1. **Attachment 01** - Technical Proposal

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| Subject RFP #: | RFP-CATALYZE-217772-Ethiopia-2023-0135 |
| RFP Issue Date: | November 09, 2023 |
| Terms of Reference / Specifications: | Call for Business Advisory Service Providers for MSMEs |
| Project | CATALYZE MS4G |
| The Company | Palladium International, LLC |
| Country of Performance | Ethiopia |
| Closing Date and Time | December 15, 2023 |

1. OFFEROR INFORMATION (INDIVIDUAL CONSULTANT OR ORGANIZATIONAL) (1 pg. max)

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| --- | --- |
| Offeror Name |  |
| Contact person  (Same as above for individual offerors) |  |
| Telephone |  |
| Email |  |
| Address |  |
| Name & title of the legal representative (organizational offerors only) |  |
| Commitment to apply for Unique Entity Identification Number within 5 days of being notified of selection | Yes  No |
| Please check one or more boxes below depending on your current business offerings and plan. | Financial management  Marketing and sales  Operations  Business skills development and training  Transaction advisory services (TAS)  Digital strategy and services  Others. Please mention: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Signature (bidder for individual offerors or legal representative for organizational offerors) |  |
| Date |  |

1. CONTENTS OF TECHNICAL PROPOSAL (maximum 5 pages)

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| 1. **Background of the offeror and relevant expertise (maximum 0.5 page)**  * Briefly explain your and/or your organization’s relevant experience and expertise in relation to this assignment. * Please demonstrate your and/or your organization’s past experience serving women clients. |
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| 1. **MSME engagement approach (maximum 2 pages)**  * Please highlight how you or your organization intends to onboard and engage MSMEs for services. * State how many MSMEs you will target, including size, sector, and location. * State how you will cater to women and youth-owned or led enterprises. * Explain how you or your organization is planning to support MSMEs in conflict affected areas. |
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| 1. **Core services (maximum 2 pages)**  * Describe the variety of services that you plan to offer to eligible MSMEs and your organization’s ability to implement the plan with due consideration to women owned or led MSMEs. * Explain how the services delivered will enable the client MSME to achieve meaningful and reasonable revenue growth targets. * Provide a work plan (Gantt chart) indicating specific activities to be undertaken with timeline. * Explain how you will collect required monitoring and verification data. |
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| 1. **Description of geography and local presence (maximum 0.5 page)**  * Please indicate where you are based or have offices and explain how you might serve clients in other locations. * State your experience of providing services to conflict affected areas. |
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