

## Call for Quotations – CfQ

### Provision of training for website and content management

Issued by: *TradeMalta Limited*

CfQ#: *TML/ERDF.03.007/E2a*

Issue Date: *21/02/2020*

Submission Date and Time: *06/03/2020 at 12:00 noon*

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Operational Programme I – European Structural and Investment Funds 2014-2020  
“Fostering a competitive and sustainable economy to meet our challenges”  
Project part-financed by the European Regional and Development Fund  
Co-financing rate: 80% European Union; 20% National Funds



## Section A: Instructions

1. Responses to this CfQ are to be submitted through e-mail on [josianne.vella@trademalta.org](mailto:josianne.vella@trademalta.org). All submissions will be dealt with in strictest confidence.
2. Prices are to be quoted **Duty Delivery Paid** and EXCLUSIVE OF VAT. If the Bidder offers a discount, the discount must be absorbed in the rates in the Financial Bid Form.
3. This is a fee-based contract.
4. The contract will be awarded to the cheapest technically compliant offer.
5. Quotes should be in **Euro** currency.
6. Quotations submitted in conjunction with this Call shall remain valid for a period of 24 weeks after the date of submission.
7. Performance Bond (not applicable).
8. Bid Bond (not applicable).
9. Clarifications can be sought up to the 28<sup>th</sup> February 2020 at 17:00.

Any interpretations, corrections, changes or clarifications will be electronically mailed to all that are known by the Contracting Authority to have received a complete set of Call Documents. For this purpose, it is in the interest of all Bidders to request the Call Documents directly from the Contracting Authority. No responsibility will be taken by the Contracting Authority if Bidder fails to do so.

Requests for clarifications or interpretations of the Call Documents shall be sent by email to [josianne.vella@trademalta.org](mailto:josianne.vella@trademalta.org).

10. The Contracting Authority may, at its discretion, ask any Bidder to clarify items in the submitted quote including breakdown of rates.
11. The Contracting Authority reserves the right to accept or reject any quote and to annul the Call process and reject all quotes at any time prior to the award of the Contract without incurring any liability to the affected Bidders or any obligations to inform the affected Bidders of the grounds for this decision.
12. This contract is co-financed by the European Union, in accordance with the rules of European Regional Development Fund under Operational Programme I (2014-2020).

## **Section B: General Information**

### **1. Purpose**

The purpose of this Call for Quotation (CfQ) is the *provision of training for website and content management*.

### **2. Beneficiary**

The beneficiary, being *TradeMalta Ltd.* is the point of contact for this CfQ. Correspondence is to be sent to:

Project Leader  
*TradeMalta Ltd*  
*The Clock Tower*  
*Level 1, Tigné Point*  
*Sliema, TP 01 Malta*  
*Telephone: +365 2247 2400*

### **3. Project Objectives**

#### **3.1. Scope**

The scope of this CfQ is for the provision of training services aimed at providing 2 - 3 (TWO to THREE) members of TradeMalta's staff with practical skills related to maintaining the Internationalisation Knowledge Platform (<https://www.trademalta.org>).

The contract forms part of an EU-funded project (ERDF.03.007) that TradeMalta is currently implementing. The project's main aim is to develop an Internationalisation Knowledge Platform that provides quality information and capacity-building tools for SMEs interested in trading abroad. The Platform has now been launched and is providing users with access to local and international company directories, market research, self-help tools and online training modules, amongst other services.

The service provider is expected to provide a set amount of contact hours to cover the topics listed in sub-section 3.3.1(a). Another set amount of support hours is to be provided by the service provider so that TradeMalta's staff members may request assistance in maintaining the web platform and putting what they learnt into practice (refer to sub-section 3.3.1(b)).

#### **3.2. Assumptions and Risks**

##### **3.2.1 Assumptions underlying the Project Intervention**

- The service provider has the necessary knowledge to deliver on the Terms of Reference;
- The service provider has the necessary capacity to undertake this contract;
- The service provider will complete the services within the agreed timeframe;

- The service provider has an understanding of the working methodologies of the Public Administration;
- The service provider will follow good ethics whilst carrying out the envisaged tasks;
- The service provider shall adhere to applicable legislation and in line with best practices and industry standards.

### **3.2.2 Risks**

- Necessary arrangements and precautions must be taken in light of any holidays that may occur during the period of execution of the contract.
- Time limits may not be used as a justification for lack of provision. It is expected that the service provider has sufficient organisational capacity to handle the requirements set in these Terms & Conditions and deliver on time.

### **3.3. Terms & Conditions**

The service provider's services are to fall under two main headings: (1) contact hours and (2) support hours. Contact hours refer to the training sessions that are to be prepared and delivered by the service provider in premises which they provide, or as agreed with TradeMalta. Support hours are those which are to be used when TradeMalta's staff requires one-to-one guidance and assistance in carrying out tasks and using software related to the content delivered during contact hours.

The key objective of the training programme is to provide TradeMalta's employees with a set of skills that would be useful in maintaining a web portal, from the technical and creative standpoints. The TradeMalta employees assigned on this task are responsible for maintaining the website and have a postgraduate level of education. Nonetheless, the service provider is to consider that their level of technical knowhow with respect to website management and online marketing is limited.

#### **3.3.1 Content in the training programme**

The service provider is to provide training and guidance as stated in this sub-section.

##### **(a) Contact Hours**

The training programme should include a comprehensive understanding of the following topics/modules:

- **Website maintenance:**
  - File structuring and website organisation
  - Working with software updates and following up on them
  - Basics of WordPress plugins

- Website optimisation to improve the site's performance
- GDPR considerations
- **Content management:**
  - Planning website content and following a style guide
  - Blogging
  - Search Engine Optimisation (SEO) using Yoast Premium
  - Basic image manipulation and the use of stock photos
  - Creating new pages and uploading content on WordPress
- **Online marketing:**
  - Developing an online marketing plan
  - Marketing on social media (Facebook, LinkedIn, etc.)
  - Google Ads
  - Email marketing using Mailchimp
  - Making the best use of Google Analytics to measure website usage

It is estimated that **around 25 contact hours** will be required.

The training modules need to comprise both theoretical and applied learning, ideally utilising relevant case studies and appropriate scenarios. It is also important that the programme addresses the latest technologies available, whilst at the same time taking into consideration the tools and technologies that are currently being used by TradeMalta in connection with the web portal.

The delivery of the training (contact hours) is to be carried out at premises provided by the service provider or as agreed with TradeMalta. Training rooms are to be equipped with both classroom equipment, such as projectors and a whiteboard, as well as the necessary technology required to teach the skills specified in the proposed training programme.

#### **(b) Support Hours**

Following the delivery of each topic/module, TradeMalta's staff may request one-to-one assistance in carrying out tasks and using software which is related to the content delivered during the contact hours.

The service provider is to make trainers available to TradeMalta's staff to guide and assist them in maintaining the web portal.

It is estimated that **around 15 support hours** will be needed.

**NOTE:** *The allocation of contact hours and support hours is an estimate. These hours may be shifted between contact and support with TradeMalta's approval, however the total number of hours (contact + support) cannot be less than 40 hours.*

*The full training package (contact and support hours) need to be delivered by the end of the contract implementation period.*

### **3.4. Project Management**

#### **3.4.1 Responsible Body**

TradeMalta Ltd.

#### **3.4.2 Location**

Malta

#### **3.4.3 Commencement Date & Period of Execution**

The intended commencement date is upon las signature of the contract and the period of execution of the contract is of **3 months** upon completion of all deliverables.

#### **3.4.4 Payment**

Payment will be made at the end of the contract once the full training programme has been delivered, and against an invoice.

#### **3.4.5 Personnel**

The Service Provider is to propose a Project Coordinator able to communicate fluently in the English language to carry out the activities as per the below minimum requirements:

##### **Key Expert – Project Coordinator**

Responsibilities:

- Act as the contact person between the Contracting Authority and the service provider;
- Be responsible for the overall coordination and execution of all the activities envisaged under the contract;
- Prepare a log and final report as outlined in sub-section 3.6.2 of these Terms & Conditions.

#### **3.6.2 Reporting**

The Service Provider is to submit the following reports, which are additional to any requirements established within this section 3:

- The Service Provider is to deliver a final report upon completion of all contact and support hours, detailing the training that was provided and the targets that were reached in relation to these Terms & Conditions.
- The Service Provider is to keep a log of the contact hours delivered including topics covered and attendance.
- The Service Provider must also submit a detailed log of the support hours that have been used by TradeMalta. The log should include a brief description of each activity and the time taken to complete them, with a balance of used and remaining hours clearly shown.

The log is to be updated throughout contract implementation and TradeMalta may request the latest version at any point prior to the completion of all services in this contract.

## **Section C - Details of information requested**

The Contracting Authority is asking interested Economic Operators to submit a response containing the following:

### **1 General Economic Operator Information**

- 1.1 Declaration concerning exclusion grounds – Form C1.1 attached;
- 1.2 Company Information Sheet – Form C1.2 attached;
- 1.3 Project Coordinator's CV.

### **2 Quote Documents**

The submitted quote document shall comprise the following:

- 2.1 A proposed training schedule to be delivered based on the requirements provided in Section 3.3 (Terms & Conditions);
- 2.2 A completed and signed financial bid form – Section E.

**Failure of any Bidder to comply with all the above requirements shall constitute sufficient grounds for the disqualification of the respective offer.**

**C1.1 DECLARATION CONCERNING EXCLUSION GROUNDS**

**Quote for the Provision of Training for Website and Content Management**

I hereby declare that I do not fall under any of the grounds listed under Part VI of LN352/2016.

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Signature

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Name of Company

**C1.2 COMPANY INFORMATION SHEET**

**Quote for the Provision of Training for Website and Content Management**

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel Number: \_\_\_\_\_

Email: \_\_\_\_\_

No. of full-time employees to be engaged on the project: \_\_\_\_\_

Name and contact details of person who will be responsible for this project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of Director: \_\_\_\_\_

Date: \_\_\_\_\_

**Section E – Financial Bid Form (Fee-based)**

Item	Provision of Training for Website and Content Management (TML/ERDF.03.007/E2a)	Total including Taxes, Other Duties, & Discounts <u>but</u> Exclusive of VAT
		Amount in EURO (€)
A	<i>Contact Hours - Fee per hour (excl. VAT)</i>	
B	<i>Support Hours - Fee per hour (excl. VAT)</i>	
C	<b><i>Total contract amount (40 hrs of training services)</i></b>	

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Name of Company*

\_\_\_\_\_  
*Date*