

Białystok, dated 20.11.2020

## OFFER INQUIRY NO. 1/2020

We are requesting a quote for the preparation of a business model and commercial plan for AVA Ltd.

### I. ORDERING PARTY

AVA Ltd.  
ul. Gen. F. Kleeberga 34A  
15-691 Białystok  
tel. 85 744 59 83  
e-mail: [przemek@avalingerie.pl](mailto:przemek@avalingerie.pl),  
[ewa.siergiejuk@avalingerie.pl](mailto:ewa.siergiejuk@avalingerie.pl)

### II. DESCRIPTION OF ORDER

CPV code: 79410000-1 - Business and management consulting services.

The service of *Preparation of a business model and commercial plan for AVA Ltd.* will include the following:

1. Preliminary audit of the company, implemented, among other things, in terms of the possibility of acquiring external financing, and including such items as:
  - a) Recognition of the needs of the business entity
  - b) Establishment of objectives
  - c) Market analysis for a given financial venture
  - d) Development of an action strategy in the context of the planned financial venture
  - e) Indication of alternative means of financing or recommendation to refuse such possibilities
  - f) Developing a plan for the implementation and performance of the financial venture
  - g) Establishing partnerships with the research and development sector
2. Preparation or revision of the existing business model that allows for stable and pro-development functioning of the enterprise
3. Advisory support at the model introduction and launch levels
4. Development of a commercial plan allowing for the ongoing implementation of the selected model
5. Advisory support on project implementation (project management, establishment of partnerships, technological alliances, procedures for selection of contractors)

In the course of providing the service (development of data for individual analyses), it is expected that the business entity and the service provider will be involved in the process of provision of the service.

The final product will be one of the elements or a combination thereof:

- creation of a business model of an enterprise, product/service or group of products/group of services,
- revision of the existing business model (enterprise, product/service or group of products/group of services), together with the identification of a pool of changes allowing for stable operation of the enterprise, product/service or group of products/group of services,
- development of a written draft version of the commercial plan allowing for the ongoing implementation of the selected model,
- construction of other components of the business plan of the indicated activity.

In each case, the study should be in the form of a report containing a discussion of the various components.

Aspects that can affect the cost of implementing the consulting service:

- Enterprise size: number of employees in 2019: 203;
- Position of the company on the market: AVA Ltd. is located in Bialystok at 34a Gen. Kleeberg Street. Continuously since 1998, its main business profile is the production of women's underwear. The company cooperates with the largest wholesalers in the country and abroad - in countries such as the United Kingdom, Germany, Russia, the Czech Republic, Israel and many others.
- Existing offer: The company's current offer includes push-up, semi soft, soft, full cup, Kopa, balconette, bardot bras, as well as bras for breastfeeding moms. All bras are available in a set with matching briefs or thongs and in a wide range of sizes depending on a woman's figure (girths 65-100 cm; cups A-I). Since 2014, the AVA brand is not only lingerie for women, but also swimwear, pajamas, nightgowns and bodysuits, which are highly valued on the market.
- Expectations: enterprise development through expansion of existing offerings, which will translate into business growth, increase profits and attract new customers.
- Expected time of execution of the service: up to 3 months.

### **III. OFFER VALIDITY PERIOD**

The offer should be valid for no less than 60 days from the date of submission.

### **VI. CONDITIONS FOR CANCELLATION OF THE PROCEDURE**

The Ordering Party may cancel the proceedings at any time without giving any reason.

### **VII. PAYMENTS**

The Ordering Party plans payment upon completion.

### **VIII. EXCLUSIONS**

In order to avoid conflicts of interest, the public procurement contract may not be awarded to an entity related to the Ordering Party in a personal or capital capacity, and therefore the Bidder is required to provide with the offer a statement constituting Annex No. 2 to this inquiry.

A capital or personal relationship is understood as a mutual relationship between the Ordering Party or persons authorized to incur liabilities on behalf of the Ordering Party, or persons performing activities on behalf of the Ordering Party related to the preparation and execution of the vendor selection procedure and the Bidder, consisting in particular of:

- participation in the company as a partner in a civil partnership or private company,
- holding at least 10% of shares or stocks,

- acting as a member of a supervisory or management authority, proxy, attorney,
- remaining in a marital relationship, in a relationship of kinship or affinity in the direct line, kinship of the second degree or affinity of the second degree in the collateral line, or in a relationship of adoption, custody or guardianship.

#### IX. DESCRIPTION OF OFFER PREPARATION

(1) The offer should be submitted on the offer form, constituting Annex No. 1 to this inquiry, it should also include a completed and signed statement on the absence of capital and personal relations, constituting Annex No. 2, and a statement on the experience to perform the service covered by this inquiry, constituting Annex No. 3. In the offer form, all required fields should be completed.

The offer should:

1. bear the header stamp,
2. contain the date of preparation,
3. contain the address of the Bidder,
4. contain the name and contact details, phone number and e-mail address of the person designated to contact the Ordering Party,
5. bear the signature of the person authorized or empowered to represent the Bidder.

#### X. PLACE, METHOD AND DEADLINE FOR SUBMITTING OFFERS

1. The offer should be delivered in writing via mail, courier, submitted in person to the Ordering Party's address specified in point 1 of the Request for Proposal, or sent to the e-mail addresses: [przemek@avalingerie.pl](mailto:przemek@avalingerie.pl) and [ewa.siergiejuk@avalingerie.pl](mailto:ewa.siergiejuk@avalingerie.pl)
2. The offer should be received by the Ordering Party by 9:00 a.m. on November 27, 2020. Bids submitted after the deadline will not be considered.
3. After selection of the offer, the Ordering Party will inform the Bidder chosen about the result of the procedure.

#### XI. CRITERIA FOR EVALUATION OF OFFERS AND METHOD OF ASSIGNING POINTS

The Ordering Party will evaluate valid offers that meet the conditions for participation in the bidding process based on the following criteria:

No.	Criterion	Methodology of awarding points
1.	Total net price	<p><b>calculated by the formula:</b></p> $C_{of} = ( C_{min} / C_{of\ bad} ) \times 100 \text{ points}$ <p><b>where:</b></p> <p><math>C_{of\ bad}</math> – The net offer price of the evaluated offer,</p> <p><math>C_{min}</math> – The lowest proposed net offer price among non-rejectable offers;</p>

Offers that meet all the requirements outlined in this Request for Proposal will be ranked from least favorable to most favorable under each criterion. The offers will then be awarded points in accordance with the scoring methodology described above. Then, depending on the criterion in question, the number

of points scored will be multiplied by its percentage weight given above. The Bidder with the highest number of points will win the bidding procedure.

## **XII. INFORMATION ON REQUIREMENTS FOR BIDDERS:**

The Bidder shall be required to submit with its offer a statement that it has the necessary knowledge and experience in the services covered by the Request for Proposal and has the actual capacity to perform the order, including, but not limited to, the rights, technical and personnel potential necessary to perform the order. The Bidder's personnel resources should include specialists necessary for the proper execution of the order.

## **XII. OTHER**

1. If an offer is submitted in foreign currencies, the Ordering Party shall convert the value of the offer using the average exchange rate for the currency in question announced by the National Bank of Poland, as of the date of the offer.
2. The Ordering Party shall not allow the submission of partial offers.
3. If the Bidder, whose offer was selected, evades the conclusion of the contract, the Ordering Party may select the most favorable offer from among the remaining bids, without re-evaluating them.
4. The order shall be executed on the basis of a written contract between the Ordering Party and the Bidder.
5. Any changes to the provisions of the contract shall be in writing under clause of nullity.
6. Upon completion of the bidding procedure, the Ordering Party will conclude a conditional contract with the successful Bidder for the implementation of the service. Implementation of the contract with the selected contractor for consulting services is subject to the Ordering Party's receipt of information on the award of a grant for the implementation of the project under Sub-measure 1.4.1 Promotion of entrepreneurship and increasing the investment attractiveness of the voivodeship, project type: consulting services, Regional Operational Program of the Podlaskie Voivodeship for 2014 - 2020.
7. Date of the order execution - expected date of commencement of service: May 2021. The estimated date of execution of the order has been established, based on the assumption that the Ordering Party will begin implementation of the project after obtaining information on the award of funding. The Ordering Party reserves the right to change the date of execution of the order.
8. Maximum date of execution of the order: no longer than 3 months from the date of commencement of the period of execution of the contract concluded with the Bidder, which depends on the signing of the grant agreement.

## **XIII. ANNEXES**

Annex No. 1: Offer form

Annex No. 2: Statement of no capital and personal affiliations

Annex No. 3: Statement of experience