

Set of Q&A

Request For Proposal (RFP) for the Implementation of a Marketing and Communication Campaign for the Promotion of Italian Energy-Efficient Home Appliances in Lebanon

Prepared by the Lebanese Center for Energy Conservation (LCEC)

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RFP for the implementation of a marketing campaign for the promotion of Italian energy-efficient home appliances in Lebanon

Notes to Bidders

1. This document provides the answers to 3 questions that were sent by interested bidders, following the launching of the RFP for the Implementation of a Marketing and Communication Campaign for the Promotion of Italian Energy-Efficient Home Appliances in Lebanon.
2. This document shall be considered an integral part of the RFP.

Q1. *Would you like to implement an e-commerce shop in the mobile app, where people can buy the items then get the order from the nearest supplier?*

A1. E-commerce shall not be included in the mobile application.

Q2. *Regarding the promotional videos, do you only need the videos, or you would like us to buy spots on TVs in order to promote them?*

A2. The scope of work of the contractor includes the design and production of short promotional videos, with the Ministry of Energy and Water covering the airing of these videos on television.

Q3. *Same for the billboards, do you only need the design or you would like us to rent the billboards also?*

A3. If the bidder chooses marketing via billboards, they are responsible for the design and rental of the billboards. Regarding the Bill of Quantities (BoQ), the pricing for this item shall be based on a per-unit basis.