regarding brand identity and using an existing or new logo across all online platforms and printed marketing materials, with colours and main and secondary fonts, styles, weights, and when to use them.
- **Logo Design:** The service provider must create at least three initial logos for each SME. The designs should offer a diverse range of options, considering the SME sector's purpose and activity. The logos must align with the company's identity and reflect its selling proposition. The service provider should ensure that the logos are innovative, visually appealing, and easily recognisable.
- **Design Refinement:** The provider will facilitate up to two iterations of revisions on the chosen design (SME - logo selected alternative), focusing on refining specifics such as colour schemes and typographical elements.
- **Approval and Finalisation:** The design will be finalised after the second round of refinements to ensure complete alignment with the company's identity and their approval.
- **Final logo:** The selected logo must be presented in full-colour and monochrome versions to ensure it can be used across different media types. The final logo should be delivered in digital formats (vectorial), including SVG, PNG, and JPEG, to ensure that it can be used at high resolutions and scaled for various applications like social media and the company website.

**Beneficiary SMEs Role:**

- Participate in the reviews and provide feedback on branding concept and the logo designs.
- Company identity and information are to be communicated with the service provider.

**ITC Project Manager's Role:**

- Will closely monitor the logo creation process to ensure that it aligns with the Terms of Reference (ToR) and incorporates the feedback received from the beneficiary company/SMEs.

- **Packaging/Label Design**

**Objective:** Design digital template labels ready to print, including printing schemes/blueprints of the packaging and mock-ups of the designed packages.

**Service Provider Responsibilities:**

**Template creation and finalisation:**

- Design packaging and labels for **4-5 products** in local and English languages
- Refine designs based on company/SME feedback
- Finalise the label design, ensuring it includes all necessary local regulatory information in compliance with local and EU markets. Tasks involve developing the final label design with all required information, including company feedback and approval

- Provide printing schemes/blueprints of the packaging
- Provide mock-ups of the designed packages
- Deliverables are the final label artwork ready for printing/production.

**Beneficiary SME role:**

- Will provide initial package specifications (bottles/Cans and paper bags), give feedback on prototypes, and grant final approval of label design.

**ITC Project Manager role:**

- Will closely monitor the process to ensure that it aligns with the Terms of Reference (ToR) and incorporates the feedback received from the beneficiary company/SMEs.

• **Flyers and Marketing materials design**

**Objective:** Create Flyer/booklet/brochure/leaflet, business cards, email signatures and letterhead design. Develop at least flyer two-pager (in Armenian and English versions) for SMEs, highlighting their products, quality, and identity to engage international and national customers.

**Service Provider Responsibilities:**

- **Brand Identity:** Ensure the brand name and logo are easily recognisable.
- **Product Showcase:** Display the different products offered.
- **Contact Information:** Provide clear contact details for inquiries.
- **Company Story:** Develop brief history of the company, characteristics and selling points of the projects.
- **Photo Shooting:** Provide professional photos for main products (at least 10).
- **QR code:** Develop QR code for the company.
- **Design Considerations:** Use a clean, professional layout with a colour scheme reflecting the company's brand identity.
- **Delivery Format:** Ensure the final design is suitable for printing and online sharing, such as PDF or JPEG formats. Provide at least one flyer two-pager (in Armenian and English versions) for SMEs, highlighting their products, quality, and identity to engage international and national customers.

**Beneficiary SME role:**

- Provide company information, company/product history, and product details.
- Give feedback on the design/content and approve the final version.

**ITC Project Manager role:**

- Monitor the development process to ensure it follows the Terms of Reference (ToR) and includes feedback from the SMEs.

### Summary of the services and number of beneficiaries

COMPANY NAME	i. Branding and logo design	ii. Packaging/ Labels design	iii. Flyers/ Marketing materials
10 SMEs	X	X	X
	X	X	X
	X	X	X
	X	X	X
	X	X	X
		X	X
		X	X
		X	X
			X
			X
<b>TOTAL</b>	<b>5</b>	<b>8</b>	<b>10</b>

### • OUTPUTS AND IMPLEMENTATION PERIOD

The implementation period is July-November 2024.

	Output	Deliverables	Completed by	Payment
2	5 SMEs receive full package of identified and agreed services	Report on delivered services, including copies of all materials and acceptance of act signed by SMEs	In 8 weeks from the signature of the contract	60% upon completion
3	5 SMEs receive full package of identified and agreed services	Report on delivered services, including copies of all materials and acceptance of act signed by SMEs	In 14 weeks from the signature of the contract	40% upon completion

### • TECHNICAL EVALUATION CRITERIA

All proposal will be evaluated against below mandatory technical evaluation criteria on a pass/fail basis. The proposal must meet all the criteria to be qualified for the commercial evaluation. The purchase order will be awarded to the lowest cost technically acceptable vendor.

1. Acceptance of UN General Conditions of Contract for provision of services.
2. Company registration in Armenia.

3. Minimum of 3 years of experience of the company in providing branding design services.
4. Branding design services provided to minimum of 10 SMEs in Armenia.

- **DOCUMENTS TO BE INCLUDED IN THE TENDER SUBMISSION:**

- a) Confirmation of the acceptance of UNGCC.
- b) Company`s registration Certificate.
- c) Minimum 3 references / copies of contract for provision of the same or similar services in the last 5 years.
- d) Minimum 2 CVs for designers, ITC reserves the right to request copies of diploma and references.
- e) Portfolio of similar works.
- f) All-inclusive quote (without VAT). ITC will not bear any responsibility for additional costs if occurred.