

Wrocław, 29.04.2019

## Request for quotation No. 3/1.4Bab RPOWD/2019

**Priority 1** Enterprises and innovations

**Objective 1.4** Internationalisation of enterprises

**Action 1.4 B** Increasing the international expansion of SME through the implementation of new business models as well as increasing their expansion on external markets

- a) projects implementing long-term (comprehensive) business strategies
- b) projects implementing modern management methods, leading to organisational and process changes in enterprises.

**Project title:** Increasing the international expansion of VM Sp. z o.o. by implementing new business models and long-term business strategies.

**Project No.:** RPDS.01.04.02-02-0030/17

**The project is co-financed with funds from the European Union, the European Regional Development**

**Fund.**

**Principal:**

Company name: **Vm.pl SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ (LTD)**

Address (registered seat): ul. Kościuszki 82, 50-441 WROCŁAW

TAX ID: 8951811558; REGON (National Official Business Register) No. 932985224; Phone: +48 71 341 76 40; e-

mail: [biuro@vm.pl](mailto:biuro@vm.pl)

**Description of the subject of the contract**

The subject of the contract is the management of Google Ads advertising campaign (previous name: Google AdWords). The advertisement is addressed to Germany, Austria, Switzerland and Great Britain and will last for 4 months.

The campaign service will cover:

- a fee for the entire duration of the campaign;
- development and preparation of the Google Ads and Google Analytics account structure;
- management;
- analysis of the effectiveness of the campaign in the form of a report;

The report should at least contain information on the key performance indicators available from within the Google Ads account:

- name of the campaign
- number of views
- number of clicks
- average position
- quality score
- site engagement
- the most effective keywords

The Contractor shall create a Google Ads advertising account, which will be owned by the Principal and to which the Principal shall have access.

All changes in the settings will be mutually agreed with the Contractor.

**CPV CODE:**

79341400-0 Advertising campaign services

Description of the terms and conditions of participation in the proceedings:

Only tenderers who fulfil the following conditions shall be admitted to tender:

1. They have no personal or capital affiliations with the Principal. Capital or personal relationships are understood as mutual relations between the Principal or persons authorised to incur liabilities on behalf of the Principal or persons performing on the Principal's behalf activities related to the preparation and performance of the procedure for the selection of the Contractor, consisting in particular in:
  - a) participation in the enterprise as a partner in a civil partnership or limited partnership,
  - b) holding at least 10% of shares or stocks,
  - c) acting as a member of the supervisory or management body, proxy or attorney,
  - d) being in such a legal or factual relationship that may give rise to justified doubts as to impartiality in the selection of the contractor, in particular, a marital relationship, blood relationship or direct affinity, the affinity of the second degree or collateral affinity; including an adoption, custody or guardianship relationship.
2. They are entitled to perform specific works or activities if the law imposes such obligations or entitlements.
3. They have the necessary knowledge and experience, economic and technical capabilities.
4. They are in a financial position that guarantees the performance of the contract.
5. They are not a subject of bankruptcy proceedings, not bankrupt and have no pending liquidation proceedings.
6. It is not in default of payment of taxes, fees or social security contributions.
7. The information in points 1-6 will be verified on the basis of the statement attached as Annexe No. 2 to this request for quotation.

**Other terms and conditions of the contract:**

1. Tenderers are bound by their tenders for 30 days following the expiry of the deadline for submission of tenders.
2. During the examination and evaluation of the tenders, the Principal may request clarifications from the tenderers regarding the content of the submitted tenders.
3. The Tenderer shall cover all costs related to the preparation and submission of the offer.
4. Regardless of the outcome of the proceedings, the Principal is not liable in any case for the costs incurred by the Tenderer for the preparation and submission of the offer.
5. The Principal has the right at any time to change, withdraw or cancel the tender procedure without giving any reason.

**Price calculation method:**

1. The gross price of the offer should include all costs that the Principal will have to incur in connection with the performance of the service for its benefit, including possible discounts and rebates.
2. The price to be assessed will be the total gross price for the entire service specified in the description of the subject of the contract, quoted in Polish zlotys, including all costs of performance of the contract.
3. If the price is quoted in foreign currencies, the value in PLN will be calculated based on the average exchange rate of the Polish zloty on the day preceding the selection of the offer.
4. The price of the offer constitutes the value of the contract and will remain unchanged throughout the performance of the entire contract.
5. Only complete tenders shall be evaluated.

**Contract performance date:**

Required performance date (end of the campaign): until 15.10.2019.

**Types of evaluation criteria:**

<u>Criterion</u>	<u>IMPORTANCE %</u>
<u>Gross price</u>	<u>100%</u>

Method of evaluation of tenders:

The Principal shall evaluate the offers based on the number of points obtained, calculated subject to the following criteria and the established score of 100 points. (100%=100 pts):

(a) Points for the 'gross price' criterion will be calculated according to the following formula:

Price of the cheapest offer

----- x 100 = number of points

Price of the examined offer

The offer with the highest final score will be considered the most advantageous.

Furthermore, when choosing the contractor, the principal shall adopt the fundamental principles of the single European Community market, among others:

- the principle of transparency and openness in the conduct of proceedings
- the principle of protection of fair competition
- the principle of free movement of capital, products, goods and services
- the principle of non-discrimination and equal treatment of contractors on the market

**Place, method and date of submission of tenders:**

Place: **ul. Kościuszki 82, 50-441 WROCŁAW**

Method: electronic form (email address: [biuro@vm.pl](mailto:biuro@vm.pl)) or paper form (in person, by post or via courier delivery).

Deadline for submission of tenders: **7th May 2019, to 12.00.**

An offer is deemed to have been submitted within the time limit if it reaches the Principal in such way that the Principal could become acquainted with the offer.

**Description of how to prepare an offer:**

- 1) The offer consists of:
  - a) a completed and signed offer form attached as Annexe 1 to this Request for Quotation,
  - b) a completed and signed declaration attached as Annex 2 to this Request for Quotation,
- 2) The offer is prepared and submitted at the expense of the Contractor.
- 3) The offer must be signed by the person(s) authorised to represent the tenderer and incur liabilities in the amount corresponding to the offer price.
- 4) Documents drawn up in a foreign language are submitted along with their translation into Polish.
- 5) The tenderer is entitled to submit only one offer.
- 6) Corrections or changes to the offer must be initialled by a person authorised to sign the offer.

**Deadline for deciding on the outcome of proceedings:**

The opening of tender offers will take place on **7th May 2019, at 16.00.**

The Principal will announce the results of the most attractive offer on its website [www.vm.pl](http://www.vm.pl)

**Conditions for amending the contract:**

The Principal foresees the possibility of amendments to the Agreement for the award of the contract within the scope of:

- 1) obvious typographical errors;
- 2) the terms and conditions, in particular, where it is necessary to take into account circumstances that could not have been anticipated at the time of concluding the agreement for the award of the contract, as well as where a change in the terms and conditions and the payment date may be necessary due to the interest of the Principal;
- 3) the method of performance of the subject matter of the contract, in particular, where the change in the manner of performance of the contract results from changes in the applicable provisions of law or programme guidelines affecting the performance of the contract.