

Framework for Response to:

Global Private and Public Sector

- Request for Proposal
- Invitation to Tender
- Grant Award

Freelance
Management
Consultant

"Let me take the weight off your shoulders and help you to achieve your business goals."

Orla Ryan



Content

This pack includes:

- The Framework for Response
- Examples of my work
- Sample RFP / Tender / Grant document

Introduction

Responding to a Request for Proposal or an Invitation to Tender can at times seem daunting. As can preparing and submitting a Grant Award application to donors or investors.

- Often a volume of detailed information is requested ranging from Technical to Financial Proposals, project plans plus a list of compliance documents.

I am a pragmatic, solutions orientated, Management Consultant with over twenty years experience. I am pleased to work with you to navigate these opportunities, using my proprietary Framework for Response.



Framework for Response - 10 Steps

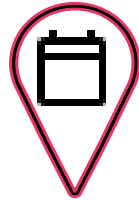
1.0

Set up Tools



2.0

Plan Timeline



3.0

Compliance



4.0

TOR Review



5.0

Client Align



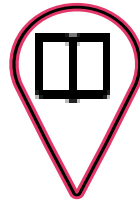
6.0

Market Research



7.0

Proposal Draft



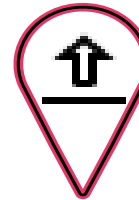
8.0

Finalise Content



9.0

Submission



10.0

Follow-up



Notes: "Client" refers to you / your organisation.

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Step 1.0 and 2.0

1.0

Set up Tools



As we begin working on your Proposal, first steps include:

- All messaging and calls via Upwork
- Additional comms via email
- Set-up a shared drive / folder
- I create and share the Work Plan
- Agree frequency of progress check-ins

2.0

Plan Timeline



I will create a shared work Calendar highlighting key dates:

- Bidder briefing call
- Final proposal submission date
- Clarification questions response dates
- Check-in frequency

Note: the optimum timeline is 4 weeks and the minimum 2 weeks, from start to submission.

Step 3.0 and 4.0

3.0

Compliance



A Proposal, Tender or Award all require some compliance documentation.

- We will review the requirements, specifically instructions for signature
- Pay attention to the ownership of intellectual property
- Identify any risks
- Register on the Tender e-portal
- Client to source References for Proposal

4.0

TOR Review



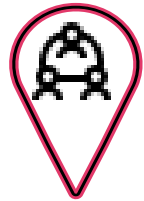
I will do an initial review of the Terms of Reference - the instructions on how to respond.

- Priority review for Objectives / Outcomes
- Instructions for Technical response including project plan
- Guidance on budget and Financial response
- Start considering and collecting Appendices

Step 5.0 and 6.0

5.0

Client Align



This consultation call, while not our first conversation, is important to review scope:

- We will discuss your business / core services / experience / objectives / USPs
- Align on scope, expectations and outcome
- Discuss the Thought Leadership piece
- Introduce the Executive Summary
- Advise Client to start considering Financial Proposal

6.0

Market Research



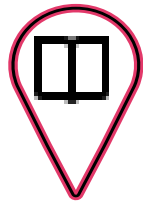
To frame up the best possible proposal response, I will conduct desk research to understand:

- The organisation, investors, donors or funders who have issued the tender
- Industry sector current trends
- Who is the end beneficiary or customer
- Who are the competition and their USPs

Step 7.0 and 8.0

7.0

Proposal Draft



I will prepare the Technical Proposal, aligned to the tender objectives.

- I will frame up the Financial Proposal based on your inputs
- Draft response shared with you for proof read, and additional content inputs

Note for Client: schedule time, on the cut-off date for Proposal upload /submission, as delays are common.

8.0

Finalise Content



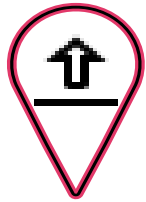
Time to start wrapping up your Proposal response!

- Based on the Technical proposal I will prepare a Project Plan / GANTT if required by the TOR
- Together we finalise the Executive Summary
- Final proofread and amends

Step 9.0 and 10.0

9.0

Submission



Delays are common when uploading a proposal response, and e-portals can be complex.

- Depending on the original instructions, I will combine all documents into one PDF
- The Appendices as a separate PDF, if it is a large file size
- The final pack is available on email or the shared drive
- The submission / upload is completed by you as the bidder

10.0

Follow-up



Job done! Great work. A couple of final points:

- The issuing organisation will advise in the TOR, the expected validity period of your response
- We will confirm, from the TOR when, how (and if...) to expect a formal decision
- Finally, I am available over the following weeks, for any questions

Examples of my work (1 of 3)

I am pleased to share with you examples of the work I have delivered in 2024 / 2025. Any confidential information has been redacted. I respect the NDAs issued to me by my Clients. These examples are to give you an indication of the quality of the work you can expect from me.

TECHNICAL PROPOSAL

Exporter Guidelines for European Nordic markets (Sweden, Finland, Norway, Denmark)

TOPICS	OUTLINE OF PROPOSED METHODOLOGICAL APPROACH
	The intention is to build upon the achievements of the Building Export Capacity (BEC) programme , deriving benefits from the BEC groundwork and successful delivery, while leveraging the programme's expertise, resources, and methodologies.
	These outline steps are presented as guidelines that can be tailored to fit the local market and business needs of Moldovan exporters.
Assessing the Opportunity	The initial focus is to understand 'the size of the opportunity.' This involves assessing the current export status between Moldova and European Nordic Markets in terms of trade volumes and value, product and service categories, and overall trade trends. By analysing these factors, the aim is to determine the potential scale of the opportunity and identify profitable areas for further exploration for Moldovan exporters.

In the above example, I own the Building Export Capacity (BEC) programme.



██████ recognises that for ██████ while the Exercise is a one-time event, it is not conducted in isolation but as part of the broader operations of ██████. Although the focus is on the ██████, the cycle of enhancing governance and building capability is a continuous process that impacts all business functions. ██████ ensure that Exercise participants leave with sustained **situational awareness** and a set of detailed, specific and actionable recommendations to support ongoing development.

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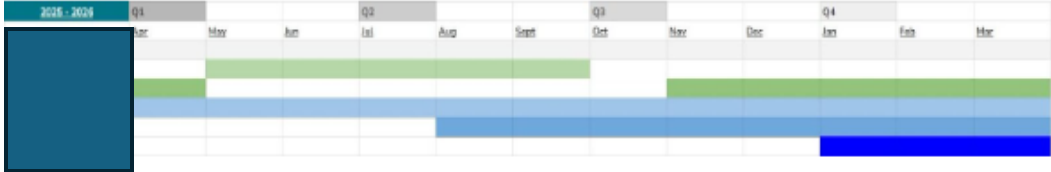


Examples of my work (2 of 3)

1.3 GOVERNANCE - PROJECT PLAN: tasks and activities

P1. Pre-Exercise	P2. Exercise Execution
<ul style="list-style-type: none"> Review existing crisis management toolkit Determine best-fit Governance evaluation criteria Develop data collection template 	<ul style="list-style-type: none"> Collect Governance aligned data and insights Introduce specific business continuity tests (injects)

TIME BOUND:



7.0 WORK PLAN

recognizes from extensive experience that the effectiveness of the work plan relies heavily on the use of digital project platforms and skilled project management personnel. Without these critical elements, RFP risks facing significant delays, confusion among suppliers, and potential project failure. We anticipate daily adjustments to the work plan to accommodate changing internal and external factors, including production capacity and equipment used and throughout the supply chain.

Digital Integration for Transparency

will leverage advanced digital tools, including Business One Supply Chain Management, to integrate and streamline operations. These tools will facilitate real-time tracking of delivery progress, quality control, and shipping status. We will ensure has full guest access to monitor and track the project's progress.

Although full integration with the Maritime Single Window is not yet available, we will work closely with the Electronic Single Window (ESW) at the , and the upon entry to to optimize customs processing and minimize delays.

3. **Revenue Growth and Expansion:** has experienced steady revenue increases year on year, to (2023). Looking ahead 5 years; 2025 to 2029, the company aims to accelerate both revenue and profitability by enhancing existing services and introducing new offerings, expanding its portfolio to a total of distinct services:

2.1 Climate Impact

Climate events on represent both a risk and an opportunity for Climate shocks pose risks to infrastructure, logistics, and operations, all essential to the efficient delivery of services. The Government has taken steps toward climate resilience, including collaboration with the Climate Fund and other international bodies to mobilise resources for adaptation and mitigation projects.

- The management team has developed contingency plans for extreme weather events to ensure uninterrupted services. Educating the delivery team and community on their role in building climate resilience through waste management services.



Examples of my work (3 of 3)

The Project timeline, as outlined by [redacted] is twelve (12) months. Based on indicative evaluation and grant award activities it is estimated the start and end dates of the Project will be April [redacted] to March [redacted].

The three (3) Stages of the Project are illustrated above as:

- Stage one (1) [redacted] Apr 2025 - Mar 2026
- Stage two (2) [redacted] : Aug 2025 - Mar 2026
- Stage three (3) [redacted] : Jan - Mar 2026

The additional timelines factored into planning of the [redacted] programme are:

Module 1

Production to Sales 

The journey from sourcing raw materials to fulfilling orders in the EU market is an intentional process. It involves careful selection of materials, product design, and production, aligned to European standards. Successful market entry requires thorough market research, understanding consumer preferences and purchasing decisions.

Market Research

- Identify target markets in Europe based on consumer demand, trends, and competitive landscape.

Market Entry Strategy

- Consider factors such as distribution channels pricing strategies, and promotional activities.
- Explore partnerships with European retailers, distributors, or e-commerce platforms.

Brand Marketing

- Build awareness in European markets through targeted campaigns, including digital, trade shows, and collaborations. Highlight competitive advantage.

Order Fulfilment

- Fulfil customer orders, accept payments, prepare product for shipment.
- Ensure all necessary documentation is in place for transportation to EU markets.

2.2 Economic Outlook



In May 2024, the International Monetary Fund (IMF) forecast the economy of [redacted] to grow by six percent (6%) by the end of 2024. Supporting this growth, the Government strongly encourages foreign direct investment (FDI), attracting approximately \$78.63 million in 2023. In addition, inflation is expected to ease to 2.5%, a key indicator of improving economic stability.

Figure 2: GDP per capita, post COVID-19 recovery to US \$8,749 in 2023

Trade Regulation in Goods

B. Regulatory restrictions on international trade in goods

This section measures the regulatory restrictions pertaining to the areas of international trade in goods. When answering the questions in this section, please note that the most imported manufactured and agricultural products by total import value between 2015 and 2019 at Harmonized System (HS) subheading level (6-digit) within pre-selected HS chapters for [redacted] identified as:

- Manufactured products: HS 843149: Parts suitable for use solely or principally with the machinery of heading 84.26, 84.29 or 84.30 :
- Other; and - Agricultural products: HS 100630: Rice: Semi-milled or wholly milled rice, whether or not polished or glazed.



Sample RFP / Tender / Grant (1 of 2)

2. INSTRUCTIONS FOR TENDERING

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A typical Request for Proposal, Tender or Grant award document can often look like this. While all of the content is important and needs to be reviewed, some of the key details we are looking out for are:

- The Timetable / Clarification Meeting
- Ownership - who owns your company IP
- Applicable Law - is it outside of your country of origin
- Eligibility - the company and the delivery team
- Contract price - fluctuating foreign exchange
- Award criteria – price vs. technical expertise
- Evaluation process and timelines to decision
- How long is the Proposal valid for – it can be for up to one year
- Signing of contract – is there a negotiation period

Sample RFP / Tender / Grant (2 of 2)

#	Qualitative Criteria	Section Weight	Maximum Marks	Criteria Threshold (Pass Mark)
Section A: Qualitative Technical Requirements (Only one section)		100		
1	<p>Understanding of Objective and Service Requirements</p> <p>The extent to which the <u>Contractor</u> demonstrates a clear understanding of the exercise's objectives and service requirements, including any challenges and risks associated with the exercise.</p> <p><i>Key Considerations:</i></p> <p>a. <i>Proposals should articulate a detailed comprehension of the [redacted] objectives and service requirements, proposing a realistic scenario for the exercise, and the capability to deliver the expected outcomes, as described in this document</i></p>		10	6
2	<p>Approach and Methodology</p> <p>The quality and robustness of the Contractor's proposed approach and methodology for designing, executing, and evaluating the scenario-based exercise.</p> <p><i>Key Considerations:</i></p> <p>a. <i>The proposal should outline a well-structured plan for scenario development, participant engagement, real-time decision-making, and post-exercise evaluation.</i></p> <p>b. <i>Innovative approaches to the type of scenario proposed, simulations during the exercise and to crisis management should be highlighted.</i></p>		20	12

More formal applications tend to come with a table that looks like this. While it may look a little cumbersome, it is very helpful in understanding exactly what is required in your response and how each section is evaluated.

This example is the evaluation criteria for a Technical Proposal. The scoring methodology is out of 100 and each deliverable is given a score and a pass mark. For example, your Approach and Methodology has a maximum score of 20 with a pass mark of 12.

Typically, the Technical score is then combined with the Financial Proposal score to give your final evaluation marks.



I hope you found the **Framework for Response** meets your business or project needs.

My structured pragmatic approach to researching and preparing your Proposal will ensure you submit a best-in-class response.

I am available to answer any questions you may have.

Contact: My Upwork profile link - <https://shorturl.at/m9H8I>

You can also view my website here: <https://www.amabilidad.eu>

Thank you.

Orla

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