**EXPRESSION OF INTEREST**

**Business Development Services (BDS) Support**

**for**

**Small and Medium Enterprises (SMEs) in the Hospitality Sector**

 **(on cost-share basis)**

**Project Background**

USAID Small and Medium Enterprise Activity (SMEA) project is implementing business development support (BDS) activities designed to facilitate growth and enhance productivity in small and medium sized enterprises (SMEs). The project is focused on helping small businesses by addressing challenges to business growth, sales/exports, access to markets, product development, quality control and compliance, IT/ICT development and digitization, and skilled workforce. SMEA will provide with support (subsidizing up to 50% of the fees) to acquire business development services from competent service providers.

**SMEA will focus on the following business segments under hospitality sector:**

1. Adventure tourism operators
2. Tourism companies
3. Tour operators
4. Guest houses
5. Hotels
6. Restaurants
7. Bakeries

**Opportunity areas for SMEs to acquire BD services on cost sharing basis under CE assistance include:**

* Technical assistance: technical trainings, short courses, etc.
* ICT services: website and mobile based application development, software, Enterprise Resource Planning (ERPs), e-marketing solutions, etc.
* Quality certifications: ISO 9000, Food safety and compliance standards (HACCP, ISO 22000) SA 8000, National food compliance, etc.
* Marketing support: product development, marketing collaterals, brand designs, etc.
* Marketing strategies: market intelligence and new market identification, etc.
* Accessing financial services: tax advisory, book keeping, financial management, etc.

**Eligibility Criteria**

The Program will support all eligible applicants (SMEs and Women-led businesses selected through a competitive selection process) to enhance their business capacities and productivity.

All interested SMEs, who wish to apply for this program must meet the following eligibility criteria:

1. The SME must be owned by Pakistani National(s), legally registered with relevant authorities and having valid documents (mentioned below) as per Pakistani business laws.
	* NTN number issued by Federal Board of Revenue (for all type of business concerns e.g. sole proprietor, un-registered partnership, registered partnership or Private limited company)
	* Proof of business ownership: Business registration certificate (in case of registered partnership or Private limited company)
2. The business must have verifiable business address and landline contact number.
3. The permanent employment should not exceed more than 250 staff inclusive of management, technical and non-technical staff.
4. Annul turn over must not exceed 800 million PKR. Please provide proof of previous year’s income by providing;
	* Signed and stamped profit & loss statement (sole proprietor and un-registered partnership)
	* Audited financial statements (income statement and balance sheet for registered partnership and private limited companies)
5. Minimum one (1) year of business history (for women-owned/led businesses business history of 6 months may be considered at the discretion of the project), counted from either business registration date, account opening date, and/or NTN registration date, whichever comes earlier.
6. SME must be willing to pay 50% of the cost of services.

***Note:***

***The project will support:***

* *Business development services (BDS) for consultancies, advisories, software and capacity building or technical skills trainings and activities.*
* *Support for software customization, data migration, installations, proto typing, testing, and/or implementation, excluding licensing renewal fees and domain hosting charges of any web based-service.*

***The project will not support:***

* *Any type of business payables: such as, bank guarantees, loans, bank interest, business taxes, utilities, salaries or honorariums; payments pertaining to recurrent fees, such as: annual fees, service charge, commissions, brokerage fees, franchising fees web hosting charges, sales commissions, management fees or club memberships, etc.*
* *Any type of capital/infrastructure, hardware or new investments into a business.*

*No financial assistance will be directly payable to the SMEs, the project will contract services on behalf of the behalf of the SME..*

**Selection Criteria:**

Selection of SMEs will be made on following Criteria

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| --- | --- | --- |
| **Evaluation Criteria** | **Evaluation Sub-criteria** | **Maximum Points** |
| **Basic Requirement** | **20 points** |
| **Documentary Requirements** | Has the SME provided proof of legal registration; address, and NTN certificate as requested.  | 5 points |
| **Financial Commitment** | Has the SME provided a commitment letter to finance at least 50% of the requested trainings/BD services?  | 10 points |
| **Output, impact and sustainability**  | Will the SME share sales and employment data and allow SMEA to measure the benefit of services offered in terms of business growth, ease of doing business, strengthening the outreach, product development, quality, etc. | 5 points |
| **Viability of the Proposal & Corporate Capabilities** | **80 points** |
| **Feasibility of Proposal and Products/Service Requested**Based on responses submitted against part H in the application form | Are the services/products/assistance requested feasible and relevant to SMEA objectives? Will the assistance lead to creation of jobs, sales, exports?  | 30 points |
| **Business History**  | Does the SME have sufficient business experience and years of operation in this sector? * SMEs having business history for 6 years or more will get the highest points. (Women led SMEs, business history of 3 years or more will get the highest points).
* SMEs having business history between 1 – 6 years will be scored accordingly.
 | 10 points |
| **Employment** | Does the enterprise provide evidence of employment levels to qualify as an SME?Additional scoring will be accorded based on the number of employees:* SMEs having 11 or more full time employees will be awarded the maximum points.
* SMEs having employment range between 1 – 10 will be scored accordingly.
 | 10 points5 points |
| **Turnover** | Has the SME provided proof of annual revenues/income (profit-loss statement or audited financials)? SMEs having annual turnover of 5 million PKR will get highest points and having annual turnover less than 5 million will be scored accordingly. | 10 points5 points |
| **Female Workforce Participation** | Does the SME-support female participation in their workforce?* SMEs having female employment of minimum 5% of its total employment.
* Women and/or disabled owned SMEs will be granted with extra points.
 | 5 points5 points |
| **Total Points** | **100 points** |

**Letter of intent**

All interested SMEs will submit the letter of intent by affirming the roles and responsibilities and confirming their commitment to cost sharing (50%) of total cost for the said BD service or training.

**Monitoring and Evaluation and Reporting:**

Chemonics will have the right to perform monitoring and evaluation, by itself or through its subcontractor, periodically or randomly as the situation warrants determining ongoing progress and impact of enhancements to the business. In order to qualify for the assistance from Chemonics, the beneficiary must complete a monitoring and evaluation baseline and meet monthly and/or quarterly reporting requirements.

**Instruction to applicants**

The deadline for the submission of applications is **Friday, August 31, 2018.****Applications will be evaluated on rolling basis. All applicants are encouraged to apply at their earliest.**

Applicants must complete and submit the Application Form (Attachment A) along with all the documents listed in no later than the deadline listed above. Chemonics will review applications and award SME support on a rolling basis. Chemonics will not reimburse the appliancts for any costs associated submitting the EOI. Furthermore, Chemonics reserves the right to reject any and all applications, if such action is considered to be in the best interest of Chemonics.

Please return completed applications including the Application Form and requestd documents by the application deadline to SMEAprocurement@pakistansmea.com.

*Application Number*

*(for internal use only)*

**USAID Small and Medium Enterprise Activity (SMEA) Project**

**Hospitality Sector**

**Small and Medium Enterprise (SME) Application Form**

***INSTRUCTIONS***

* *Please attach all supporting documents listed below and provide complete information requested in application form.*
* *It is important that you provide us with correct information to ensure quick processing*
* *This application form should be signed by the authorized representative of the enterprise.*
* *If you need any clarification or explanation, please contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

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| **Please check your eligibility before completing the form.***(Check the relevant box with “✓” symbol)* | **Yes** | **No** | *If you have answered “****YES”*** *to any of the questions, please* ***STOP*** *and contact* ***SMEA****. Otherwise continue to the next section.* |
| * 1. Is the number of your employees **MORE than 250**?
 | [ ]  | [ ]  |
| * 1. Is your Annual Revenue **MORE than Rs. 800 million**? (including holding/subsidiary companya & associated companiesb)
 | [ ]  | [ ]  |
| * 1. Business is operational for less than one year
 | [ ]  | [ ]  |
| * 1. In case of woman / disabled person’s owned, business is operational for less than six months
 | [ ]  | [ ]  |
| * 1. Are you a **not-for-profit company or NGO**
 | [ ]  | [ ]  |
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| **Please Submit Following Supporting Documents (if applicable) with the Application** |
| 1. NTN certificate
2. Sales Tax Certificate (if applicable)
3. Company Registration Certificate (if private limited)
4. CNIC copy (All directors, or owners, or partners)
5. Company brochure, and/or product literature (if available)
6. Proof of registered or un-registered partnership concern
 | 1. Audited financial statements (for Pvt Ltd and registered partnership), otherwise signed income statements (last 01 fiscal year) on company letter head verified by third party/CA firm etc.
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Please return Completed Forms & Documents electronically to SMEAprocurement@pakistansmea.com.

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| **A. OWNERSHIP AND LEGAL DETAILS** |
| **Name of Enterprise** |       |
| **Business start date** |       |
| **Business Operational for** |  1- 2 years 2 – 3 years 3 - 4 years 5 and above |
| **Type of Enterprise** *(Check the relevant box with “✓” symbol)* |
| [ ]  | Sole Proprietorship | [ ]  | Unregistered Partnership | [ ]  | Registered Partnership | [ ]  | Private Limited Company  |
| **Please provide the following registration details** |
| National Tax Number (NTN) | Sales Tax Registration No. (If applicable) | Company Registration Number/ Partnership Registration Number | Business Registration Date  |
|       |       |       |       |
| ***Note:*** *If you* ***do not*** *have an NTN, please stop and contact the SMEA staff at info@pakistansmea.com* |

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| **B. CONTACT DETAILS** |
| **Correspondence Address** (If more than one, include addresses in the Additional Information box) |
| Postal Address |       |
| Telephone (land line)  |       | Mobile  |       |
| Fax |       | Email  |       |
| Contact Person Name |       | Designation |       |
| Website (if any) |       |

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| **C. BUSINESS DETAILS***(Check the relevant box with “✓” symbol. S*elect all that apply*)* |
| **Focused sector(s)** |  Restaurants Bakeries Tourism companies Tour operators Adventure tourism operators (e.g. para-gliding, diving, sea cruising, skiing etc.) Hotels  Guest houses etc.  Any other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Please provide locations and contact information of other branches / franchises (If any)** |  |

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| **E. FINANCIAL DETAILS***Please provide the following financial information (in Rs)?* |
|  | 2015-16 | 2016-17 |
| Annual sales |       |       |
| Exports/ Foreign Customers (if any) |       |       |

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| **F. EMPLOYMENT DETAILS***Please provide the following employment details?* |
|  | 2016-17 |
| Permanent (Male) |       |
| Contractual (Male) |       |
| Permanent (Female) |       |
| Contractual (Female) |       |

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| **G. BUSINESS DEVELOPMENT SERVICE REQUIRED** |
| **Please select the business development service(s) that you are interested in that will help to improve your business?** |  Technical assistance: technical trainings, short courses etc. Improved ICT services: website and mobile based application development, software, Enterprise Resource Planning (ERPs), e-marketing solutions etc. Quality certifications: ISO 9000, Food safety and compliance standards (HACCP, ISO 22000) SA 8000, National food compliance etc. Marketing support: product development, marketing collaterals, brand designs etc.  Developing marketing strategies: market intelligence and new market identification etc.  Accessing financial services e.g. tax advisory, book keeping, financial management etc.  Access to bank loans and other financial products  Any other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **H. IMPACT OF BUSINESS DEVELOPMENT SERVICE(S) IN YOUR BUSINESS**  |
| **Describe the impact of required business development services** *(For example, hotel management software will help me to increase my restaurant annual sales by 10 percent of last year sales*) | 1. *How BDS service will result in increase in sales.*
2. *How BDS service will result in an increase in jobs.*
3. *How BDS service will result in an increase productivity (more output per unit of input)*
4. *How BDS service could decrease cost of production*
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| 1. **Please check the following boxes before completing the form.**

*(Check the relevant box with “✓” symbol)* | **Yes** | **No** |
| 1. I/We also confirm that we have funding available to pay for our part of any planned activities, and that we intend to fully implement the activities described in the attached project proposal if approved to do so by the SMEA.
 | [ ]  | [ ]  |
| 1. I agree to pay 50% of total project cost in advance to my service provider/consultant/trainer as soon as the approval intimation is given by SMEA
 | [ ]  | [ ]  |
| 1. I agree to share sales and employment data and allow SMEA to measure the benefit of services offered in terms of business growth, ease of doing business, strengthening the outreach, product development, quality.
 | [ ]  | [ ]  |

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| **I. DECLARATION & AGREEMENT** |
| I/We certify that the information provided in this application form is correct to the best of my/our knowledge. I/We agree to the SMEA terms and conditions as outlined in the instructions to applicants and the draft agreement. I/We understand that all information contained in this application will be treated confidentially by SMEA (only for internal use) and we agree that SMEA can ask any additional documents or to have access to the original documentation as required. I understand that SMEA reserves the right to reject the application without assigning any reason. |
| Signature |  | Company Seal |
|  |
| **Name** |       |
| **Job Title** |       |
| **CNIC** |       |
| **Date** |       |