

Section/ Division: 3800	Assignment Title: Development of Webpage and Branding for Kakheti & Imereti Tourism Clusters	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia		
			Weighting in %	points (max. 100)	assessment (2)x(5) (6)
1	Credentials of the company and assignment-relevant experience		(2)	(5)	(6)
	<i>Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.</i>		5		
	<i>At least 2 years' experience in web development / branding</i>		3		
	<i>Portfolio of at least 4 accounts / campaigns last year</i>		3		
	<i>Development Cooperation (DC) experience: will be an asset</i>		5		
	Subtotal for 1		16		
2	Interpretation of the assignment objectives by the bidder				
	<i>Work schedule and timelines;</i>		5		
	Subtotal for 2		5		
3	Professional credentials and qualifications the proposed staff				
3.1	Expert 1: Branding Expert				
	<i>Education/training: Marketing/PR/Journalism/advertising (BA)</i>		3		
	<i>Language: Excellent business language skills in English and Georgian</i>		5		
	<i>General professional experience: 3+ years' of marketing experience</i>		5		
	<i>Specific professional experience: 2 years' experience of Developing brand strategies for companies or campaigns for individual products</i>		5		
	<i>Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector</i>		4		
	<i>Development Cooperation (DC) experience: will be an asset</i>		3		
	<i>Portfolio</i>		5		
	Subtotal for 3.1		30		
3.2	Expert 2: Web Developer				
	<i>Education/training: Bachelor's degree in Web development or related field, or relevant experience.</i>		3		
	<i>Language: Excellent business language skills in English and Georgian</i>		3		
	<i>General professional experience: Solid knowledge and experience in programming applications, Knowledge of programming language and technical terminology.</i>		4		
	<i>Specific professional experience: 2 years' experience of Web Development</i>		3		
	<i>Proficient in JavaScript, HTML, CSS.</i>		2		
	<i>Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector</i>		2		
	<i>Development Cooperation (DC) experience: will be an asset</i>		2		
	<i>Portfolio</i>		5		
	Subtotal for 3.2		24		
3.3	Expert 3: Designer				
	<i>Education/training: A relevant diploma in a related field.</i>		3		
	<i>Language: Excellent language skills in English and Georgian</i>		5		
	<i>General professional experience: Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.</i>		2		
	<i>Good understanding of content management systems and engine optimization principles.</i>		5		
	<i>Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector</i>		3		
	<i>Development Cooperation (DC) experience: will be an asset</i>		2		
	<i>Portfolio</i>		5		
	Subtotal for 3.3		25		
	Grand Total		100		