

Appendix - 1
REQUEST FOR PROPOSAL(RFP)
Ref: SPN/RFP/2026/370
RFP Submission Form for
Individual Consultant – Strategic Marketing
(the bidder is required to include this form with Signature)

Event	Date and Time
RFP Issue Date	27/May/2026
Request for clarification of the RFP document content	05/June/2026
Closing date for submission of RFP Documents:	20/June/2026
Bid Opening:	11./June/2026

1. Introduction and Organizational overview

Sunaulo Parivar Nepal operates a network of 19 clinics under the “Marie Stopes” brand, providing high-quality sexual and reproductive health (SRH) services. While the programme has strong recognition for family planning and safe abortion services, there is a need for support to broaden public awareness of the full range of services offered, strengthen brand positioning, and increase overall client footfall and revenue across the clinic network.

SPN seeks to engage a Strategic Marketing Consultant for a short-term assignment to review existing marketing efforts and support the development of a more effective, data-driven marketing strategy, with a particular focus on expanding reach amongst younger audiences (20–30 years) and working women.

SPN invites applications from qualified and experienced individuals for the following mentioned assignment.

2. Objective

The consultant will support Sunaulo Parivar Nepal to Increase brand awareness, particularly among young people aged 20–30 and working women, while creating clear guidelines for use of the Marie Stopes and SPN brands to reduce consumer confusion. Promote the full range of services available in Marie Stopes clinics beyond family planning and safe abortion. Strengthen marketing effectiveness to drive increased client footfall and revenue, including consideration of above-the-line, digital and on-ground demand generation, especially referral networks. Identify opportunities to improve the end-to-end client experience. Begin implementing the new strategy, measuring impact and adjusting as required. Strengthen the capacity of the local team to be able to continue implementing the strategy after the end of the consultancy

3. Language

All bids should be submitted in English.

The contract and all future correspondence will be in English.

4. Contract terms

The Contract shall be valid from the date of confirmation by the organization until the successful completion of the assignment for Sunaulo Parivar Nepal. The contract will be a service agreement for the period of 6 (six) months with possibility of extension for maximum of 3 (three) months.

5. The Goods/Services required.

Please refer to the Terms of Reference for detailed assignment description provided in Appendix 6.

6. Specifications

- The consultant is required to have following competencies:

- Proven experience in developing and implementing marketing strategies, preferably in healthcare contexts
- Strong expertise in brand building and campaign execution
- Experience in analyzing marketing performance data and translating insights into strategy
- Demonstrated ability to develop practical, implementable recommendations
- Experience in the Nepali market essential
- Excellent communication and stakeholder engagement skills

7. Delivery

The successful bidder shall be required to complete the given assignment within specified period.

8. Documents required to be submitted (mandatory)

Please ensure that all the bids are completed in full. Incomplete bids will be rejected. A list of items that need to be submitted with your bid are included below:

Please tick ✓ in following whether "Yes, No or Not Applicable"					
S. No.	Documents Required	YES	NO	NOT APPLICABLE	Remarks if any
Technical (1st Separate envelope)					
1.	Application Letter				Compulsory
2.	Updated Curriculum Vitae				Compulsory
3.	Signed and Stamped RFP Submission Form/ Terms of Reference (Appendix 1 and 6)				Compulsory
4.	Signed Code of Conduct (Appendix 2)				Compulsory
5.	Bidders Representation Form (Appendix 4)				Compulsory
6.	Experience letter				Compulsory
7.	PAN Registration				Compulsory
Financial (2nd Separate envelope)					
1	Price Schedule/Quotation (Appendix 5)				Compulsory

9. Submission of Bid

The Bidder shall seal the proposal in outer **envelope and include 2 (two) inner envelopes for financial and technical document separately**, as detailed below.

(a) The Outer envelope shall be addressed to:

Procurement Department
Sunaulo Parivar Nepal
Baluwatar (opp. Chinese Embassy) Nepal
977-1-01 -4519371/ 4519376
Reference marked with **SPN/RFP/2026/370**

(b) The inner envelope shall indicate the **Name and Address of the Bidder.**

10. Opening of the Proposal:

Bid Opening shall be done on next working day of the last submission date in the presence of the procurement / evaluation committee. Detailed technical evaluation will be done initially after which, consultants who have successfully excelled through technical evaluation will be further evaluated for financial evaluation.

11. Bid Evaluation Criteria

11.1 Essential criteria

- Bidder's PAN Registration.
- Bidder meets required specifications for providing the services.
- Bidders must confirm and sign all the bidding documents along with attached Terms of Reference and code of conduct.

11.2. Weighting criteria:

The Procurement/ evaluation Committee shall examine the proposals to determine whether the proposals meet the organization's requirements, and whether complete information has been provided. Only the recommended bidders shall be eligible for further evaluation.

The evaluation criteria are as follows:

Technical proposals will be evaluated based on the criteria below.

	Technical Proposal Evaluation Criteria	Max Score (100)
<i>The Technical proposals received will be evaluated based on following criteria:</i>		
1.	Proven experience in developing and implementing marketing strategies, preferably in healthcare contexts	40
2.	Strong expertise in brand building and campaign execution	20
3.	Experience in analyzing marketing performance data and translating insights into strategy	20
4.	Experience in Nepalese market	20

Once the technical proposal is considered for further evaluation, then only financial proposal will be considered for further process.

11.3 Period of Validity of proposal

Proposal shall remain valid for 90 days from the date of proposal submission. A proposal valid for a shorter period shall be rejected because it is nonresponsive.

12. List of Appendixes

Appendix	Appendix Reference Number
RFP Submission Form	Appendix 1
Supplier Questionnaire	Appendix 2
Code of Conduct	Appendix 3
Bidder Representation Form	Appendix 4
Price Schedule/Quotation	Appendix 5
Terms of Reference	Appendix 6