



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: support the development of Authentic Kakheti Tourism Cluster	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia		
		Weighting in % (2)	points (max. 100) (5)	assessment (2)x(5) (6)	
1	Appropriateness of suggested concept and work plan				
	<i>Motivation and interest in assignment</i>	5			
	<i>Vision on development of the cluster</i>	5			
	<i>Summary of experience related to assignment</i>	4			
	<i>Skills in organisation and communication</i>	4			
	<i>Approach on cluster management</i>	3			
	<i>Approach on cluster growth and development</i>	4			
Subtotal for 1		25			
2	Experience of the Consultant				
	<i>Excellent communication skills between businesses and clients</i>	5			
	<i>Knowledge of websites and booking systems</i>	5			
	<i>Report writing and record keeping</i>	10			
	<i>Knowledge and experience of business skills, business management, and problem solving</i>	10			
	<i>Advanced computer skills including Microsoft Office and web-based applications</i>	5			
	<i>Excellent knowledge of English and Georgian languages</i>	10			
	<p><i>At least 5 years of relevant professional experience in supporting the development of private sector businesses to grow and develop. The following areas would be strong assets:</i></p> <ul style="list-style-type: none"> • <i>Tourism development and management</i> • <i>Working with and supporting diverse business clients</i> • <i>Experience in conducting trainings</i> • <i>Development and management of social media</i> • <i>Management/organization/presentation skills of products in local and international fairs</i> • <i>Negotiation skills</i> • <i>Government negotiation skills</i> • <i>Working within the international development context</i> 	15			
	<p><i>Professional experience in three of the following areas:</i></p> <ul style="list-style-type: none"> • <i>Tourism</i> • <i>Food and wine</i> • <i>Hospitality</i> • <i>The crafts sector</i> • <i>Product development</i> • <i>Marketing/Digital Marketing</i> • <i>Communications management</i> 	15			
Subtotal for 2		75			
Grand Total		100			