

Annex B |

Content of the Technical Proposal

Development of Women Sales Agents

The language of the proposal should be English. The proposal must be submitted in PDF format, maximum of 11 pages (not sheets) excluding Cover Page, Abbreviations, Glossary, Table of Contents, Additional Documents, and Annexes. Page size A4;

S.N.	Content of the Proposal	Suggested number of pages
The main part of the proposal		
1	Project Summary [Brief description of the project proposal, its objectives, previous experience, and the applicant's background. This section also includes the total project budget, fund sought from WEESMS and the commercial viability of the project once funding is withdrawn.]	1
2	Organization profile [Firms/organization's credentials, previous experience (includes organizational architecture, general organizational capability that is likely to affect performance, the experience of similar programmes, projects)]	2
3	Project Description [Clarity of alignment with the goals and objectives of the assignment. Includes the proposed project and the rationale for the project]	3
3	Technical Feasibility [1. If the proposed project is feasible or applicable in the current market situation 2. Why you think your organization (management and executive team) has the required capacity to manage the technical and operational activities planned for the project]	0.5
5	Implementation Strategy [1. Proposed activities: <ul style="list-style-type: none"> Results expected from the activities How the activities will be carried out and who will be responsible for managing them Describe whether you will be forming any partnership with other organizations 2. Geographical Coverage]	2
6	Project Beneficiary Group [Explain who you think will benefit from the project and how they will benefit. For	0.5

	example, the beneficiaries could be your client base or suppliers. Be sure to highlight any poor communities that are likely to benefit from the project]	
7	<p>Project Management</p> <p>[Explain with regards to the following</p> <ul style="list-style-type: none"> • What will be the management structure and how you will manage the project • Who will be the key persons responsible for the project including the person responsible for finances? Please provide CVs of the key personnel in the Annex • What will be the monitoring and reporting process? • How will the funds be managed <p>[Additional information can be provided in annex]</p>	1
8	<p>Exit Strategy</p> <p>[The applicant will explain the exit strategy to show the sustainability of the project without external funding]</p>	0.5
9	Risks & Challenges	0.5
Additional Documents that must be submitted		
10	<p>-A certificate proving the legal entity of the applicant (e.g. trade license, NGO bureau registration, joint-stock registration);</p> <p>-Tax identification number (TIN);</p> <p>-VAT registration number (if applicable);</p>	As required
Annex		
11	Annexes may be included for further clarification. However, for evaluation, only the main part of the proposal will be taken.	As desired