

SUBMISSION REQUIREMENTS

Cover Sheet. Identify the categories that best describe the services you provide:

- Firm name and contact information: address, telephone number, e-mail and website
- Individual point of contact for this RFQ: name, title, telephone number and email address
- Service Category (Accounting, Branding & Marketing, Website Development & E-Commerce, Business Consulting)

Business Profile. Provide a brief description of the Service Provider's general capabilities by including the following information:

- Business entity information including legal and assumed names of the business, address of the business headquarters, organizational structure (e.g., sole proprietorship, corporation, etc.), length of time the business has been in operation and total number of professional and clerical staff. Please also include your Employment Identification Number (EIN) and D-U-N-S number (if applicable).
- Core mission and competencies including the business' mission statement or values, brief history and description of the business, primary products or services offered and primary industries served.

Business Experience. Provide a brief demonstration of the Service Provider's experience by including the following information:

- Three case examples of experience serving small businesses with references. Each case study should include a summary of services, total contract value of services delivered, and reference contact information including name, address, telephone number and email.

Personnel and Organization. Provide a description of the Service Provider's personnel and proposed organization to provide services under this solicitation by providing the following information:

- Identify the persons who will be primarily responsible for providing service. Listing of staff that will participate in the day-to-day provision of services.
- Staff qualifications. Provide a brief resume for each person proposed to work on the project, including any professional certifications.
- Local availability and capacity. Provide a statement of the Service Provider's local availability and capacity to serve businesses located in Norfolk. If the Service Provider is not located in Hampton Roads region, give specifics as to how the requisite accessibility will be provided and charged.

Intake and Onboarding Process. Please detail your process for onboarding new clients. Include any intake forms, questionnaires, SOPs or other tools used to evaluate the client's needs.

Fees and Expenses. Please propose a scope of services package (not to exceed \$1,000 per business) for deliverables including but not limited to the following:

- Finance & Accounting
 - Projections, profit and loss statements, income statement, balance sheet, cash flow statement, tax preparation, etc.
- Marketing & Advertising
 - Search engine optimization (SEO), content creation, Google Analytics, social media marketing and promotion, etc.

- Web Development & E-Commerce
 - Website creation and hosting, online stores, payment processing, etc.
- Business Consulting
 - Business plan writing, inventory management, resource management, process improvement, leadership development, etc.

Other. Provide Affidavits and Statements on Service Provider letterhead attesting to the following:

- “Statement of Avoidance of Personal and Organizational Conflicts of Interest.”
- Statement and/or evidence that the Service Provider and its proposed sub-consultants have or will obtain City Human Resources Department (HRD) Affirmative Action Clearances.
- Service Provider “Statement of Non-Collusion and/or Conflict of Interest” that all the prices and information in the Proposal were independently obtained and were not disclosed prior to the award of a contract, and the Service Provider will not and has not induced any other person or firm to submit, or not to submit a proposal.