

CONTRACT AWARD NOTICE

IMPLEMENTING AGENCY: JAMAICA SOCIAL INVESTMENT FUND
IMPLEMENTING AGENCY ADDRESS: 11 OXFORD ROAD, KINGSTON 5, JAMAICA
DONOR AGENCY: WORLD BANK
DONOR PROJECT: SECOND RURAL ECONOMIC DEVELOPMENT INITIATIVE (REDI II) PROJECT
LOAN NUMBER: 90170
WORLD BANK NUMBER: C19000

PROJECT NAME: Consultancy Firm for Community-Based Tourism Awareness Campaign, Social Media Strategy, and Content Development through the Tourism Marketing Development Support Project of behalf the Tourism Product Development Company (TPDCo.)

PROCUREMENT METHODOLOGY: National Competitive Bidding

SELECTION METHOD: Consultant Qualification Selection (CQS) Method

SCOPE OF CONTRACT: The objective of this project is to support the marketing development of targeted community tourism enterprises (CTEs) by improving the capacity of these enterprises and their representatives through appropriate training programmes, increasing the visibility of the enterprises through targeted marketing strategies and website development and optimization, and mentorship to promote knowledge- and skills-transfer to enterprises.

CONTRACT DURATION: Eleven (11) months.

AWARDED BIDDER: TROVE TOURISM DEVELOPMENT ADVISORS LLC

ADDRESS OF BIDDER: 30-10 41st Avenue, Queens, NY 11101, USA

AWARDED BID PRICE: USD 174,768.00

AVERAGE COMBINED SCORES: 95

EVALUATED CONSULTANTS	TECHNICAL SCORE	REASON FOR REJECTION
A-Z Information Jamaica Limited	General Comments: Consultant achieved an overall score of <u>76.3/100</u> Criterion 1.1: Company is registered and has been established for more than 3 years. 15/15 Criterion 1.2: Organizational capacity reflects a complement of technical staff to support Consultancy Services needed for the assignment. Administrative support not demonstrated. 11.3/20	

	<p>Criterion 2.1: Firm has designed, supervised and managed at least seven (7) tourism developments, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years. 40/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has experience in similar communities. 5/5</p>
Brangenic Limited	<p>General Comments: Consultant did not achieve minimum pass score of 75, Consultant achieved an overall score of <u>68.7/100</u></p> <p>Criterion 1.1: Company has been established for more than 3 years but has not demonstrated registration. 8/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical staff to support Consultancy Services needed for the assignment. Administrative support not adequately demonstrated. 15 /20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least seven (7) marketing, tourism training, community- based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years, but has not shown any market research 36.7/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has experience in similar communities. 4/5</p>
CH Business Consulting & Monstros (Joint Venture)	<p>General Comments: Consultant achieved an overall score of <u>82.7/100</u></p> <p>Criterion 1.1: Company has been established for more than 3 years but has not demonstrated registration. 8/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical staff to support Consultancy Services needed for the assignment. Administrative support not adequately demonstrated. 15 /20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least ten (10) tourism development, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years. 55/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has little experience in similar communities 0.7/5</p>
Digita Global Marketing Limited	<p>General Comments: Consultant did not achieve minimum pass score of 75, Consultant achieved an overall score of <u>66.7/100</u></p> <p>Criterion 1.1: Company is registered and has been established for more than 3 years. 15/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical and administrative staff to support Consultancy Services needed for the assignment 20/20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least four (4) tourism development, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years 25/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has little experience in similar communities 1.7/5</p>
Engine Room Limited	<p>General Comments: Consultant achieved an overall score of <u>76.3/100</u></p> <p>Criterion 1.1: Company is registered and has been established for more than 3 years. 15/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical and administrative staff to support Consultancy Services needed for the assignment 20/20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least ten (10) tourism development, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years, but has not shown work in similar communities. 51.7/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has little experience in similar communities. 1.3/5</p>
Face Marketing Limited	<p>General Comments: Consultant achieved an overall score of <u>79/100</u></p>

	<p>Criterion 1.1: Company is registered and has been established for more than 3 years. 15/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical staff to support Consultancy Services needed for the assignment. Administrative support not adequately demonstrated. 17/20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least seven (7) tourism developments, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years. 40/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 5/5</p> <p>Criterion 3.2: Firm has little experience in similar communities. 2/5</p>
Zalt Consultancy Limited	<p>General Comments: Consultant did not achieve minimum pass score of 75, Consultant achieved an overall score of 58.3/100</p> <p>Criterion 1.1: Company is registered and has been established for more than 3 years. 15/15</p> <p>Criterion 1.2: Organizational capacity reflects a complement of technical staff to support Consultancy Services needed for the assignment. Administrative support not adequately demonstrated. 15.3/20</p> <p>Criterion 2.1: Firm has designed, supervised and managed at least four (4) tourism development, marketing, tourism training, community-based tourism (CBT) or rural enterprise development projects of similar nature in the past three (3) years. 20/55</p> <p>Criterion 3.1: Firm has experience in Jamaica or Region 4.7/5</p> <p>Criterion 3.2: Firm has experience in similar communities. 4.3/5</p>