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Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	**Assignment Title:** Development and administration of social media and web pages for the „Georgian Apparel and Fashion Association" and "Georgian Construction Materials Cluster"	**Project title:**	Clusters 4 Development: Better Business Sophistication in Georgia								
			Weighting in % (2)	points (max. 100) (3)	assess-ment (2)x(3) (4)	points (max. 100) (5)	assess-ment (2)x(5) (4)	points (max. 100) (3)	assess-ment (2)x(3) (4)	points (max. 100) (5)	assess-ment (2)x(5) (6)
1	**Appropriateness of suggested concept and work plan**										
	Interpretation of objectives		5								
	Strategy of implementation		5								
	Management of processes, cooperation, learning and innovation		5								
	Work schedule and timelines		5								
	Monitoring and evaluation concept		5								
	Subtotal for 1		25								
2	**Experience of the company**										
	Active on the market for the last 5 years		5								
	Provide the companies with the social media management, web page development and support, PR and Marketing		5								
	Subtotal for 2		10								
3	**Experience of the experts**										
Team Leader	*At last, 3 years of experience as a team leader*		5								
Team Leader	*At least, 5 years of working experience in Marketing, PR and social media*		10								
Social Media	*At last 3 years of relevant experience as a social media administrator and Ads Manager*		10								
Copywriter	*At last, 3 years of working experience as a copywriter (both English and Georgian languages)*		10								
Designer	*At last, 3 years of working experience as a social media designer*		10								
Google analytics	*At least, 3 years of working experience with Google Analytics*		10								
Web page manager	*At least, 3 years of working experience in development and management of web pages*		10								
	Subtotal for 3		65								
Grand Total			100								