

EXTENSION OF DEADLINE FROM FEBRUARY 20, 2023 TO FEBRUARY 27, 2023

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES – FIRMS SELECTION

Republic of Serbia

The Serbia Railway Sector Modernization Project (SRSM)

Project ID No. P170868

Assignment Title:

Technical assistance to support Srbija Voz to adopt commercially oriented marketing systems

Reference No. SER-SRSM-QCBS-CS-22-44

For the purpose of financing Serbia Railway Sector Modernization Project, Phase 1 of the Multiphase Programmatic Approach (MPA), the International Bank for Reconstruction and Development (IBRD) and the Agence Francaise de Développement (AFD), jointly, granted to the Republic of Serbia EUR 102 million loan to support enhancing the efficiency and safety of existing railway assets and improving governance and institutional capacity of the railway sector. Republic of Serbia intends to apply part of the proceeds to payments for consulting services to be procured under this project.

Scope of Work

The objective of the Assignment is to provide technical assistance (TA) to support SV to adopt commercially oriented marketing systems. This TA will assist: (i) the GoS and SV to identify user needs and preferences and (ii) SV to establish a Strategic Framework for modern marketing tools with comprehensive action and investment plan.

The Scope of Work is divided into two activities:

- Activity 1: Marketing Strategic framework for SV;
- Activity 2: Action plan for the implementation of modern marketing tools

Activity 1: Under this Activity the Consultant will develop the marketing strategy for SV with main focus on modern marketing tools and goal of attracting new users and increasing user satisfaction. To this end under this activity the Consultant would provide an overview of the best modern marketing practices across the world, perform extensive user surveys across the country, define the desired state (KPI) for SV and identify gap between desired and observed as well as possible ways to reach the desired state including their costs and benefits, and conclude with the strategy that should support the SV to reach the desired state through modern marketing approaches. Strategy should also include the expected costs, responsible stakeholders, and KPI through which the progress toward that goal could be monitored.

Task 1.1: Getting best practices

Task 1.2: Analysis of the achieved business results SV from the status change until today and identification of resources for improvement through modern marketing tools

Task 1.3: Conduct user needs and preferences surveys and research

Task 1.4: Proposals for improvement marketing tools

Task 1.5: Preparation of the Marketing Strategy of SV

Activity 2: Action plan for the implementation of modern marketing tools.

Task 2.1: Multi-criteria analysis of identified effective specific marketing tools

Task 2.2: Marketing Strategy Action plan

Contract duration: 12 months starting from the commencement date.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Construction, Transport and Infrastructure (MoCTI) <https://mgsi.gov.rs/cir/dokumenti/serbia-railway-sector-modernization-project-srsm-it-strategy-and-marketing-strategy-sv>

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The Consultant firm will be selected in accordance with QCBS (Quality-and Cost-Based Selection) method set out in the World Bank's Procurement Regulations for IPF Borrowers (July 2016, revised November 2017, August 2018 and November 2020). The Client, intends to shortlist up to eight eligible firms to whom a subsequent Request for Proposals (RFP), both technical and financial, shall be sent.

The assignment will require a qualified consulting company or Joint Venture that can demonstrate extensive experience in technical and marketing assistance service for the contract. Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture (JV) and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Furthermore, Expressions of interest of JVs will be evaluated based on the composition of JV submitted, whereas the experience of other firms not included in the JV will not be considered in the evaluation. The experience of any proposed sub-consultancy shall not be included in the evaluation. Key Experts' CV are not required and will not be evaluated at the shortlisting stage.

The following shortlisting criteria will be applied to all consulting firms that have submitted EoI:

The Consulting firm must be a legal entity. Shortlisting will be based on the following criteria:

- i) **General Experience:** Experience in developing marketing strategies for service providers, with at least two projects of marketing strategy in the past 8 years.
- ii) **Specific Experience:** The Consultant (individual company or joint venture altogether) has implemented and successfully completed, during the last five years (from the January 2017 up to the deadline for the receipt of applications indicated below):
 - at least one (1) contracts in a field related to these Services, i.e. preparation of marketing strategy and/or marketing research for passenger transport companies
 - At least one (1) contract in a field of market surveys/feedback collection.
- iii) **Availability of qualified experts within the organization/JV** with relevant experience in the field, such as, marketing specialist, transport economist, etc.

As a proof, the Consultant firm shall prepare a table listing following information: name of the relevant assignment, name of a firm that conducted the assignment, short scope of work, year of contract implementation, country/region, contact reference (name, e-mail, phone number).

Allocation of points:

- i. General Experience 30 points
- ii. Specific Experience 50 points
- iii. Availability of qualified experts 20 points

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the email below, by **February 27, 2023, 12:00 hours, noon, local time.**

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