
MARKETMAKERS: REQUEST FOR SERVICES (RFS)

MEDICAL TOURISM CONSULTANCY IN BOSNIA & HERZEGOVINA – ADVISORY SERVICES TO MEDICAL TRAVEL AGENCIES AND HEALTH TOURISM CLUSTER

1. Background

Swiss NGO, Helvetas, and Kolektiv d.o.o together make up the consortium that implements MarketMakers – a project supported by the Swiss government. The project aims to create jobs for over 2,500 young women and men in Bosnia and Herzegovina (BiH) in a number of economic service sectors up until mid-2021. This Request for Services (RfS) refers to MarketMakers' work to grow medical and health-related tourism in Bosnia & Herzegovina within the project's portfolio of tourism sector interventions. For more information on the project's work, please refer to the Sector Strategies section of the website – www.marketmakers.ba

2. Overall objective(s)

MarketMakers is primarily seeking a specialist medical travel service provider/consultant to provide advisory services to two project partners/investees – medical travel companies, Panacea Ltd (www.panacea.ba) and Viamedi Ltd (www.viamedi.co). The service provider/consultant should work to support both companies to augment their strategies for foreign market entry and foreign-to-local B2B relationship development. A secondary objective is to offer a short strategy and capacity-building workshop for the nascent medical tourism cluster.

3. Main scope of work and principal activities

To achieve the aforementioned overall objective, the following principal activities are foreseen:

Part A – Support to Panacea Ltd and Viamedi Ltd.

- *Business model review*, covering: relevance and competitiveness of services offered, income streams vs cost structures, operational and organisational set-up, customer management processes, KPIs and targets
- *Marketing and sales strategy review*, including: appraisal of Panacea's and Viamedi's previous and current attempts to segment and target customers, both B2C and through the establishment of business relationships (B2B) with outbound travel agencies and medical intermediaries.
- *Growth planning*, covering: a step-by-step guide for how Panacea Ltd and Viamedi Ltd should amend their business model and marketing and sales investments in order to follow a growth journey typical of a successful medical travel agency in a country 'new' to medical travel
- *Networking support*, covering: introductions to/brokerage of new B2B (and B2C) in appropriate target markets for medical travel service providers from Bosnia & Herzegovina
- *Accreditation and insurance advice*, covering: certification and insurance-related requirements for both medical intermediaries to satisfy customer needs

Part B – Support to Medical Tourism Cluster (Republic Srpska)

- *Cluster strategy advising*, covering: providing guidelines for cluster’s strategy, offering recommendations regarding organisational purpose, governance and composition, cluster/member services, and promotional strategy
- *Half-day workshop with key cluster members*, encompassing: presentation of strategy development recommendations and roundtable Q&A with invited cluster members

4. Time schedule and location

The service provision should commence in June 2019 and principally take place between June and September 2019. Whilst some of the work may be undertaken remotely, at least two visits to Bosnia & Herzegovina are foreseen in order to familiarise oneself with the partners, stakeholders, and the medical travel context.

MarketMakers proposes the following intermediate milestones. Technical offers (see Section 5, below) should propose a realistic time schedule, ideally similar to the indicative schedule below:

Activity stream milestones	Deadline
Partner and stakeholder engagement, conducting of in-country reviews and research (Part A, Part B)	30 th June 2019
First drafts of review and strategy documents (Part A, Part B) and company growth plan (Part A)	31 st July 2019
Second/final drafts of review and advising documents (Part A, Part B) and company growth plan (Part A)	15 th August 2019
Networking tasks finalised (Part A)	30 th August 2019
Cluster workshop – in-country (Part B)	First-half of September 2019

If the service provider/consultant is able to complete the work in a quicker time period without affecting quality, they are encouraged to state this in their Technical proposal (see Section 5, below).

5. Offer, remuneration, logistics

The service provider/consultant should submit a financial offer, a technical offer, and a human resource offer, as below.

Financial offer: Financial offers are to be expressed in terms of service provider/consultancy days and associated daily rates (expressed in BAM and EUR) and disaggregated by each of the principal streams of activity in the ‘main scope of work’ laid-out in Section 3 of this Request for Services. *The financial offer for consultant fee days should not be greater than 12,500 EUR (the distance below this budget will result in a ‘points bonus’ during the evaluation process).*

If relevant, the service provider/consultant should separately indicate the additional estimated costs of service provision (e.g. travel and transport, accommodation expenses etc) – which will also be reimbursed at real costs upon receipt of evidence.

The complete financial offer should be no longer than 2 pages.

Technical offer: The service provider/consultant must provide:

- 2-page methodological response to the 'main scope of work' laid-out in Section 3 of this Request for Services demonstrating approach and expertise in resolving the challenges aforementioned stakeholders will face (no longer than 3 pages);
- Timeline/workplan for deliverables if different from Section 4 (no longer than 1 page);
- Relevant consulting assignment references (i.e. service provider/consultant client track record) that demonstrate experience of similar assignments (no longer than 2 pages).

Human resource offer: The service provider/consultant must provide:

- CVs for the nominated expert(s) indicating their technical qualifications and other work of direct relevance (no longer than 5 pages per CV);
- At least one written reference from a satisfied client, of relevance to this consulting assignment.
- An anonymised, and if necessary, partial sample of similar work undertaken by the nominated expert(s).

The deadline for receiving offers is **Monday 6th May 2019, at 10:00 a.m (Sarajevo time)**. Offers should be sent to info@marketmakers.ba

All offers received within the deadline will be evaluated by the project's procurement committee within two working weeks and the preferred supplier contacted shortly after mid-May 2019.

6. Contracting and payment schedule

Contracting can either be direct with MarketMakers (registered in Sarajevo, Bosnia & Herzegovina) or with Helvetas' Head Office in Switzerland (www.helvetas.org).

The payment schedule for the assignment is negotiable during contract discussions. It is possible for MarketMakers to make intermediate payments for completed milestones before the contract end-date. The majority of the payment would be made with the final deliverable. Any special requirements regarding the payment schedule should be mentioned in the service provider/consultant's financial offer (see Section 5 above).

Note: A payment penalty of up to 10% may be imposed if the service provider/consultant misses agreed contracted milestones/deadlines in their proposal workplan without due consideration of MarketMakers, stakeholders, and advance communication with justification.

7. Communication, briefing, and debriefing

The service provider/consultant selected would be in direct communication with MarketMakers' partners/investees – Panacea Ltd, Viamedi Ltd, and the Medical Tourism Cluster of Republic Srpska. Regular communication and periodic updates on the overall progress of the assignment towards MarketMakers is expected and should be directed towards MarketMakers' Tourism Sector Leader, Mr. Gorcin Dizdar; who should be copied-in to all important communications with project partners/investees.

At the beginning of the assignment, the service provider/consultant will receive an induction from the MarketMakers team, helping to familiarise them with the project and what this intervention is trying to achieve. Relevant project documents will be shared with the selected service provider/consultant once they are engaged.

Sarajevo, 15.04.2019