

SCOPE OF WORK

[Consultancy: Marketing Plan Jordan Society of Travel and Tourism Agents]

Questions & Answers

Question # 1. On page 1 it says that the consultant will be required to do a primary research. Yet, there aren't any details on the primary research in the SOW. There is only reference to desk research to be done on earlier market reports. Please clarify.

Answer: The consultant will do primary research to get acquaintance with the nature of business of target segments, to form primary perspective. Then, consultant is requested to review thoroughly the last Market Analyses and Needs Assessment report conducted for JSTA's Members in Irbid & Zarqa and use it for determined assignments in the RFP.

Question # 2. Assignment task E requires branding guidelines etc. The consultant doing the marketing planning can't do this as this usually needs a creative director. Thus, we assume you are looking for a team or a company while in the heading it says 40 to 60 LOES making it sound as a freelancer job and in the qualifications you sound like you are looking for one person to do the job.

Answer: It is up to consultant, you can hire assistant or team to do required job.

Question # 3. Will the price include sales tax or this will be paid by USAID?

Answer: The projects under this grant are tax exempted.

Question # 4. What are JSTA rates?

Answer: There are no specific rates. Consultant shall put reasonable rates according to the LOE

Question # 4: The deadlines of the RFP are tight for a holiday season. As issuance was on Thursday, deadline of questions is today, tomorrow (25) is off, if you answer questions on the 26, then there is less than one working day to prepare a proposal, which makes it almost impossible.

Answer: We gave consultant 6 days to submit required proposal. we can't extend the submission date. So it is preferred to submit before deadline. If we have any updates regard to deadline extension, will let you know.