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## ADVANCING KOSOVO TOGETHER – LOCAL SOLUTION PROGRAM

### REQUEST FOR PROPOSALS AKT-LS-RFP- 003

Issuance Date: **April 28, 2016**

Submission Closing Date & Time: **May 27, 2016 at 16:00pm**

Dear Applicants,

USAID Advancing Kosovo Together-Local Solution (USAID AKT-LS) is inviting eligible organizations in Kosovo to submit proposals for the Business Aid Package tailor and direct assistance to our currently awarded business Grantees. The direct and tailor business assistance is aimed to increase and enhance the capacities of our awarded business Grantees.

The awarded bidder shall conceptualize the Business Aid package assistance to our Business Grantees, through the needs assessment per each Business Grantee, and designing the specific activities, which will reinforce the Business to create more Market Linkages and and gain more Market Penetration, and developing for our Business Grantees the Brand and Integrated marketing communication tools such as: Brand book, logo, website and any other required assistance in creating communication plan Identifying, Creating and applying the right Message in media to achieve marketing and sales objective (Social media direct marketing, PR, TV Radio AD, newspapers etc).

The Business aid package campaign shall include:

- 1) Needs Assessment Methodology for our Business Grantees.
- 2) Analysis of data and Report on Findings & Recommendations- Identifying the right needs for Micro, Small and Medium Enterprises (MSME's)
- 3) As a result of the data analysis ONE should propose Marketing Oriented Activities which will increase the chances of the Business Grantees to create new Market Linkages and create new Market Penetration  
Example:  
Workshops in Subjects of Marketing from Analysis to Execution  
(Internal and external analysis, Positioning, Segmenting, Targeting, Creating Integrated Marketing Communication Plan, in order to gain market Penetration and Market Linkage)
- 4) Identifying and Developing of the concrete action tools for and with organizations with approach "Learning by doing" - which will enable Business Grantees to create not just short run effects but upgrade their capabilities in this filed in order for them to achieve middle and long term objectives of being a sustainable business.  
Key area of expertise asked: Marketing and Sales (Analysis, Decision and Planning, Executing, controlling) - Communication tools.

Subject to the availability of funds, we anticipate awarding up to **1** grant throughout the program or by the end of **October 2016**. The size of a single grant awarded under this RFP will not exceed **\$80,000**.



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### **Award Information**

For all inquiries concerning the contents of this RFP you can contact the Grants Manager, on tel: 038 249 677/678 or email ([grants@kcdf.org](mailto:grants@kcdf.org)) no later than **May 13, 2016**. AKT - LS will respond to any question(s) received by **May 20, 2016**.

Please submit your proposal in a sealed envelope no later than **May 27, 2016, 16:00 PM** to: the Grants Department, CDF Project Office Advancing Kosovo Together - Local Solution, st. Sejdi Kryeziu no. 16, Peyton, Prishtina. If the submitted proposals are not packaged and marked as required by Preparation and Submission of bids or they are received after the date and time set for admission, then such Proposals may be disqualified. **It is essential that you visit our website [www.kcdf.org/AKT-LS](http://www.kcdf.org/AKT-LS) for the full Request for Proposal.**