

CONTRACT AWARD INFORMATION – CONSULTANCY SERVICES

Marketing and Branding of Micro, Small, and Medium-sized Enterprises in CARICOM

1. **Summary of Scores:**

Names of Shortlisted Consultants	Country	Technical Proposal Scores						Financial Proposal Prices		Total Combined Score (QCBS)	Final Rank
		Specific Experience (points)	Methodology (points)	Key Experts (points)	Knowledge Transfer (points)	National Experts Participation (points)	Total (100)	Submitted Price (currency)	Evaluated Price (currency)		
<i>Steppingstone LTD, MINVES N.V. and Space Marketing and Solutions N.V. (Joint Venture)</i>	Trinidad & Tobago and Suriname	30	40	27	N/A	N/A	97	EUR 260,000	EUR 260,000	N/A	1
The Competitiveness Company	Jamaica	20	16	24	N/A	N/A	60	N/A	N/A	N/A	2

2. **Name of Successful Consultant:** *Steppingstone LTD, MINVES N.V. and Space Marketing and Solutions N.V. (Joint Venture)*

3. **Successful Proposal's Price:** EUR 260,000 (Two hundred and sixty thousand Euros)

4. **Commencement Date of Contract:** 9th September 2024

5. **Duration of Contract:** 7 months

6. **Summary Scope of Contract:**

The objective of the consultancy is to undertake market research with the view of developing marketing, branding and export strategies for up to 60 Micro, Small, and Medium Enterprises (MSMEs) across various economic sub-sectors; establish the creation of digital assets to increase the visibility of MSME firms while building capacity within Competitiveness Unit Suriname (CUS) to attain market intelligence of Barbados, Guyana and Trinidad and Tobago.

The consultancy firm will work with CUS to conduct market research and gather market intelligence to develop an effective export strategy and a marketing and branding strategy to assist Suriname MSMEs in gaining access to key target markets within the CARICOM region. The team of experts will be responsible for designing the aforementioned strategies for 60 firms to be selected according to established criteria. While the proposed criteria for selection will be determined following initial consultations with stakeholders in preparation for the inception report, consideration should be given to enterprises that specialize in the production of eco-friendly/sustainable/green products.

Note: Selection Method: Quality-Based Selection (“QBS”)

Minimum Technical Proposal Score required to open Financial Proposal: 75

If QCBS Technical / Financial weighting: N/A