

**RFQ for Marketing Firm
IFC Responses to Questions Submitted
December 29, 2004**

References: On page 6 the RFQ asks for "three references for each of the clients and subcontractors." Does this mean three references for every client and case study included in the proposal, or does this just mean provide three references total of past clients and subcontractors?

Please include three references in total. However, if you include subcontractors in your response please provide three references for each subcontractor listed.

Fee: On page 6, under the Fee section, it is required to propose a "fee for all services based on the scope of the services described" in the RFQ. Should this fee be for the six week period beginning on Jan.7 or is this for the entire year?

Provide a fee structure for the 6-week period in which your firm will provide a strategic marketing plan that will be included in the February 15, 2005 LMDC deliverables. The 6-week period may be extended by the LMDC and the fee given must be all inclusive to account for this. As part of your response, please provide the standard hourly rates of every level of employee in your firm that may work with the IFC. Note that the IFC recognizes that the marketing plan produced during this 6-week period will potentially inform the marketing firm(s) likely fees going forward.

Examples: In addition to providing the three required examples of projects of "similar nature and scale" (page 7), is it acceptable to provide an appendix (not in the 10 pages) that briefly covers the range and area of services provided to past and current clients?

Yes, if additional past projects highlight or illuminate specific skills or particular services that your firm can uniquely offer, then these examples may be provided in an appendix.

Format: Is there a specific requirement for the formatting of the document, or is there flexibility assuming we document all the necessary qualifications and experience?

The format of your response is flexible as long as it clearly indicates what question or request it is responding to for this RFQ..

Review: Who will be reviewing the proposal? Just the IFC board or the LMDC board as well?

The IFC staff and board will be reviewing the proposal.

Non-discrimination: Lastly, as a small company we have a brief non-discrimination policy (1 page), but no substantial document on protocol and procedure- will this suffice.

Yes, please include your non-discrimination policy. It can be brief but must sufficiently outline your non-discrimination policy in response to this RFQ.