

**To:** Offerors  
**Date:** August 29, 2023  
**RFP:** ATI-036  
**From:** Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Program; Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI-036: RFP ATI-036 USAID Zambia Access to Market  
**Due:** 1:00PM EAT (6:00AM EDT) on September 29, 2023,

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the USAID Zambia Access to Market.

- I. RFP Process and deadlines:** This solicitation will result in the award of one (1) firm fixed price subcontract award with a budget range of \$750,000- \$800,000 resulting from the implementation of this Scope of Work (SOW). The subcontract period of performance is estimated to be for One (1) year. **ATI funds will not support construction activities**
- a. Submission of Questions – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on **September 12, 2023**, via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com).
  - b. Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on **September 29, 2023** via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com), copying [ATI\\_PartnershipTeam@dai.com](mailto:ATI_PartnershipTeam@dai.com). The subject line of the email should be your organization name, followed by “Submission under USAID Zambia Access to Market.” Please certify in your submission email a validity period of 60 days for the pricing provided and include your organization’s Unique Entity ID (UEI via SAM.gov). Please limit file submissions to 10 megabytes **or less**.
- II. Composition of Proposal:** The proposal should comprise the following submission documents. Mandatory requirement/documents, Technical Proposal and Cost Proposal. The Cost proposal should be prepared as separate files for independent evaluation, as follows below. Mandatory and Technical proposals should be submitted as a ten (10) page proposal, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in Word or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel; offerors may use Attachment C the attached cost/budget template format.

**Part 1 (a) – Mandatory Requirement**

1. Offeror shall be a Zambian private-sector actor, dully registered and operating in Zambia.
2. Offeror shall provide copy of Certificate of Incorporation or registration document.
3. Offeror shall provide their detailed company profile.

**Part 1 (b) – Technical Proposal**

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Scope of Work (SOW). The approach will clearly indicate how the proposed activities will result in the successful completion of all deliverables and milestones.
2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule. Offerors are permitted to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- Two (2) examples of past performance (i.e., case studies) relevant to this activity (Limited to two (2) pages per example). Examples should be within the last 5 years.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

### **Part 2 – Cost Proposal**

The contract type for the presumptive work will be a Firm Fixed Price (FFP), awarded as a subcontract by DAI Global, LLC. Please include your total proposed fixed price along with details for specific deliverable pricing. Offerors must also include a cost breakdown of the hourly rates for proposed personnel, any other direct costs, indirect costs, and fees if applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. Cost breakdowns included will be utilized to determine price reasonableness. The successful Offeror will need to demonstrate that the proposed rates, fees, etc. are reasonable and will be required to provide documentation during subcontract negotiations to substantiate costs, as needed. **Please provide a copy of your cost proposal in Excel format; offerors should complete the attached budget template provided in “Attachment C: Budget Template.”** please limit file submissions to 10 megabytes or less.

- III. Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI’s estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is

"not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered significantly more important than cost/price factors.**

**1. Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:

**a. Technical Approach (40 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies. The successful offeror shall demonstrate the offeror's strategy to guarantee access and availability of inputs for smallholder farmers, particularly fertilizers during the upcoming planting season. In addition, the potential partner will provide a market-driven business solution for farmers to find markets for their different commodity products during the next harvest season and beyond. Of critical importance for the success of this partnership is to ensure smallholder farmers in Zambia have access to key inputs so they can continue producing food commodities and that those most negatively affected, such as women and youth have an opportunity to increase their resilience amid the current economic situation in Zambia and the continent. Offerors should include in their proposal the data they capture as part of their standard data reporting and any due diligence procedures that will be shared with ATI as part of this activity.

Offerors should include information on additionality to demonstrate what this potential partner will bring to this work, Scale-up and operational plan to show how the potential partner will quickly begin and scale-up operations. Clear monitoring and evaluation approach to monitor performance and document results/impacts, sustainability plan to show how the resources will lead to increased sustainability and resilience of small-holder farmers and partner leverage.

Offerors should include in their proposal the data they are required to capture as part of their standard data reporting and any due diligence procedures that will be shared with ATI as part of this activity.

The activities outlined in the SOW are estimated to take place over a one (1) year period starting on/about October/November 2023, although offerors should propose a timeline commensurate with their technical approach. In response to this solicitation, offerors may propose their own alternate timelines, work plans,

and level of effort associated with the various components of the activity in line with their proposed approach.

- b. Institutional Capacity (35 Points):** Points for this section will be based on information presented in the corresponding section and any submitted past performance case studies. The offeror should demonstrate their knowledge, relevant experience, background including history of the firm, past performance, and products and services they provide and existing infrastructure and equipment critical to the success of this work. The offeror shall demonstrate established partnerships and networks with financial institutions, traders, warehouse operators and producers associations and cooperatives in Zambia. In addition, the potential partners will have already established export markets for main Zambian commodities. Points for this section will be based on offerors' previous experience and demonstrated ability to address the requirements in the SOW in an efficient and results-focused manner.
- c. Management Plan/Staffing Structure (25 Points):** Points for this section will be awarded based on the qualifications of proposed staff (technical and administrative), clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal with partners, the proposal should describe the nature of the arrangement (i.e., added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement the work on-the-ground and coordinate with national and international staff.

- 2. Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

**IV. Offeror's Agreement with Terms and Conditions: Please visit the [ATI](#) website (scroll down to "Terms and Conditions") for RFP Terms and Conditions.**

The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s)



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to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance.

Offerors must provide full, accurate, and complete information in response to this solicitation, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror “responsible” to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a Unique Entity ID (SAM) DAI. Offerors who fail to provide a Unique Entity ID (SAM) will not receive an award and DAI will select an alternate Offeror. **The Unique Entity ID (SAM) must be submitted along with the Technical and Cost Proposals.** A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI’S Vendors, Subcontractors is attached to this RFP.

By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,

**DAI ATI Procurement and Partnerships Team**

[ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)

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