

APPENDIX 3: SELECTION CRITERIA
PR560957 - ANCP2 - Supplier to Go-to-market Strategy Development for
“Vui đọc cùng em” Reading Application

1. Essential Criteria: Exclusion if not met

No.	Essential Criteria
1	<p>For firm: must have legitimate business/official premises, or is registered for trading and tax as appropriate OR</p> <p>Firms must have a business registration certificate or an operating license in the relevant field specifically in market research (can be a joint venture). If collaborating with other entities, the lead entity must demonstrate the relationship, collaboration, and operational structure when entering this project.</p> <p><i>Evidence:</i></p> <ul style="list-style-type: none"> • 1 copy of business certification for company or • 1 copy of establishment decision for legal entities that are university/ research institute or • 01 copy of operating license for legal entities that are organizations with research or function
2	<p>Comply to SC’s policy (Code of Conduct; Safeguarding Policy; Fraud, Bribery and Corruption Policy, Anti-harassment Policy, Modern Slavery Policy, Data Protection Policy, Protection from Sexual Exploitation and Abuse Policy).</p> <p><i>Evidence: Supplier commits in the Appendix 1- RFQ</i></p>
3	<p>The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.</p> <p><i>Evidence: Supplier commits in the Appendix 1- RFQ</i></p>
4	<p>The consulting firm must have a minimum of 5 years of verifiable experience in the relevant field, as determined from the date of establishment.</p> <p><i>Evidence of this must be provided through a valid business registration certificate and operating license.</i></p>

2. Capability Criteria: 50%

	Criteria	% Weight
1	Capability Criteria	50%
1.1	Quality of technical proposal: marketing research, methodology	25%
1.1.1	<p>Propose an appropriate team composition, including at least a Team Leader, a Market Research Specialist, and a Marketing and Communication Specialist, to fulfill the requirements of this ToR.</p> <p><i>Evidence: Team CVs and clear task allocation, level of effort, and roles outlined in the technical proposal.</i></p>	3%

	Criteria	% Weight
1.1.2	Demonstrate solid understanding of the requirements of this ToR and propose relevant technical solutions to address the ToR requirements, of which:	22%
1.1.2.1	The proposed methodology addresses all objectives in the ToR	11%
1.1.2.1a	Market Research Objective: Methodology clearly explains how market research will identify customer segments, competitive landscape, and gaps in the EdTech market; Includes stakeholder input.	5%
	<ul style="list-style-type: none"> • 5%: Comprehensive and detailed plan for market research. 	
	<ul style="list-style-type: none"> • 3-4%: Adequate plan with minor gaps in detail. 	
	<ul style="list-style-type: none"> • 1-2%: Basic or vague plan. 	
	<ul style="list-style-type: none"> • 0%: No plan or irrelevant approach. 	
1.1.2.1b	Marketing Strategy Objective: Proposed methodology aligns with the goal of developing an effective marketing strategy; Includes innovative promotional tactics and customer engagement plans.	3%
	<ul style="list-style-type: none"> • 3.0%: Fully detailed and innovative marketing strategy plan. 	
	<ul style="list-style-type: none"> • 2%: Adequate plan with some gaps in innovation or detail. 	
	<ul style="list-style-type: none"> • 1%: Basic or vague plan. 	
	<ul style="list-style-type: none"> • 0%: Missing. 	
1.1.2.1c	Business Model Development Objective: Methodology includes a strategy for business model development, such as pricing models, sales channels, and partnerships; Considers sustainability and scaling.	3%
	<ul style="list-style-type: none"> • 3.0%: Fully detailed and aligned with objectives. 	
	<ul style="list-style-type: none"> • 2%: Adequate plan but lacks depth or alignment. 	
	<ul style="list-style-type: none"> • 1%: Basic or vague plan. 	
	<ul style="list-style-type: none"> • 0%: Missing or irrelevant. 	
1.1.2.2	Feasibility of Proposed Approach	7%
1.1.2.2a	Realism of Implementation: Methodology is practical and considers constraints (e.g., time, budget, geography); Identifies realistic steps for data collection and stakeholder engagement.	3%
	<ul style="list-style-type: none"> • 3%: Highly realistic and practical plan. 	
	<ul style="list-style-type: none"> • 2%: Feasible with minor gaps. 	
	<ul style="list-style-type: none"> • 1%: Questionable feasibility or overly ambitious. 	
	<ul style="list-style-type: none"> • 0%: Unrealistic or impractical plan. 	

	Criteria	% Weight
1.1.2.2b	Addressing Challenges and Risks: Identifies potential challenges (e.g., reaching underserved populations, obtaining data); Proposes effective mitigation strategies for risks.	3%
	<ul style="list-style-type: none"> 3%: Comprehensive identification of challenges and detailed mitigation strategies. 	
	<ul style="list-style-type: none"> 2%: Adequate but with some gaps. 	
	<ul style="list-style-type: none"> 1%: Basic mention without detail. 	
1.1.2.2c	Resource Utilization: Efficient and appropriate use of resources (e.g., staff, tools, technology).	1%
	<ul style="list-style-type: none"> 1%: Efficient resource allocation and well-documented use 	
	<ul style="list-style-type: none"> 0.5%: Basic allocation with minor inefficiencies. 	
	<ul style="list-style-type: none"> 0%: Inefficient or missing resource plan. 	
1.1.2.3	Ethical Approval Plan: Includes a plan for meeting SCiV ethical approval requirements; Addresses child safeguarding, data privacy, and inclusivity	1%
	<ul style="list-style-type: none"> 1%: Comprehensive and well-articulated plan. 	
	<ul style="list-style-type: none"> 0.5%: Basic plan with minor gaps. 	
1.1.2.4	Feasibility of Proposed Timeline: Timeline aligns with SCiV expectations; Includes clear milestones and deliverables	1%
	<ul style="list-style-type: none"> 1%: Realistic and detailed timeline. 	
	<ul style="list-style-type: none"> 0.5%: Basic timeline with some gaps. 	
1.1.2.5	Data Management and Use of Technology: Provides a detailed plan for data management and protection, data quality control; Proposes innovative and appropriate use of technology (e.g., Kobo Toolbox, digital surveys).	2%
	<ul style="list-style-type: none"> 2%: Comprehensive and innovative plan for data management. 	
	<ul style="list-style-type: none"> 1-1.5%: Adequate plan but lacks innovation or detail. 	
	<ul style="list-style-type: none"> 0.5%: Basic plan with gaps 	
	<i>Evidence for 1.1.2: based on technical proposal submitted by Supplier</i>	
1.2	Quality of report sample	5%
	A soft copy of at least 02 sample of recent relevant reports to demonstrate the previous experience (01 report from the company and 01 report from an individual)	

	Criteria	% Weight
1.2.1	Team leader confirmed as authors in at least one sample report/ publication.	2%
1.2.2	Report relating to Market research in English (firm)	2%
1.2.3	If there is a market research report for a digital application product <i>Relevant sample reports are not submitted (0%)</i>	0.5%
1.2.4	If there is a report on EdTech <i>Relevant sample reports are not submitted (0%)</i>	0.5%
	<i>Evidence for 1.2: based on sample of Supplier</i>	
1.3	Experience, skills of the key Team members	10%
1.3.1	Meet minimum requirements for team leader as below:	5%
	<ul style="list-style-type: none"> • Holds an advanced degree (from master to upper) in social sciences or economic or Market research or related field 	1%
	<ul style="list-style-type: none"> • Holds at least 7 years of experience in leading and conducting market research. 	1%
	<ul style="list-style-type: none"> • Research projects should include understanding market trends, consumer behaviors, and segmentation. 	1%
	<ul style="list-style-type: none"> • Marketing and business model development. 	1%
	<ul style="list-style-type: none"> • Preferably within the development or non-profit sectors. (Individual/supplier sample reports demonstrating experience in market research). Both individual and company profiles will be evaluated.	0.5
	<ul style="list-style-type: none"> • If team leader has a PhD certificate, he/she will be received additional points. <i>Evidence: Suppliers submit CV and copy of Degree of team leader.</i>	0.5%
1.3.2	Meet minimum requirements for key team members as below:	3%
	<ul style="list-style-type: none"> • Undergraduate degree in relevant fields such as market research, economics, business, or social sciences. 	1%
	<ul style="list-style-type: none"> • Minimum of 3 years of experience in conducting market research. 	1%
	<ul style="list-style-type: none"> • Proficiency in using digital data collection tools data analysis and management. 	1%
	<i>Evidence: Suppliers submit CV and copy of Degree of team members.</i>	
1.3.3	Meet minimum requirements for Marketing members . <ul style="list-style-type: none"> • Holds a degree in marketing, communication, business, or a related field. • Experience in developing and implementing marketing strategies including product promotion and customer engagement, preferably for digital products or within the development sector. 	2%

	Criteria	% Weight
	<ul style="list-style-type: none"> Marketing Expertise: Skilled in creating and executing marketing campaigns, messaging strategies, and content tailored to diverse audiences. Communication Skills: Demonstrates strong verbal and written communication skills for engaging stakeholders and delivering impactful promotional materials. Digital Marketing Proficiency: Proficient in using digital platforms and tools Analytical Skills: Experienced in analyzing market data to optimize campaigns and measure success Collaboration: Capable of working closely with cross-functional teams and partners to ensure alignment with the broader Go-To-Market strategy. <p><i>Evidence: Suppliers submit CV and copy of Degree of marketing team.</i></p>	
1.4	<p>If the supplier meets 70% of the total requirements of 1.1, 1.2, and 1.3 there will be an invitation for presentation/interview.</p> <p><i>Supplier's interview/presentation.</i></p>	10%

3. Commercial Criteria: 40%

	Criteria	% Weight
2	Commercial Criteria	40%
2.1	Price:	
	The bidder with the most competitive price will get 38%, other bidders' points to be calculated follow pro-rata. <i>Evidence: Based on information on RFQ</i>	38%
2.2	Payment term:	2%
	- Suppliers accept payment term as per deliverables: <ul style="list-style-type: none"> Upon approval of inception report and tools submitted to ERC: [30%] Upon submission of Final Market Research Report: [50%] Upon approval of final Marketing Strategy and Business Model: [20%] 	
	- Supplier's payment term is different with deliverables: 0% <i>Evidence: Based on information on RFQ</i>	

4. Sustainability Criteria: 10%

	Criteria	% Weight
3	Sustainability Criteria	10%

3.1	<ul style="list-style-type: none"> Bider has incorporated sustainability into their project methodology <i>Evidence: Technical proposal</i>	5%
	<ul style="list-style-type: none"> Bidder demonstrates a strong commitment to sustainability. <i>Evidence: submit the policy document,</i>	5%
	<ul style="list-style-type: none"> Other: 0% 	-