

Request for Proposal

**Developing Brochure Content and
Designing of the Brochure
for
Asian Productivity Organization (APO)**

Offers are invited from reputed and experienced Agency/Company/Firm for developing marketing content for the Asian Productivity Organization (APO) brochure and designing of the same for print and using digital publishing tool.

Issued on: 28 June 2017

Last Date for Submission: 07 July 2017; 11:30 AM (Japan Time)

S. No	Particulars	Details
1	Document reference number	APO/IPR/PRM/1/06-17
2	Date of issue of RFP	28 June 2017
3	Last date for seeking clarification through email	03 July 2017; 04:30 PM (Japan Time)
4	Clarification response by IPR Team through email	04 July 2017; 04:30 PM (Japan Time)
5	Last Date & Time for submission of proposal	07 July 2017; 11:30 AM (Japan Time)
6	Award of project order	By 14 July 2017
7	Email address for submission of proposal	To: YFujimoto@apo-tokyo.org cc: sparth@apo-tokyo.org
8	Subject Line for submission of proposal	Developing Brochure Content and Designing for APO/ company name
9	APO Website	http://www.apo-tokyo.org/

Background

Established in 1961, APO is an intergovernmental organization with the mission of contributing to the socioeconomic development of the Asia-Pacific region through productivity promotion. The current membership comprises 20 economies: Bangladesh, Cambodia, Republic of China, Fiji, Hong Kong, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

The APO supports its member countries through capacity-building efforts such as training courses, workshops, seminars, and other activities to enhance productivity. In serving its members, the APO performs five key roles: Think Tank, Catalyst, Regional Adviser, Institution Builder, and Clearinghouse for Productivity Information.

Focus Area

Considering the changing dynamics of the new-age economy and the fast changing technology, particularly the way Information Technology is driving new trends and altering business models and the way things are done, the APO is focusing on four key areas to help member countries improve productivity.

1. Smart Agriculture
2. Smart Industry
3. Smart Services
4. Smart Public Sector

Note: Detailed information will be shared with the Agency/Company/Firm whom the project is assigned during the Phase 1 as explained in the section *Project Phase*.

Types of Activities

While the APO activities target a diverse group of productivity stakeholders, its objective is to provide practical training through a combination of: 1) lectures by experts; 2) field visits to factories, farms, and facilities for observation of actual applications; and 3) country reports by participants for the sharing of experiences. The APO projects are intended to be as immediately useful and applicable to participants as possible, and the participants are expected to create multiplier effects by disseminating their newly acquired knowledge and understanding to others in their home countries.

Scope of Work

- 1. Conceptualize:** Developing the overall concept of the Brochure that reflects the nature of the APO as an intergovernmental organization, its core strength, focus area and spirit of innovation. The concept design should be original and contemporary and the Agency/Company/Firm can suggest the size, number of pages and format for the same. The APO will prefer a size and format that is easy to carry and reader friendly with visual display and lots of white space. The overall concept should also ensure that the Brochure is equally compelling on different media and devices (such as tablets and smart phones), given that more and more users are accessing digital content on the new-generation platforms and devices.
- 2. Content Development:** Copy writing of key corporate messages, high points, and engagement messages. The brochure content will also include brief history of the APO, notes on its important programs, focus area, key people, partnership, member countries and messages on why other organizations and countries should engage with the APO. The tone and language of the content should be official, but the language can be lucid for ease of reading and simple to comprehend.
- 3. Designing:** Converting the concept to design, layout and development of other elements, including cover, infographics, illustrations, icons etc. as might be needed to suit the content requirement.

Project Phases

Phase 1 (Common for Content & Design): *Discovery.* The Agency/Company/Firm will arrange a kick-off discussion with the APO-IPR team to understand the messages, important programs, focus area and other such details that might be relevant and important for the development of the content and design concept. The kick-off discussion will also aim to enable the Agency/Company/Firm finalize the creative and technical requirements of the project for developing a comprehensive Creative Brief and project schedule.

Phase 2 (Content Development): *Draft Content* The Agency/Company/Firm will develop content, including messages, about the APO, the history of the APO, notes on important

programs, focus area, key people, partnership, member countries and messages on why other organizations and countries should engage with the APO, and other such points that may be necessary to tell and sell the APO story and motivate stakeholders to actively engage with the APO.

Phase 2 (A): *Concept Refinement.* Refinement of messaging and content style will include up to two rounds of APO-requested revisions.

Phase 3 (Design Development): *Concept* The Agency/Company/Firm will design three concept options, showing overall thematic direction, copy layout and type styles, general color palette, image treatment, infographics, etc. based on the messaging.

Phase 3 (A): *Concept Refinement.* Refinement will include up to two rounds of APO-requested revisions of the selected design concept.

Phase 4: *Production.* The Agency/Company/Firm will apply the approved design and messaging to create the draft Brochure design.

Phase 4 (A): *Design Refinement.* Refinement will include up to three rounds of APO-requested edits and minor refinements in design and other elements, including proof reading delivered as PDF files.

Phase 5: *Delivery.* The Agency/Company/Firm will prepare the final approved document for printing and handover (1) final design (in PDF) for printing and for upload online and (2) final design files and other elements in open editable and usable format (in InDesign, PSD, EPS, and AI formats).

Timelines

S. No	Deliverables	Timeline
1	Phase 1 (Common for Content & Design): Discovery	T + 7 days
2	Phase 2 (Content Development): Draft Content	10 days from #1
3	Phase 2 (A): Concept Refinement	5 days from #2
4	Phase 3 (Design Development): Concept	10 days from #1
5	Phase 3 (A): Concept Refinement	5 days from #4
6	Phase 4: Production	3 days from #5
7	Phase 4 (A): Design Refinement	3 days from #6
8	Phase 5: Delivery	1-2 day from #7

T is the date of assigning the project

Terms & Conditions

1. The RFP is intended to seek proposal from Agency/Company/Firm, and we have sought proposals from multiple agencies for this.
2. Submission of proposal by Agency/Company/Firm should not be considered as grant of project to the Agency/Company/Firm by the APO.
3. The RFP process is a mean to help the APO identify most suited Agency/Company/Firm for the project, based on their experience to do similar projects and the proposed cost.
4. The Agency/Company/Firm offering best cost and value proposition will be awarded the project.
5. The Agency/Company/Firm shall not misuse the APO and related logos in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The APO logo shall be used only in such manner as required for the Brochure belonging to the APO.
6. The Agency/Company/Firm will be bound by the Non-Disclosure Clause and will not disclose or communicate, in any manner, either during or after the project implementation period, information about the APO, its operations, or any other information, that relate to the operations of the APO which would be deemed confidential or other forms of proprietary information of the APO.
7. The Agency/Company/Firm shall not downstream or outsource any part of the Scope of Work without informing and seeking consent from the APO.
8. The Agency/Company/Firm cannot have arrangement with other company as a consortium or as a back to back agreement for executing this project.
9. The content and the design developed for the Brochure must be original and use of any other elements, including the images must be copyright protected. The Agency/Company/Firm will have no right to use the design template or any other related elements, other than when specifically requested by the APO.
10. The selected Agency/Company/Firm shall engage in content creation and designing of the APO Brochure only and designs/visuals created by the Agency/Company/Firm will be property of the APO.
11. The Agency/Company/Firm may be requested for update or changes in the brochure for reprint after the closure of the project and the cost for the same will be negotiated and finalized on a need basis, if required after the completion of the Phase 5 of the project.
12. The APO will not bear any cost related to research, planning, designing or any other such activity related to preparation of the proposal in response to the RFP by the Agency/Company/Firm or that of sending it to the APO.

Conflict of Interest

1. The Agency/Company/Firm shall provide professional, objective and impartial service and hold the APO's interest paramount.
2. The Agency/Company/Firm shall not deploy former employees who have served APO in last one year.

3. Non-disclosure of such an association by the Agencies/Companies/Firms will lead to termination of the contract and Blacklisting from participating in any future APO projects for a period of three years.

Right to Accept or Reject any Proposal

1. The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Agencies/Companies/Firms or any obligation to inform the affected Agencies/Companies/Firms of the grounds for such decision.
2. The APO also reserves the right to change the scope of work, in case there is a need or depending upon the change in requirement before or during the implementation phase. However, in case the changes are made during the implementation phase, the APO will negotiate cost for the additional work separately with the Agencies/Companies/Firms.

Instructions for Preparation of Proposal

It is important for the participating Agency/Company/Firm to comply with the following instructions during preparation of their proposals:

1. The Agency/Company/Firm should carefully go through the background information and the details about the APO structure, its focus areas and the activities, all instructions, guidelines, scope of work, timeline and all other details as shared in this RFP. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP shall be liable for rejection.
2. The proposal and all associated correspondence shall be written in English.
3. The proposal shall include the following information, and strictly follow the sequence as listed below:
 - i. Covering letter (as per Annexure 1)
 - ii. Basic organization details (as per Annexure 2)
 - iii. Profile of the Agency/Company/Firm (max 1 A4 size page)
 - iv. Relevant experience of executing similar projects (as per Annexure 3)
 - v. Samples of creatives (visuals & text) of work as listed by the Agency/Company/Firm in Annexure 3
 - vi. Commercial Proposal in US Dollars or Japanese yen only and the proposed cost should include all taxes, levies applicable in the respective countries. The APO will consider the total cost, inclusive of taxes/levies as the Final Quoted Price for evaluation the proposal.
4. All rate and cost mentioned in the Commercial Proposal should be written both in words and figures.
5. The financial proposal should include break-up of cost for Content Development for the

brochure and Designing of the brochure, including cover design, development of infographics, illustrations, icons etc. as might be needed to suit the content requirement.

6. Photographs, if any can be provided by the APO. It may also be purchased from any of the photo stock service providers and the agency can bill it separately on the cost basis. Images can be purchased from istock.com using the APO account.
7. The proposal shall be sent only through email attachment as a password-enabled PDF duly signed by the authorized person latest by **07 July 2017; 11:30 AM (Japan Time)** to YFujimoto@apo-tokyo.org with cc to sparth@apo-tokyo.org.
8. All pages of the Proposal should be numbered in the format Page x of y, where x is the specific page and y is the total number of Proposal pages.
9. The subject line of the email should be: Developing Brochure Content and Designing for APO/**company name**.

Annexure 1
Covering Letter Format (to be submitted on letterhead)

To,
IPR Department
Asian Productivity Organization
1-24-1 Hongo, Bunkyo-ku, Tokyo 113-0033

Sub: Proposal for Developing Content and Designing of the Brochure for APO

Dear Sir,

1. We, the undersigned, having carefully examined the referred Request for Proposal document for Developing Content and Designing of the Brochure for the APO, offer to provide the required services, in full conformity with the said RFP Document.
2. We have read all the provisions of RFP Document and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, the approach and methodology, the commercial proposal, and all other documents for submission of Proposals as stipulated in the RFP Document and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time till a maximum of 90 days of the last date of submission of the proposal.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of awarding the project, shall constitute a binding Work Order between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the RFP Document prepared through this assignment.
7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not bear any expenses incurred by us in preparing and submission of this proposal.

Yours sincerely,

<Signature>

<Name>

<Designation>

Date: dd mm 2017

Annexure 2

Basic Organization Details

Details of the Organization	
Name of Agency/Company/Firm	
Date of Incorporation/Establishment	
Date of Commencement of Business	
Address of the Registered Office	
Address of the Correspondence	
Area of expertise with respect to this project	
Name of the Contact Person	
Contact Person's Mobile Phone Number	
Contact Person's email	

Annexure 3

Experience of Executing Similar Projects

Details of Projects				
S. No	Name of the Company for which the project was executed	Details of the Project	Year of Project Execution	List of supporting document / sample enclosed