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**Request for Quotation (RFQ#239 )  
For  
Social Media Services**

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**RFQ Issue Date : 5<sup>th</sup> October 2023**

**Proposal Submission Date: 11<sup>th</sup> October 2023**

**Submission Mode : E-Submission**

**Submission Location : E-Submission via Dropbox Link**

**Important Notice:**

- 1. Any Proposal received after proposal Submission date shall be deemed rejected.**
- 2. Any inquires to be addressed to [Etihad.tenders@etihadesco.com](mailto:Etihad.tenders@etihadesco.com)**

## **IMPORTANT NOTICE**

This Request for Quotation (“**RFQ**”) is being made available by Al Etihad Energy Services LLC (hereinafter referred to as “**Etihad**” or the “**Employer**”) to the bidders on the terms set out in this RFQ. This RFQ contains a summary of available information, and no reliance will be placed on any information or statements contained herein, and no representation or warranty, expressed or implied, is or will be made in relation to such information. Neither the Employer nor its clients or partners will have any liability or responsibility in relation to the accuracy, adequacy or completeness of neither such information nor any statements made. For the avoidance of doubt, bidders should not assume that such information or statements will remain unchanged. Nothing in this RFQ will be construed as legal, financial or tax advice. In no circumstances will the Employer, its partners or clients will incur any liability or responsibility arising out of or in respect of the issue of this RFQ.

The Employer reserves the right to amend this RFQ, the procurement process, its requirements and any information contained herein at any time by notice, in writing, to the bidders.

Nothing in this RFQ is, or should be relied upon as representation of fact or a promise as to the Etihad’s decision at the end of the procurement process or its ultimate decision in relation to the award of any agreement(s) or any other future event.

The Employer and its customers, advisers, consultants, contractors, employees and/or agents do not accept any responsibility for the legality, validity, effectiveness, adequacy or enforceability of any documentation executed, or which may be executed, in relation to this procurement process. No legal relationship or other obligation will arise between a bidder and The Employer unless and until an agreement has been formally executed in writing by The Employer and the bidder and any conditions precedent to its effectiveness have been fulfilled.

The Employer reserves the right, at its absolute discretion and without notice, to terminate, abandon, alter or change the basis of this procurement process, or to exclude one or more of the bidders from this procurement process and, in such circumstances, The Employer and its respective advisors shall not be liable to any person(s) as a result thereof.

Each bidder’s acceptance of delivery of this RFQ constitutes its agreement to, and acceptance of, the terms set forth in this RFQ.

## 1. GENERAL INFORMATION

### 1.1 Etihad ES Introduction

Etihad Energy Services Company (“Etihad ES” or the “Employer”) was established in 2013 with a mission to make Dubai’s built environment a leading example of energy efficiency for the region and the world, through the creation of an energy performance contracting (ESCO) market.

The Employer has **four active service lines**.

- Etihad Retrofit
- Etihad Solar
- Facility Management
- Electromechanical

### 1.3 Objectives of the RFQ

The objective of the RFQ is to appoint an external agency to manage Social Media and PR for Etihad ESCO.

### 1.4 Scope of Services

1. Objective:
  - Increase brand awareness and engagement on social media platforms.
  - Reach and connect with the target Arabic-speaking audience effectively.
  - Enhance the visual representation of the brand through an appealing graphic design.
2. Platforms:
  - Social media platforms (Instagram, Twitter, Facebook and LinkedIn) management for the brand,
  - Create and manage profiles across all above platforms.
3. Content Creation:
  - Develop a content strategy that aligns with the brand's goals and target audience.
  - Create Arabic content that is culturally relevant, engaging, and well-written.
  - Develop high-quality written and visual content for each platform on a regular basis (e.g., posts, articles, graphics, videos).
  - Conduct thorough research to understand trends, industry news, and popular social media features.
  - Incorporate keywords and hashtags relevant to the brand and its target audience to maximize discoverability.
  - Ensure content adheres to the brand's tone of voice and maintains consistency across all platforms.

- Plan and schedule content in advance to maintain an active and consistent social media presence.
4. Arabic Translation:
- Translate existing English content into Arabic while ensuring accuracy, cultural sensitivity, and clarity.
  - Adapt and optimize content for Arabic-speaking audiences based on their preferences and trends.
  - Proofread and edit translated content for linguistic and grammatical correctness.
  - Provide prompt translations for urgent or time-sensitive content.
5. Deliverables:
- Monthly content plan in English and Arabic
  - Consistent Posting (3-5 posts per week | 3-5 stories) for all platforms
  - More active posts on peak times for an event such as (WETEX, COOL MENA FORUM, WFES and other events)
  - Prior to publishing, all mandatory postings should be approved by management.
  - Minimum number of creative/graphic images and infographics are 10-15 per month (each in English and Arabic) - All images must be submitted for approval prior to the start of the month.
  - Increase brand awareness and reach by 10% within the next three months.
  - Social Media Videos:
    - Scripts and storyboards for the video are developed by the agency
    - Video duration will range from 20 to 60 seconds
    - Videos can be 2D animations or footage depending on Employer's requirements
    - A professional videographer is required to take any video depending on the event; mobile phones shall not be acceptable.
    - Videos may be required with or without voice over. In case voice over is needed, the Employer will provide the voiceover artist
    - Each video will be done in English and Arabic
    - Videos will include subtitles when needed
  - Videography Services
    - Provide professional videography services during events to cover important event highlights that will be used on social media or for development of footage videos
    - Videography services as per requirement (10-15 in a year)
    - The Agency shall provide live video coverage for each event on all social media channels where Employer is participating
  - Press Release, Events Coverage, public holidays and celebration announcements
    - Press Release services as per requirement in English and Arabic (10-15 in a year)
    - Complete event promotion on social media using pre-event, during event and post-event coverage posts.
    - All events must be arranged ahead of time.
    - The agency will also be in charge of creating visuals and contents (English and Arabic), for UAE public holidays and celebration announcements: (Awards, MOU signature, New Partnership)

6. Graphic Design:
  - Create visually appealing and brand-consistent graphics, including images, infographics, banners, and cover photos.
  - Utilize design software (e.g., Adobe Photoshop, Canva) to develop professional-looking creatives.
  - Graphic Creation Posting: 3-6 minimum posts per week (3 posts & 3 stories)
  - Incorporate Arabic typography and design elements to cater to the target audience effectively.
  - Ensure graphics are optimized for social media platforms, considering their dimensions and requirements.
  - Maintain a consistent visual identity across all graphics and platforms.
7. Monitoring and Reporting:
  - Monitor social media channels for user engagement, comments, and direct messages.
  - Respond promptly and professionally to user queries, concerns, and feedback.
  - Track and analyze social media metrics (e.g., reach, engagement, conversion) to evaluate the effectiveness of the strategy.
  - Provide regular reports on the performance of social media campaigns, highlighting the key findings and recommendations for improvement.
8. Monthly requirements:
  - Social Media Monthly Calendar - prior to next month
  - Social Media Strategy - prior to next month
  - Content Creation (3-5 posts per week)
    - English and Arabic Translations are required
  - Stories Creation (3-5 posts per week)
    - English and Arabic Translations are required
  - Graphic Design (10-15 posts per week)
    - English and Arabic Translations are required
  - Social Media Report (all platforms' analytics are required)
9. Optional requirements:
  - Videography services (10-15 in a year)
    - UAE Public Holidays
      - English and Arabic Translations are required
    - New Events / announcements
      - English and Arabic Translations are required
    - Special Occasions / celebration
      - English and Arabic Translations are required
  - Press release services (10-15 in a year)
    - Awards, MOU signature, New Partnership etc.

Note: The scope of work may vary depending on the brand's specific requirements, goals, and available resources.

## 2. PROPOSAL PREPARATION INSTRUCTIONS

The bidder's quotation shall contain the following sections as a minimum:

1. Details of notable past experience.
2. Teams CVs.

3. Fees breakdown for the Scope of Services.
4. Trade License of the Bidder.

### 3. FINANCIAL PROPOSAL BREAKDOWN

S/N		Item Description	Price per Week in AED	Monthly Price in AED	Total Annual Price in AED
1	Social Media Services	Social Media Monthly Calender & Strategy	NA		
2		Content Creation (3-5 posts per week)			
3		Stories Creation (3-5 posts per week)			
4		Graphic Design (10-15 posts per week)			
5		Social Media Report (all platforms' analytics are required)	NA		

S/N		Item Description	Price per Event	Price for 10-15 Events / Year	Total Annual Price in AED
1	Videography Services	UAE Public Holidays			
2		New Events / announcements			
3		Special Occasions / celebration			

S/N		Item Description	Price per Event	Price for 10-15 Events / Year	Total Annual Price in AED
1	Press Release Services	Awards, MOU signature, New Partnership etc.			

#### 4. MODE OF PROPOSAL SUBMISSION.

Proposal submission is via Drop Box Link attached .

<https://www.dropbox.com/request/LwzxpU61XYzlzoGKTOa3>

Bidders need to submit the Technical Proposal, Commercial Proposal and Form of Bid

- **Technical proposal (Recommended File Name: “TP-RFQ#239-Company Name”) Single PDF File**
- **Commercial proposal (Recommended File Name: “CP- RFQ#239-Company Name”) Single PDF File**
- **Duly signed & filled Form of BID (Recommended File Name: “FOB- RFQ#239-Company Name”**
- **Confidentiality Undertaking Letter : "CUL-RFQ#239-Company Name"**
- **Liability Release Letter: "LR-RFQ#239-Company Name"**

Note:

1. Bidders are requested to follow the sample file naming for the documents.
2. Drop Box link will get expired by 11th October 2023 2:00 PM

**5. Form Of Bid**

**FORM OF BID**

Dated: \_\_\_\_\_  
 RFQ No.: \_\_\_\_\_

To,  
**Al Etihad Energy Services L.L.C**  
**P.O. BOX 37578**  
**Dubai**  
**United Arab Emirates**

Dear Sir,

<b>Main Offer</b>	<b>TOTAL TENDER PRICE LUMP SUM IN AED. - EXCLUDING VAT</b>	<b>TOTAL TENDER PRICE LUMP SUM IN AED. - WITH APPLICABLE VAT</b>
	<b>in figures:</b>	<b>in figures:</b>
Social Media Services		
Videography Services		
PR services		
<b>TOTAL</b>	<b>in figures:</b> .....  <b>in words</b> .....	<b>in figures:</b> .....  <b>in words</b> .....



We confirm that we fully comply with the Provisions of UAE VAT Law and regulations and have shown separately the applicable VAT amount against each item. We also herewith submit our VAT Tax Registration Number (TRN) and copy of Tax Registration Certificate issued by Federal Tax Authority, UAE. We also understand that VAT shall be payable by Al Etihad Energy Services LLC to us only upon receipt of a VAT compliant valid Tax Invoice as per UAE VAT regulations.

1. **Discount**, if any to be deducted from the above amount(s) is given below:

OFFER	DISCOUNT IN PERCENTAGE
Main Offer	.....% (in words .....)

2. We understand that only such discounts as are shown in this Form of BID shall be considered and that any discounts shown elsewhere will not be taken into account for tender evaluation and that the discount shall be applicable to the tender as a whole, as well as to all items/sections or parts thereof individually.
3. We undertake, if our Proposal is accepted, to commence the works upon receipt of written notification of acceptance of our RFQ.
4. We agree to abide by this Proposal for the period of **Ninety (90) days** from the Proposal Submission Date and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
5. We confirm that the terms and Conditions given in the RFQ are acceptable to us and if our proposal is accepted, we shall execute a contract with Al Etihad Energy Services Co LLC accordingly without any exceptions, we further confirm to commence service within **fourteen (14) days** of the letter of award issued by the Employer.
6. We understand that you are not bound to accept the lowest or any proposal you may receive.
7. We understand that Employer reserves right to award whole or part of work without any extra cost to Employer.
8. We understand that our quoted unit/annual price will be firm for 02 years from the date of award of first contract and the contract period will be extended based on our satisfactory performance.

We also understand that in case we are not agreeable, Employer reserves the right to encash the Performance Bond submitted by us.

9. We understand that we will engage the labors and staff sponsored by our company only. We shall obtain written confirmation & permission from Employer prior to utilizing any sub-contractors / other company personnel.
10. We hereby confirm that no Employer staff or his or her relatives up to third degree has ownership or partnership in our company and our participation in Employer RFQ does not constitute a conflict or perceived conflict of interest.
11. We shall be deemed to have fully informed ourselves of the following provision: -  
  
Any commission, advantage, gift, gratuity, reward or bribe given, promised or offered by or on behalf of the Bidder or his agent or servant or any other person on his or their behalf to the Employer or to the engineer or the engineer's representative or to any of their respective members, officers, servants, advisors, agents or employees or to any person on their behalf or on behalf of any of them in relation to the obtaining or to the execution of this or any other contract with the Employer, may, in addition to any criminal liability which may thereby be incurred, subject the Bidder to the cancellation of this and all other contracts which he may have entered into with the Employer and also to the payment of any loss or damage resulting from such cancellation.
12. Our proposal does not contain any deviation or exceptions from the terms & conditions enunciated in the RFQ documents.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2023.

Name & Signature \_\_\_\_\_ in the capacity of \_\_\_\_\_  
duly authorized to sign proposal for and on behalf of:

\_\_\_\_\_  
(NAME OF THE BIDDER IN CAPITALS)

Complete Address : \_\_\_\_\_

Telephone No. : \_\_\_\_\_

Fax No. : \_\_\_\_\_

Signature : \_\_\_\_\_