



**REQUEST FOR PROPOSALS**

**FASHIONTT VALUE CHAIN INVESTMENT  
PROGRAMME 2022**

**“Mentorship and Training Facilitation Services”**

# FASHION

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## 1.0 NOTICE OF REQUEST FOR PROPOSALS

Trinidad and Tobago Creative Industries Company Limited (CreativeTT) is a wholly owned state enterprise under the purview of the Ministry of Trade and Industry. Its mandate is to stimulate and facilitate the business development and export activities of the creative industries of Trinidad and Tobago.

CreativeTT is the parent company responsible for the strategic development of three (3) sub-sectors under its purview - Film, Music and Fashion. The Trinidad and Tobago Fashion Company Limited (FashionTT) was established in 2013 to provide professional business advisory and extensive capacity building training resources for stakeholders in the fashion industry to increase export capabilities.

FashionTT's core business initiative is the Value Chain Investment Programme (VCIP), which is a four-tier strategic programme, designed to support designers at their various stages of business development. These tiers are as follows: Global Value Chain; **Non-Global Value Chain (Non-GVC); Business Advisory (BA); Entrepreneurial Proficiency Programme (EPP).**

FashionTT is seeking to employ the services of an organization to procure and provide project management support for:

- **Non-GVC:** Consultant/s to provide mentorship to Non-Global Value Chain fashion entrepreneurs in preparation for regional and international export.
- **Business Advisory:** A suite of professional business advisors to provide fashion entrepreneurs with the tools for effective value chain network expansion and commercialization.
- **EPP:** A group of business focused facilitators to provide training sessions for emerging entrepreneurs in core and modern fundamentals in the business of fashion.

ALL tenderers must submit:

### 1. One (1) original and four (4) hard copies of the Technical and Financial Proposals.

The Technical and Financial Proposals MUST be submitted in SEPARATE sealed envelopes or be disqualified from consideration. **(Descriptions of the Technical and Financial Proposals are under Section 4.0 "Guidelines for Preparing Proposals")**

**The envelopes must be clearly marked on the outside as follows:**

Tender for the FashionTT VCIP Mentorship & Training Facilitation Services  
Envelope #1 – Technical Proposal  
Name of Firm  
Address of Firm

Tender for the FashionTT VCIP Mentorship & Training Facilitation Services  
Envelope #2 - Financial Proposal  
Name of Firm  
Address of Firm

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**Envelopes must be addressed to:**

Ms. Lisa-Marie Daniel  
General Manager  
Trinidad & Tobago Fashion Company (FashionTT)  
47 Long Circular Road  
St. James  
Trinidad and Tobago

**ALL submissions are due by 4:00pm on Friday 7th January, 2021.**

Please note:

Proposals must be deposited into the Tender Box at FashionTT's office, 47 Long Circular Road, St. James, Trinidad and Tobago.

Notes

- Late submissions will NOT be considered under any circumstances.
- FashionTT is not bound to accept any proposal.
- FashionTT reserves the right to cancel the bidding process, either in its entirety or partially, without defraying any cost incurred by any individual, firm or company in submitting their proposal.

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## 2.0 COMPANY MANDATE

The Government of Trinidad and Tobago has identified the fashion industry as an important contributor within the creative industries, as part of its drive towards economic diversification. The Trinidad and Tobago Fashion Company (FashionTT) is the cabinet appointed entity responsible for overseeing the business development of the fashion industry of Trinidad and Tobago. FashionTT is mandated to stimulate and facilitate the business expansion and growth of fashion entrepreneurs, to generate national wealth and to increase their export capacity.

## OBJECTIVES

- Increase the contribution of the fashion industry to the GDP of Trinidad and Tobago;
- Develop the fashion sector through comprehensive and relevant capacity development programmes;
- Ensure that Trinidad and Tobago is the premier hub through strategically creating channels to production and retail distribution.

## 3.0 PROJECT DESCRIPTION

FashionTT is seeking the services of an educational and business institute to provide services for the following programmes:

- Non-Global Value Chain (Non-GVC) - The ultimate aim of this programme is to improve elements of the local fashion value chain for fashion companies through refining their in-house performance and to outsource steps that cannot be efficiently run internally. This is an advanced tier of capacity building which is structured to efficiently equip designers to engage successfully in export regionally and internationally. A cohort of 10 fashion companies have been selected for Fiscal Year 2022 mentorship.
- Business Advisory (BA) – This mentorship support to 75 selected designers in Fiscal Year 2022 will entail individual assessment and dissemination of business knowledge, tools and advice to ultimately foster business development from the individual, to product to brand. These advisors will provide any relevant tools that will benefit designers in building their business canvas/plans, tracking their day-today operations, expenditures and revenues.
- Entrepreneurial Proficiency Programme (EPP) – This training will be in the core and modern fundamentals of the Business of Fashion. Webinars will be conducted once per month to a maximum of 78 stakeholders. These facilitators will be experts in their field and can provide the relevant information according to the outline and stipulated topics as agreed by FashionTT.

## 4.0 SCOPE OF WORK

### 4.1 NON-GVC CONSULTANCY

Project Requirements	Description
Scope of work	The institution will be responsible for providing a consultant/s to assess the value chain components of 10 businesses, to improve their business operations, procedures and processes to fulfill orders efficiently and effectively for the purpose of export on an international scale.
Project Objectives	<ul style="list-style-type: none"> <li>- Improve the production capacity, business procedures and processes of selected local businesses in line with global standards.</li> <li>- Provide key optimization tools and skills for effective management in the value chains of 10 businesses.</li> <li>- Expand the ability of local designers to fulfill orders locally and internationally in an efficient manner.</li> </ul>
Schedule	The programme will start in January 2022 and run for a duration of 12 months.
Tasks	<ul style="list-style-type: none"> <li>- To meet initially with each business owner to assess the state of each company's business operations, provide a detailed GAP Analysis and step-by-step improvement plans for the designers to follow.</li> <li>- Conduct one on one monthly meetings with each designer to evaluate, monitor progress and provide further recommendations based on findings.               <ul style="list-style-type: none"> <li>Identified areas of work within this cohort will be areas such as (but not limited to):                   <ul style="list-style-type: none"> <li>✓ Review of Business Plans</li> <li>✓ Review of Wholesale and Retail Costing &amp; Pricing Measures</li> <li>✓ Website &amp; E-Commerce Development</li> <li>✓ Advanced Marketing Strategies</li> <li>✓ Line Sheet &amp; Portfolio Preparation</li> <li>✓ Production Capacity Assessment</li> <li>✓ Product Performance Analysis</li> <li>✓ Customer Relationship Management</li> <li>✓ Preparation of your Buyer's Pitch</li> <li>✓ Financial Statement Development and/or Review</li> <li>✓ Any other related recommended measures required to ensure the global export readiness for each company.</li> </ul> </li> </ul> </li> <li>- Record the monthly sales, profits, export revenues &amp; markets and job employment numbers for each designer. Provide analysis of each company's performance.</li> <li>- Submit to FashionTT with an inception report, interim quarterly progress reports and a final report.</li> </ul>
	<ul style="list-style-type: none"> <li>- The institution will provide the list of the recommended consultants with accompanying CVs for FashionTT's perusal and confirmation.</li> <li>- The institution will provide non-disclosure and confidentiality agreements for the consultant/s to sign.</li> </ul>
Payment Structure	FashionTT will make payments to the selected institution in accordance to the payment tranches stipulated in the contract of agreement.
Content requirements	FashionTT will use content from the mentorship sessions for future use, archival and promotional purposes on its YouTube channel and/or social media profiles where necessary.

## 4.2 BUSINESS ADVISORY SERVICES

Project Requirements	Description
Scope of work	The institution will be responsible for sourcing Business Advisors to provide one-on-one mentorship for 75 designers to optimize operations and support business expansion.
Project objectives	<ul style="list-style-type: none"> <li>- To provide business advisory for 75 designers which will entail individual assessments and dissemination of business knowledge, tools and advice to foster business development. These advisors will provide any relevant tools that will benefit designers in building their business canvas/plans, tracking their day-to-day operations, expenditures and revenues.</li> </ul>
Schedule	The programme will start in January 2022 and run for a duration of 12 months.
Tasks	<ul style="list-style-type: none"> <li>- To meet initially with each business owner to assess the state of each company's business operations, provide a detailed GAP Analysis and step-by-step plan for the designers to follow.</li> <li>- Conduct monthly meetings to evaluate, monitor progress and provide further recommendations based on findings.</li> </ul> <p>Identified areas of work within this cohort will be areas such as (but not limited to):</p> <ul style="list-style-type: none"> <li>✓ Business Plan Preparation</li> <li>✓ Costing &amp; Pricing Best Practices</li> <li>✓ Development of effective Marketing Strategies</li> <li>✓ Preparation of Management Accounts and Cash Flow Projections</li> <li>✓ Business Registration Practices</li> <li>✓ Enabling for Financing Access</li> <li>✓ Quality Control</li> </ul> <ul style="list-style-type: none"> <li>- Advise on outsourcing various aspects of the company's value chain to improve their in-house operations and production capacity.</li> <li>- Record the monthly sales, profits, export revenues &amp; markets and job employment numbers for each designer. Provide analysis of each company's performance.</li> <li>- Submit to FashionTT with an inception report, interim quarterly progress reports and a final report.</li> </ul>
	<ul style="list-style-type: none"> <li>- The institution will provide the list of the recommended Business Advisors with accompanying CVs for FashionTT's perusal and confirmation.</li> <li>- The institution will provide non-disclosure and confidentiality agreements for the business advisors to sign.</li> </ul>
Payment structure	FashionTT will make payments to the selected institution in accordance to the payment tranches stipulated in the contract of agreement.
Content requirements	FashionTT will use content from the mentorship sessions for future use, archival and promotional purposes on its YouTube channel and/or social media profiles where necessary.

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## 4.3 FACILITATION OF EPP WEBINARS

Project Requirements	Description
Scope of work	The institution will be responsible for sourcing facilitators for all webinars, ensuring that each expert is suited to deliver the specifications of each respective webinar topic.
Project objectives	<ul style="list-style-type: none"> <li>➤ Source and set up agreements with facilitators</li> <li>➤ Ensure that selections are made at least two months in advance for introductions and advertising purposes</li> <li>➤ Ensure that facilitators credentials match the webinar topic</li> <li>➤ Deliver webinars that will provide tangible value for business improvement to a maximum of 78 designers and/or industry stakeholders per session.</li> </ul>
Schedule	<p>The programme will start in January 2022 and run for a duration of 9 sessions (1 session per month) to September 2022.</p> <ul style="list-style-type: none"> <li>➤ Each session will be 2 hours in length.</li> </ul>
Tasks	<ul style="list-style-type: none"> <li>- The institution will be the key liaison and communication for the facilitator throughout the duration of the planning.</li> <li>- FashionTT will set up the online meetings on its platform of use called GoToMeetings, including all dry-runs prior to the webinar, to ensure proper internet connection etc. Facilitators will have the opportunity to receive additional information from FashionTT about the fashion industry and the nature of the designers who will be in attendance.</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>- The institution will procure the facilitators and work with FashionTT to build out the programme content from the project topics outline, supplied upon bid selection.</li> <li>- The institution will send their company logo and also secure facilitator bios in advance of the webinar for promotional purposes in the context of artwork for advertisement and/or press releases.</li> <li>- The facilitator will provide the Power Point presentation prior to the webinar, including any handout attachments. These will also be forwarded to participants post the webinar.</li> <li>- The institution will create online surveys relevant to the webinars to distribute to all participants to gain insights on feedback immediately after each webinar session.</li> <li>- The institution will work with FashionTT on tracking attendance to create and supply the certificates at the end of the programme.</li> </ul>
Payment structure	FashionTT will make payments to the selected institution in accordance to the payment tranches stipulated in the contract of agreement.
Content requirements	FashionTT will use content from the webinars for future use, archival and promotional purposes on its YouTube channel and social media profiles where necessary.



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## 5.0 GUIDELINES FOR PREPARING PROPOSALS

According to Trinidad and Tobago's tender policy, tenderers must submit two **SEPARATE** documents: The Technical Proposal and the Financial Proposal.

- **Technical Proposal**

The **Technical Proposal** must detail the following:

- **A detailed overview** of the proposed project's execution with adequate monitoring and evaluation mechanisms based on the scope of work in 4.0.
- **The time frame** required for each of the actionable works. This timeframe should be in the form of a Project Plan.
- ***Specific company experience:*** Detail the organization or individuals' work experience in undertaking similar projects.
- ***Names and CVs of key personnel undertaking the Consultancy.***
- **ALL tenderers must submit:**
  - A copy of the Certificate of Incorporation, Certificate of Continuation **OR** Certificate of Business Registration (whichever is applicable).
  - A current copy of the Notice of Directors identifying the principal officers of the business, if the tenderer is a lawfully incorporated limited liability company, or if the tenderer operates as a sole proprietorship or partnership.
  - A recent Tax Clearance Certificate (not exceeding 6 months from its issue).
  - Audited Financial Statements for the last 2 years or Bank Reference Letter.
  - A Company Profile, which must include:
    - The company's official registered name (corporate, partnership or sole trader), its registered address, main telephone number, facsimile number, key contact's name, key contact's designation, address (if different from the above address), direct telephone number and facsimile number
    - Name of the person(s) authorized to contractually bind the organization
    - Brief history of the organization including the year of its establishment
    - Number of years the individual, partnership or corporation has been offering the relevant services.

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- **Financial Proposal**

The **Financial Proposal** must detail the following:

- **Estimated total cost of the project:** This section should state the estimated total cost of the project, including a detailed breakdown of the fixed and variable costs for undertaking each of the programme categories: Non-GVC, BA and EPP. This section should also indicate the number of man-hours to be expended on the project.

All prices for the tender must be stated in Trinidad and Tobago currency with the Value-Added Tax (VAT) identified separately.

## 6.0 EVALUATION AND SELECTION CRITERIA:

To be considered, an institution must be operating within the fashion industry or can gather the relevant professional personnel support for the various tiers of the VCIP programmes. The institution's proposal will be evaluated based on the following selection criteria:

<b>A</b>	<b>Technical Criteria (80%)</b>	<b>Weight</b>
1	Approach & Methodology	25%
2	Experience with Similar Projects	30%
3	Availability of Resources	15%
4	Timeframe	10%
<b>B</b>	<b>Financial Criteria (20%)</b>	
1	Adequacy of the proposed estimated total cost of the Project and Terms and Conditions of payment.	15%
2	Payment schedule on a phased basis	5%
	<b>Total</b>	<b>100%</b>