



THE KAIZEN COMPANY

RFP Issuance Due Date: April 18, 2024

Questions Due Date: April 22, 2024

Proposal Submission Due Date: April 25, 2024

Anticipated Start Date: May 15, 2024

SUBJECT: Request for Proposals (RFP) No RFP/KZN/LAA – 007 Photography and Videography Services

KAIZEN, A TETRA TECH COMPANY is seeking proposals from qualified organizations interested in providing the services described in the attached Request for Proposals (RFP).

The purpose of this Request for Proposal (“RFP”) is to invite qualified organizations to submit a proposal for providing on demand photography and videography services, outlined more fully in Section III.

THE KAIZEN COMPANY intends to issue an annual Blanket Agreement with vendors who demonstrate that they have the capacity to deliver quality technical assistance and are the most responsive to the requirements of the RFP.

The remainder of this RFP provides additional information that will allow an offeror to understand the scope of the effort and develop a proposal in the format desired by THE KAIZEN COMPANY.

Issuance of this Request for Proposal (RFP) does not constitute an award commitment on the part of THE KAIZEN COMPANY. THE KAIZEN COMPANY reserves the right to reject any offer received in response to this request. THE KAIZEN COMPANY shall not be liable for any costs incurred by Offeror in the preparation and submission of proposal.

The information presented in this RFP is furnished solely for the purpose of assisting the offeror in making its own evaluation of the Scope of Work and does not purport to be all-inclusive or to contain all the information you may require. This RFP is not an offer by THE KAIZEN COMPANY to contract, but rather an attempt to establish a common framework for THE KAIZEN COMPANY to evaluate potential suppliers. The offeror should make its own investigations, projections, and conclusions to verify independently the information contained in this RFP, and to obtain any additional information that it may require, prior to submitting a proposal.

All questions, comments, requests for clarifications must be sent in writing to akoontz@thekaizencompany.com, aster.yihdego@learningproject-analytics.com, and EthiopiaLAA@tetrattechinc.onmicrosoft.com in cc no later than the date and time indicated above. Questions will not be entertained after this date.

If substantive questions are received which affect the response to the solicitation or if changes are made to the closing date and time as well as other aspects of the RFP, this solicitation will be amended. Any amendments to this solicitation will be issued and posted on the Kaizen procurement opportunities website. The worldwide web address is <http://www.thekaizencompany.com>. Offerors are encouraged to check this website periodically.

Thank you for your interest and we look forward to your participation.

Sincerely,

Aster Yihdego, Director of Finance and Operations
Ethiopia Learning Analytics Activity

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Statement of Work (SOW)

I. Background

Ethiopia Learning Analytics Activity is designed to bolster the capacity of USAID/Ethiopia to work towards a Mission-wide systematic and intentional approach to learning. The Activity will improve data management and help the Mission to make timely decisions in program design and implementation. The Activity will enable wider collective impact of USAID and other partners - thereby better meeting the Development Objectives outlined in the Mission's Country Development & Cooperation Strategy (CDCS). This is a five-year Activity that ends in April 2028.

As part of its work, the Ethiopia LAA project will be holding public meetings which need to be recorded in photo and video format. The selected photographer would be expected to provide 1 or half days of service photographing the proceedings and providing promotion-worthy pictures.

Similarly, the selected videographer would take video of the meeting proceedings over the course of one day and provide a finished product between 30 seconds to 2 minutes long. The end product would use footage captured during the event. The videographic services include the provision of high-quality videos with proper voice editing, music, and closed captioning in English or Amharic.

II. Objectives

As part of its work, the Ethiopia LAA project will be holding public meetings which need to be recorded in photo and video format. The Activity is seeking qualified photographers and videographers.

The selected photographer will provide either a full or half-day service capturing the event proceedings and delivering high-quality, promotion-worthy photographs.

Similarly, the selected videographer will record the meeting proceedings throughout a single day and produce a final video ranging from 30 seconds to 2 minutes in length. The final product will utilize footage captured during the event and will include professional voice editing, music, and closed captioning in either English or Amharic.

III. Activities and Deliverables

The selected vendor will be responsible for the following:

1. Photo Editing:

- **File Formats:** Specific compatibility requirements for various file formats (JPEG, PNG, RAW) to ensure flexibility in handling different media.
- **Resolution Requirements:** High-resolution outputs suitable for both digital and print materials, ensuring clarity and quality.

2. Video Editing:

- **Resolution and Frame Rate:** Specify desired video resolution (1080p, 4K) and frame rate to meet quality standards for various platforms.
- **Revision Process:** Clear revision process for edits and feedback loops, ensuring the final video aligns with project expectations.

3. Illustrations:

- **File Formats:** Required file formats for illustrations (e.g., AI, SVG, EPS) to ensure compatibility with different design tools.
- **Color Palette:** Work with an approved color palette and any specific color requirements for illustrations.

4. Editing - Voice Over:

- **Voice Talent Specifications:** Voice talent, including tone, accent, and language proficiency, to match the project's target audience.
- **Script Coordination:** Coordination between voice-over and script content for seamless integration.
- **Delivery Format:** Specify the preferred format for voice-over files (MP3, WAV) and ensure compatibility with multimedia platforms.

5. Editing with or without Subtitles:

- **Subtitle Style Guidelines:** Clearly articulate the preferred subtitle style, including font type, size, color, and positioning, for consistency across all edited content.
- **Timing and Synchronization:** Synchronization requirements between subtitles and audio, ensuring accurate timing and alignment.
- **Localization Options:** If applicable, capabilities for translating subtitles into different languages to cater to diverse audiences.

IV. Duration and Location

Duration: The duration of this contract will be 12 months, with the option for renewal based on performance and mutual agreement.

Location: The location of services will be **Addis Ababa, Ethiopia** with communication via email.

Submission Information

V. Submission Information

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure completed forms, along with a copy of your legal registration, are included with the technical proposal otherwise your proposal may be rejected.

1. This RFP is issued as a public notice to ensure that all interested, qualified and eligible organizations legally registered for business in Ethiopia have a fair opportunity to submit proposals. Qualified international firms should have local experts available to provide these services.
2. The Offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.

Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.

3. Proposals shall be written in English. Cost proposals shall be presented in **Ethiopian Birr**.
4. Proposals must remain valid for a minimum of **120 days**. The Offeror may submit its proposal by the following means:

Electronically – Internet email with up to two (2) attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: akoontz@thekaizencompany.com, aster.yihdego@learningproject-analytics.com, and EthiopiaLAA@tetrattechinc.onmicrosoft.com in cc.

5. The person signing the Offeror's proposal must have the authority to commit the Offeror to all the provisions of the Offeror's proposal.
6. The Offeror should submit its best proposal initially as THE KAIZEN COMPANY intends to evaluate proposals and make an award without discussions. However, THE KAIZEN COMPANY reserves the right to conduct discussions should THE KAIZEN COMPANY deem it necessary.
7. Proposals must be clearly and concisely written and must describe and define the Offeror's understanding and compliance with the requirements contained in the STATEMENT OF WORK. All pages must be sequentially numbered and identified with the name of the Offeror and the RFP number.

PART A: TECHNICAL PROPOSAL

The technical proposal shall be straightforward and concise, outlining in sequence, how the Offeror intends to carry out the technical requirements under each main activity.

Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts and tables may be used as appropriate but will not be considered part of the page limitation. Key personnel resumes, bio-data sheets, references, and dividers are not

included in the page limitation. No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.

1. Organizational Information:

- Organization's legal name
- Contact name and position or title
- Organization's E-mail address, physical address, and telephone number
- Copy of legal registration for business in Ethiopia

2. Technical Approach: In a narrative – not to exceed two (1) page – the Offeror will demonstrate its understanding, ability, and overall approach to performing the requirements described in the Scope of Work, Activities and Deliverables.

3. Capability Statement: A narrative – not to exceed one (1) page – that explains the Firm's capability to perform the scope of work, activities, and deliverables. The Offeror will demonstrate it has the necessary capabilities in place to successfully comply with the contract requirements and to accomplish the expected results. It will demonstrate it has the in-house resources e.g. personnel, to provide the required services. A description of relevant personnel training and qualifications, including CVs for key individuals, where applicable. CVs are not included in the 3-page length limit.

4. Past Performance: The Offeror will submit samples of current and past similar work and assignments completed in the past five years that were similar in size, scope, and complexity – preferably in areas listed in the SOW.

5. References: References from a minimum of two (2) clients worked with in the past two years on activities similar to this scope of work. Include the contact information: company or organization, name, phone number and email.

6. Personnel/Staffing: Not to exceed two (2) pages, the Offeror will identify, in summary format of 2-3 sentences, the names, anticipated positions of the key team leaders and essential personnel proposed to perform the requirements of this scope of work, activities & tasks and deliverables. The narrative will include the percentage of staff time of principals and managers on this activity. CVs (not to exceed two (2) pages) that clearly describe education, experience and professional credentials and biodata forms will be completed and attached for the proposed personnel. These pages do not count toward the page limitation for this section.

No cost information shall be included in the technical volume.

PART B: COST PROPOSAL

The Offeror will propose costs it believes are **allowable** (per Part 31 of the FAR), **realistic** and **reasonable** for the work in accordance with the Offeror's technical approach. The Offeror shall provide a detailed, itemized budget based on cost elements described below.

The detailed cost proposal will include the following:

- a) Itemized services providing a breakdown of all services offered, including design, printing, and multi-media production, etc. as laid out in Section III above. Each service should be clearly outlined with a specific description of what each entail.
- b) Revision Policy to detail any policies regarding revisions or edits. Specify whether a certain number of revisions are included in the cost or if additional revisions will incur extra charges.
- c) Delivery Schedule: Provide an estimated delivery schedule for completed work. This should include turnaround times for different deliverables.
- d) Payment Terms: Clearly state the payment terms, including any upfront deposits, milestone payments, or payment upon completion. Specify accepted payment methods and any applicable taxes or fees.
- e) Optional Add-Ons: Offer any optional add-on services and their associated costs. This could include rush delivery, additional rounds of revisions, or other supplementary services.
- f) Indirect costs if any.

Provide in the Budget Narrative section, a concise description and justification for each line-item cost. Be sure to include data and/or methodologies to support cost estimates. The cost proposal must align with the technical volume in order to be deemed realistic or reasonable.

The Budget Narrative shall be presented in such a way as to be easily referenced from the budget and should provide sufficient information so that THE KAIZEN COMPANY may review the proposed budget for reasonableness, realism, and allowability.

All projected costs must be in accordance with the organization's standard practices and policies.

Offers including budget information determined to be unreasonable, unrealistic, unallowable, incomplete and/or unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported may be deemed unacceptable.

Guidelines:

1. Cost proposals from Offerors shall be presented in Ethiopian Birr.
2. Offer must be inclusive of any applicable taxes such as VAT/GST or other.
3. If the Offeror proposes a fringe benefit rate on salaries, it must be supported by an established written policy. Please provide a detailed explanation in the budget narrative.

4. For employee salaries (if applicable) – List employee name (when identified), functional position and duration of assignment (in terms of person days) and daily rate. The daily rate is derived by dividing base annual salary exclusive of fringe benefits, incentives, bonuses, overtime, allowances, and differentials by 260 days.

VI. Evaluation Criteria

THE KAIZEN COMPANY will select the offeror whose proposal represents the best overall value to THE KAIZEN COMPANY in terms of the selection criteria specified below. Offerors who do not follow the instructions in this RFP may be disqualified from consideration.

Offers must first meet the mandatory requirements before their technical and cost proposals will be reviewed. Those bids not meeting the mandatory requirements will be automatically rejected.

The mandatory requirements are:

	MANDATORY REQUIREMENTS	MEETS REQUIREMENT
1.	Legally registered to do business in Ethiopia – Offeror shall provide a copy of its registration document with the technical proposal.	YES/NO
2.	Pass THE KAIZEN COMPANY’s Responsibility Determination. THE KAIZEN COMPANY will check to make sure that final offer is not listed under terrorism list of U.S. Treasury Department, United Nations and that it is not listed as an excluded party under the System for Award Management www.sam.gov	YES/NO
3	Must have a legal registration in the country of operation	YES/NO

Once offerors are deemed to have met the above requirements, their technical volumes will be evaluated based on based on the following weighted categories. Only technical offers whose proposals meet the minimum required score will have their cost proposals opened and evaluated by Kaizen.

Award will be made to the offeror who represents the best value to Kaizen. Offers will be evaluated using a trade-off method.

Technical factors are considered significantly more important than cost factors. If Kaizen determines that competing Technical Proposals are essentially equal, cost/price factors may become the determining factor in source selection. Further, Kaizen may award to a higher priced Offeror if a determination is made that the higher technical evaluation of that Offeror merits the additional cost and results in the best value for the US government. Kaizen may also award to

other than the highest technically rated Offeror with a lower price. Kaizen may choose to make no award.

Criteria Technical Proposal (implementation work plan)	Technical Proposal Percentage 100% (maximum)
Approach and Quality Assurance: The proposal will be evaluated based on an outline of the workflow, including pre-production, production, and post-production phases; the clarity of quality and assurance measures, team expertise and collaboration; details on how the vendor intends to ensure high-quality output, including equipment, techniques, and best practices. (40%)	
Past Performance: Evaluation will consider the vendor's relevant experience, client references, and project portfolio to assess their track record in delivering high-quality work on time and satisfying clients in similar projects. (30%)	
Timeline and Delivery: The proposal's assessment will focus on the feasibility of the proposed timeline, provision of a detailed production schedule, indicating timeline for editing, reviews, and timely delivery of final products. Commitment to effective communication and updates throughout. (30%)	

VII. General Terms and Conditions

2. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VIII, Evaluation Criteria.
3. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Offerors are informed that THE KAIZEN COMPANY complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit, or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. THE KAIZEN COMPANY shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the System for Award Management (www.sam.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

4. TERMS AND CONDITIONS

Offerors are responsible for review of the terms and conditions described.

5. CONTRACT MECHANISM

THE KAIZEN COMPANY is anticipated to award a **Blanket Agreement** to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously. Based on the merits of the offers received, THE KAIZEN COMPANY reserves the right to award more than one subcontract.

6. WITHDRAWALS OF PROPOSALS

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by a vendor or his/her authorized representative if the representative's identity is made known and if the representative signs a receipt for the proposal before award.

7. RIGHT TO SELECT/REJECT

THE KAIZEN COMPANY reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. THE KAIZEN COMPANY also reserves the right to reject any or all proposals received without explanation.

8. DUE DILIGENCE PROCESS

Any selected firm may be required to complete a Financial Pre-Award Risk Assessment in order for THE KAIZEN COMPANY to ascertain that the organization has the capacity to perform successfully under the terms and conditions of the proposed award. As part of the Pre-Award Risk Assessment process, the firm will also be requested to submit a financial audit report from the previous fiscal year. In addition, payroll records and other financial information may be requested to support budgeted costs.

9. CLIENT PRIOR APPROVAL

Based on the amount of the final award and the type of contractual mechanism, the selected Offeror may be subject to funding agency approval before a subcontract can be awarded. Therefore, organizations are reminded that there may be delays for this process to be completed. In addition, should such approval not be given, this subcontract cannot be awarded.

10. DISCLAIMER

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate THE KAIZEN COMPANY to accept any of the submitted proposals in whole or in part, nor is THE KAIZEN COMPANY obligated to select the lowest priced proposal. THE KAIZEN COMPANY reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. THE KAIZEN COMPANY has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contract. Only the

execution of a written contract shall obligate THE KAIZEN COMPANY in accordance with the terms and conditions contained in such contract.

11. REQUEST FOR PROPOSAL FIRM GUARANTEE

All information submitted in connection with this RFP will be valid for 120 (one hundred twenty) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

12. OFFER VERIFICATION

THE KAIZEN COMPANY may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

13. FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

14. CONFLICT OF INTEREST

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of the country of performance.

Failure to provide full and open disclosure may result in THE KAIZEN COMPANY having to reevaluate selection of a potential vendor.

15. RESERVED RIGHTS

All RFP responses become the property of THE KAIZEN COMPANY, and THE KAIZEN COMPANY reserves the right in its sole discretion to:

- Disqualify any offer based on Offeror failure to follow solicitation instructions.
- Waive any deviations by vendors from the requirements of this solicitation that in THE KAIZEN COMPANY's opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
- Extend the time for submission of all RFP responses after notification to all vendors.
- Terminate or modify the RFP process at any time and reissue the RFP to whomever THE KAIZEN COMPANY deems appropriate.
- Issue an award based on the initial evaluation of Offerors without discussion.
- Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.

- Not compensate Offerors for preparation of their response to this RFP.
- Not guarantee that THE KAIZEN COMPANY will award a subcontract based upon the issuing of this RFP.
- Award a subcontract to more than one Offeror for specific parts of the activities in the RFP.

16. BRANDING POLICY AND STRATEGY

Branding Strategy Implementation and Marking under this contract must comply with the “USAID Graphics Standards Manual” available at <http://www.usaid.gov/branding> and any successor branding policy as detailed in the Automated Directive System (ADS) Chapter 320.

Anticipated Elements of Marking Plan: Deliverables to be marked include products, equipment and inputs delivered; places where activities are carried out; external public communications, studies, reports, publications, and informative and promotional products; and workshops, conferences, learning events, and any such events. Disclaimers will be used in the case of materials whose publication USAID is funding but not fully supporting in its contents and should read: This study/report/Web site (specify) is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this (specify) are the sole responsibility of (name of organization) and do not necessarily reflect the views of USAID or the United States Government.

Branding and Marking Requirements: Contractors must adhere to USAID ADS 320, which contains policy directives and required procedures on branding and marking USAID-funded programs, projects, activities, public communications, and commodities with the USAID “Standard Graphic Identity” (or “USAID Identity.”) The use of the USAID Graphic Standards Manual is compulsory for all contractors producing communications and program materials funded by USAID. Contractors can download a copy on the USAID Web site. More information can be found online at <http://www.usaid.gov/branding/acquisition-awards>

17. USAID DISABILITY POLICY (December 2004)

The Offeror will ensure compliance with USAID Disability Policy (December 2004). Following are the elements:

- a) The objectives of the USAID Disability Policy are (1) to enhance the attainment of United States foreign assistance program goals by promoting the participation and equalization of opportunities of individuals with disabilities in USAID policy, country and sector strategies, activity designs and implementation; (2) to increase awareness of issues of people with disabilities both within USAID programs and in host countries; (3) to engage other U.S. government agencies, host country counterparts, governments, implementing organizations and other donors in fostering a climate of nondiscrimination against people with disabilities; and (4) to support international advocacy for people with disabilities.

The full text of the policy paper can be found at the following website: <http://www.usaid.gov/about/disability/DISABPOL.FIN.html>

USAID through Kaizen via service providers, therefore, requires that the service provider not discriminate against people with disabilities in the implementation of USAID programs and that it makes every effort to comply with the objectives of the USAID Disability Policy in performing the contract. To that end and within the scope of this contract, the service provider's actions must demonstrate a comprehensive and consistent approach for including men, women, and children with disabilities.