



Call for Quotations

Rebranding & Website Development for the Malta Business Bureau

28 April 2023

1. Background

1.1 Objectives

The Malta Business Bureau (MBB) aims to refresh its image after more than 25 years in operation and more than a decade since its last rebrand. The objective of the rebranding & website development initiative is to strengthen the perceived value of the organisation, clarify its position and service offering to the Maltese business community, and align with the EU's sustainability and digitalization priorities. This process should result in a holistic transformation of MBB's brand identity, conveying a modern and forward-looking image.

1.2 About the organisation

MBB is the EU business advisory organisation of The Malta Chamber of Commerce, Enterprise, and Industry (The Malta Chamber) and the Malta Hotels and Restaurants Association (MHRA) in Malta and Brussels, acting as a direct link between the local business community and the European Union. For more information about the MBB, please visit our [website](#).

1.3 Going forward.

Looking ahead, MBB commits to continue strengthening its close ties with local businesses. It will continue to support businesses in tapping into the myriad of opportunities offered by the European Union and commits to continue monitoring developments in EU legislation and implementing project initiatives that match EU objectives as well as Malta Chamber and MHRA vision.

1.4 Target Audience

MBB's target audience is split into two main groups as follows:

- **Primary audience:** Businesses in Malta; EU policymakers (e.g. MEPs, Perm Rep); Maltese Government
- **Secondary audience:** Other stakeholders; General Public

2. Timetable

Timetable	Date
Deadline for request for any additional information from MBB	05/05/2023
Last date on which additional information can be issued by MBB	09/05/2023
Deadline for the submission of offers	15/05/2023

3. Specifications

The Malta Business Bureau is seeking to engage the services of a branding firm to study, propose, design, and execute a rebranding strategy for the organisation. The Malta Business Bureau is also seeking the to engage the services of a Web Developer to execute the redesigning of our existing website.

This call for quotations is split into **2 lots**, as follows:

- Lot 1: Rebranding
- Lot 2: Website development

The following conditions apply:

- Bidders may opt to submit a quotation for both lots or for an individual lot.
- Bidders must offer the **whole quantities indicated for each lot**. Under no circumstances will bids for part of the quantities required within each lot be taken into consideration.
- Contracts will be awarded by lot.

3.1 Lot 1 – Rebranding

The service provider shall propose, design, and execute changes to all communication, marketing, and public relations tools of MBB in achieving a visual rebrand as well as optimizing the brand messaging. This includes, and is not limited to:

a. **Logo**

Full colour logo, monochrome logo in PNG with and without background, Vector, Printable and Digital formats

b. **Logo animations**

As part of the rebranding process, the MBB needs a set of animated logos that can be incorporated into their forthcoming promotional materials.

c. Email newsletter template

The MBB requires the template design for an online newsletter which is published quarterly under the name *Business Agenda* in line with the new branding. The template must be compatible with ODOO Software. This newsletter features updates from the organisation, articles/blog posts on varied EU-related topics of interest to businesses, and other valuable information (such as upcoming events). This gives the organisation an opportunity to regularly communicate with its long-standing audience who have always shown interest in our publications.

The objective of the email newsletter is to provide useful information to our database, whilst also promoting MBB's work and services, thus serving as a support role to our other communication channels (such as our social media platforms, website, and Annual Report publication).

d. 60 second & 30 Second advertising videos

Two 60 & 30 second videos advertising MBB's new look. These videos will promote MBB as an entity to corporate clients & and the public.

e. Social Media Post Templates

Templates that will facilitate us to design posts that would be suitable for Facebook, Instagram, & LinkedIn.

f. Printing & Delivery of Popup Banners (2)

Design and printing of two Popup Banners to be used during events and conferences. The design should clearly capture MBB's objectives highlighted in section 1, while being in line with the brand identity developed as part of this wider rebranding process. Both banners should be of standard size (2000mm x 800mm approximately).

g. Stationery Templates

Since physical stationery is no longer widely used, we are opting to have templates for them and if the need arises the MBB will opt to print as necessary.

- Editable Letter Head Templates.
- DL, A4, A5 Size Envelope Templates.

- Editable Business Card Templates.
- Note Pad Templates.
- Pens Templates.
- Pencil Templates.
- Stamp Templates.
- With Compliment Slips Templates.

h. Brand guidelines containing the following:

Every brand has its brand guidelines that help people understand the origins and the direction of the organization.

- Information about our brand's history, mission, values, and vision
- Guidelines on logo usage including color palette, file format(s), minimum and maximum sizes, contexts, spacing, and usage permissions.
- Color palette including RGB and CMYK codes.
- Fonts and text sizes (both print and digital)
- Design elements and types of imagery, icons, and photography to be used.

3.2 Lot 2 – Website Development

Aside from social media platforms, MBB's website represents the main tool through which the organisation establishes an online presence and keeps its target audience up to date with EU policy developments, project activities, and other opportunities stemming from the EU level.

In its current form, the website features the following type of content:

- Media articles - press releases, opinion pieces, written interviews, etc.
- EU policy section publishing position papers and policy briefs.
- Projects section, with subsections for each project to provide updates and information.
- Publications section which collects MBB publications such as annual reports and studies.
- Other supporting sections including contact information, about us, etc.

Through this exercise, MBB is seeking to develop a new website in accordance with the new brand guidelines. The website should be user-friendly and attractive to local businesses and policymakers, presenting an easy avenue to access information on MBB's work and content. In line with the current age, the website should also be responsive and adaptable to different screen sizes and touch screens.

An important functionality will be to appropriately present PDF documents, especially in relation to content such as policy briefs, position papers, publications and so on. In the latter case, MBB is currently using ISSUU but would be willing to move towards other options, including solutions integrated within the website itself.

From a backend perspective, this should be easily accessible and usable by MBB staff to upload content and share updates on their own. It should also be SEO & Google Analytics friendly.

We encourage bidders to view the website in more detail on www.mbb.org.mt.

3.3 Disclaimer

All the above requirements identified under Lot 1 and Lot 2 are subject to the approval of the MBB and therefore the Contractor will be required to take due consideration of changes requested by the Malta Business Bureau and update accordingly to the requested changes. Each element of the rebranding will be considered final when the Malta Business Bureau communicates so in writing to the Contractor.

4. Timeframe

The service provider has a maximum of 5 months from the date of winning quotation to deliver all the requests in this document.

5. Estimated Procurement Value

The Estimated Procurement Value for this Call for quotations has been based on comprehensive research. In the context of this procurement, the Estimated Procurement Value, is that of €17,000 excluding VAT.

The purpose of this value shall be the guidance of prospective bidders when submitting their offer and is not to be considered as a binding capping price.

Therefore, the published Estimated Procurement Value is not restrictive and final on the MBB.

Bidders are free to submit financial offers above or below the Estimated Procurement Value. However, MBB reserves the right to accept or reject Financial Offers exceeding the Estimated Procurement Value.

6. Special Conditions

6.1. Payment for each LOT will be affected in line with the following schedule.

- 10% on contract signing.
- 25% on approval of the concept designs as approved by the CEO, MBB
- 65% on concluding the tasks on the contract as authorized by the CEO, MBB

6.2. Payments will be made in Euro.

6.3. The maximum allocated period for the execution of these services is 5 months. The period of execution starts from contract signature.

6.4. All language used for this contract shall be in English.

6.5. Clarifications can be sought in line with the table set in Section 2. Any queries and requests for clarifications are to be sought by sending an email at rgrima@mbb.org.mt

6.6. All deliverables and other supporting material compiled or prepared by the Contractor in the performance of this contract shall be the absolute property of MBB. None of the deliverables may be reproduced in a format or by any means without the prior consent from MBB.

7. Submission of Quotations

Interested economic operators are requested to reply to this CfQ providing information as follows:

- a. Company Name, including VAT number.
- b. Present a Technical Offer covering:
 - The proposed approach to address the specifications of the Call for Quotations.
 - The proposed composition of the team to meet these requirements. In this respect, bidders should take note of the minimum requirements set in the Section 3 of this CfQ. The CVs of the proposed team members should be provided with the offer.
 - Portfolio of experiences in delivering projects of a similar nature.
- c. Clearly indicate the price of the offer covering Lot 1 and/or Lot 2. If a bidder opts to provide an offer for Lot 1 and Lot 2, separate prices need to be provided. The price should be presented as **Global Price** in Euro covering **all** aspects in this Call for Quotations for each Lot. All prices should be exclusive of VAT.

All offers should be sent to the Chief Executive Officer at ceo@mbb.org.mt. The receipts of bids will be acknowledged by email.

8 Selection and Award

8.1 Selection Criteria

The following are the eligibility criteria (for each Lot) for economic operators to comply with:

- a. Provision of all documents requested under Section 6 of this CfQ
- b. Present a team for the execution of these tasks, including at least the following two profiles for each Lot:
 - i. A Project Manager will act as the main contact point with MBB on this contract. This person should have the:
 - relevant qualifications & experience in management of creative projects.
 - ii. Specifically for Lot 1: a Design & Branding expert who will be responsible for the development of the rebranding. This person should have at least:
 - Relevant qualifications from creative institutions and a substantial creative portfolio of at least 3 previous projects of a similar nature to those requested in this CfQ
 - ii. Specifically for Lot 2: a Website Developer who will be responsible for the development of the website. This person should have at least:
 - Relevant qualifications from creative institutions and a creative portfolio of previous projects of a similar nature to those requested in this CfQ

Should a bidder opt to submit a proposal under both Lots, the same Project Manager can be proposed for Lot 1 and Lot 2.

8.2 Award Criteria

The **award criteria** to determine final ranking of the submissions for each Lot shall be based on a price-to-quality ratio of 40:60.

The criteria to assess quality of submissions shall be determined on the following:

- i. Technical merit
- ii. Aesthetic and functional characteristics
- iii. Demonstrated understanding of this call
- iv. Relevant experience of the proposed team members
- v. Past performance in handling and completing similar exercises (Portfolio)

Unsuccessful bidders will be informed of the final selection decision. The MBB reserves the right to retract this call.

The deadline for submitting a bid is set for 15th May 2023

The Malta Business Bureau is the EU business advisory organisation for the



AND A PARTNER OF THE ENTERPRISE EUROPE NETWORK;

