

Co-branding, Rebranding & Maintenance Signage for Online POSs RFT#0771-26

Appendix 1 – Scope of work

Scope of Work (SOW)

1. Project Overview

The purpose of this project is to enhance and maintain the visual identity of Alfa retail points of sale (POSs) across Lebanon through:

- Installation of new co-branded signage
- Replacement of outdated or damaged Alfa branding
- Preventive maintenance and servicing of existing Alfa signage

The project will ensure that all Alfa signage complies with MIC1 approved brand guidelines, maintains high visual quality, and remains structurally safe and operational.

The scope covers two main parts:

1. Co-branding & Rebranding Installation
2. Preventive Maintenance of Existing Alfa Signs

2. Co-branding Installation

Co-branding consists of installing new Alfa signage alongside the host shop's identity, ensuring clear brand visibility while maintaining the shop's name.

Works include:

- Design and fabrication of Alfa-branded signage
- Installation of shop name and Alfa logo signage
- Compliance with Alfa Brand Guidelines
- Application of door branding stickers if applicable

All installations must ensure high durability, visibility, and aesthetic consistency.

Total Co-branding POSs: 29 locations

3. Rebranding Works

Rebranding includes replacement or updating of existing POS signage that no longer complies with Alfa's current brand standards meets:

- Aging
- Fading
- Physical damage
- Old branding format

Scope includes:

- Removal and decommissioning of old signage
- Fabrication of new signage according to latest Alfa branding
- Installation of updated brand elements
- Disposal of removed materials in accordance with regulations

Total Rebranding POSs: 33 locations

4. Maintenance Scope

The project also includes one-time preventive maintenance service for 30 Alfa co-branded signs.

Maintenance aims to restore the signage to its original operational and visual condition.

Appendix 1

PART I – Co-branding & Rebranding POSs Installation

The supplier shall ensure the following:

1. Brand Compliance
 - Alfa logo and identity must strictly follow official Alfa brand guidelines.
 - No modification, distortion, or unauthorized design is permitted.
2. Approval Process
 - All co-branding layouts, designs, and materials must be submitted to Alfa for review and approval prior to production and installation.
 - Any material displayed without prior approval will be subject to removal and replacement at the supplier's expense.

Number of shops:

A total of 62 Co-branding & Rebranding POSs are distributed across Lebanon (Beirut, Mount Lebanon, North and Bekaa regions):

Mohafaza	Kaza	Number of Co-branding	Number of Rebranding	Total number of POSs
Beirut	Beirut	2	2	4
Bekaa	Baalbeck	3		3
	West Bekaa	1	1	2
	Zahle	3	4	7
Mount Lebanon	Aaley	3		3
	Baabda	3	6	9
	Chouf	2		2
	El Matn	5	4	9
	Jbeil	1	2	3
	Kesrouane	4	4	8
Nabatieh	Bent Jbeil			
	Marjayoun			
	Nabatieh			
North Lebanon	Aakkar	1	2	3
	Batroun		1	1
	Koura		1	1
	Tripoli		2	2
	Bcharreh	1		1
South Lebanon	Saida		4	4
Grand Total		29	33	62

- The shop list is preliminary as Alfa might require replacement for some POSs
- A ±10% variation in quantities is expected

Article 1. General Requirements

The signage shall be parallelepiped in shape, combining durability, high visual quality, and accurate brand representation. It must be fabricated using premium materials and lighting techniques suitable for outdoor use, ensuring consistent performance in varying environmental conditions.

All signs shall comply with MIC1's approved branding design and color standards and reflect Alfa's corporate visual identity.

Article 2. Main Structure

- Material: Heavy-duty Metal Structure
- Size: Recommended 4x4 cm square hollow tubing. actual dimensions of the sign structure vary based on each store's layout and requirements.
- Joining Method: Welded and reinforced corners to ensure structural rigidity and long-term safety.

Article 3. Cladding and Design Element

- Front Elevation: 4mm ACP Panel with PVDF Coating (durable, resin-based coating used to protect and enhance the appearance of aluminum composite panel).
 - Main sign Box / background cladding: White color
 - Alucobond sheets on sides pillars: Ferrari Red color
- Fabrication and Assembly requirements:
- ✓ Fabrication Tolerance: ± 2 mm.
 - ✓ Mounting: Wall-mounted or cantilevered as per site conditions.
 - ✓ Weatherproofing: All joints and penetrations must be sealed with PU (white color) sealant to ensure water and dust protection
 - ✓ Acrylic Boards:
 - ✓ Shop name & numbers: 4 mm Opaque White Plexiglas backing
 - ✓ Logo: Laser Cut 4mm Red Plexiglas Panel with 3D White plexi face plate letters - 5mm thickness
 - ✓ Letter Technique & Logo: Laser engraving and die-cut to ensure precision shapes as per design
 - ✓ Adhesive: high-resistance, waterproof & glue for bonding where needed, and resistant to extreme temperatures.
 - ✓ entrance door sticker: Plotter cut red & white adhesive vinyl applied to the main door.

Article 4. Illumination

- Lighting Type and Color: LED light Fluorescent neon 18 -- 23 watt - Water proof IP 68 module
- Lighting Density: 4 - 5 lamps per 1 m² of signage
- Driver: 12V 150W LED Power Supply IP 68
- Junction box: Waterproof, concealed within the frame but accessible for maintenance.
- Electrical Components
- Wiring: 4mm thick, Heat-resistant, concealed within structure.
- Rated Voltage: 600-1000V
- Power Supply connection: 220V - 16 Amps DPNn / MCB with EC/EN60898-1 / Standard

Article 5. Quality Standards

- Compliance: All materials must meet relevant international quality standards
- Branding Consistency: Colors and design must match the official Alfa branding guidelines.
- Durability: Minimum service life of 3 years under normal weather conditions.

Article 6. Additional Requirements for quoting

- First site visit is mandatory to check an existing cobranded shop for each type for proper quoting. MIC1 will reference shops, approximate sizes and photos of signs planned for installation.
- Labor hours: Work to be executed during store working hours, from 9:00 AM to 6:00 PM.
- Scaffolding/crane: supplier to include the estimated cost in the offer; actual charges will apply only if confirmed during implementation.
- All work must adhere to installation manuals and safety procedures.

Article 7. Warranty

- Materials: minimum warranty of 3 years against color fading, cracking, peeling or shrinking (excluding vandalism or misuse).
- Lighting: minimum 1 year manufacture warranty against defects.
- At least 1 year from the date of installation covering inspection and corrective intervention if required.
- Final Acceptance and the relevant payment of 10% of the total PO amount shall be 1 month after the installation date, after ensuring satisfactory performance (signs fully operational, no defects of installed materials)
- In case of any political or force-majeure conditions affecting service in a region, the supplier must notify MIC1 in writing for approval and rescheduling; otherwise penalties apply.
- Warranty: Minimum 1 year on materials, illumination system, and installation workmanship.

Article 8. Supplier's Obligation to Remedy Defective Work

- The supplier shall promptly re-execute or correct any work deemed substandard or non-compliant with MIC1 specifications at no additional cost
- Defective or unsatisfactory items shall be replaced immediately with new materials meeting MIC1's specifications.
- Any replacement must be approved by MIC1, supported by data sheets and sample validation.
- All extra costs related to product substitution shall be borne by the supplier.
- The supplier shall submit clear, high-resolution photos of each completed POS for Alfa validation.

Article 9. Insurance Coverage:

- The supplier shall maintain comprehensive insurance throughout the project period.
- Coverage must include employees, on-site personnel, and third parties during transportation and installation.
- Proof of valid insurance policies must be submitted with the tender documents.

Article 10. RFQ Documentation and Submissions

- MIC1 shall provide the list of stores and corresponding regions for execution schedule and quoting.
- The bidder must submit a detailed project timeline covering preparation through full implementation
- Supplier shall submit technical data Sheets/ and material samples of every item to be used for MIC1 approval: (Signs, Pillars, Sticker, ACP, Acrylic, metal profile, and lighting...etc.)
- Execution by winner: The Winning Bidder shall be required to execute a "Test Shop" as a mandatory first milestone. This test shop serves as a physical proof-of-concept to ensure full alignment with Alfa's branding layouts and technical guidelines.
- Timeline & Compliance: The test shop execution must be completed within one (1) week of the award/notice to proceed.
- The final output must be 100% compliant with Alfa's latest brand guidelines and material specifications.
- Validation & Documentation: Upon completion of the installation, the Bidder must submit high-resolution photos of the POS from multiple angles.
- Final validation and written approval from MIC1 representatives are required before the Bidder is authorized to proceed with the remaining shops in the rollout.

Article 11. Project Plan**Preparation Plan:**

- Following sample approval, the supplier shall visit all designated POSs (approx. 62) within two weeks, targeting min 7–10 POSs per day for measurements.
- All simulations must be submitted within 5 working days after visits,
- Revisions (if any) must be re-submitted within 24 hours.

Execution Plan:

- Production and installation to begin within 5–10 working days from PO and down-payment receipt.
- Installation shall start & continue progressively to cover all sites within 25 working days (approx. 5 weeks).

- A detailed implementation timeline must be attached to the submission.
- The supplier must submit a detailed timeline covering all the above-mentioned activities.

PART II – One-Time Preventive Maintenance Service of Alfa Co- Branding Signs

Maintenance (Signage)

The comprehensive servicing of existing Alfa signage to restore its original premium appearance and functionality. The supplier shall be held liable for ensuring no damage occurs to the sign or the building facade during this process. This job includes, but is not limited to:

- ✓ Removal for Service: The careful dismantling of existing signage for the purpose of off-site or on-site cleaning and repair.
- ✓ Cleaning & Polishing: Professional deep cleaning of all faces, frames, and internal housings to remove dust, oxidation, and grime.
- ✓ Technical Repair: Testing and replacement of internal components, including lamps, LEDs, and transformers (drivers) as required. Supplier is required to replace all materials as part of a preventive maintenance approach.
- ✓ Alternatively, a preventive maintenance approach may be adopted, whereby critical components are replaced proactively, even if not defective, to minimize the risk of after-maintenance failures. This approach, if selected, must be clearly defined in the scope and reflected in the Supplier's proposal.
- ✓ Safe Reinstallation: The secure re-mounting of the serviced sign to its original position, ensuring it is structurally sound and fully operational and free from any defects or damage.

Article 1. List of POSs for this service

This service covers maintenance for Alfa Co-branding signs located across various regions in Lebanon, distributed per Mohafaza as follows:

Mohafaza	Number of shops
Beirut	4
Bekaa	5
Mount Lebanon	16
Nabatieh	
North Lebanon	5
South Lebanon	
Grand Total	30

Refer to the Excel of POSs attached with the RFT

Article 2. Maintenance Service requirements.

1. The supplier shall provide Maintenance Service for 30 Alfa signs across all Lebanese territories under the following conditions:

- Dismantling and reinstalling the sign after maintenance
- Cleaning products and consumables shall be provided by the Supplier.
- Inspection of all electrical connections and lighting systems inside the sign (including ceiling spots, if applicable).
- Repair or replace faulty electrical components, such as fluorescent lamps, LED modules, bulbs, spotlights or power supplies.
- Water Jet fascia cleaning with side pillars if needed
- Use a crane for elevated signs when needed (subject to prior approval; costs billed separately).

Spare Parts Specs used for Alucobond Signs (including, but not limited to)

- Structure: Parallelepiped shape made with a pre-painted metal frame using square metal profiles, coated with primer color paint.
- Front Elevation: Combination of ACP white matte boards and colored acrylic boards, laser-engraved and die-cut to form the logo and shop letters
- Lighting System: Linear LED light with electronic ballast (factory standard).
- Lamp: 18 up to 23 watt - Led light high quality IP67/ waterproof
- Each 1 sqm of the sign there's 4 to 5 lamps
A total estimated lamps required for 30 shops would be:
 - Minimum: about 170 lamps
 - Maximum: about 200 lamps
- Starter: 40Watt
- Check the Electrical transformers
1 transformer for a normal sign size and 2 transformers for big signs.
- Florescent bulbs with adequate transformers.
- Replacing Spotlight lamp
- Replacing Spotlight Chassis
- Replacement if old spotlight with new LED spotlight
- Changing power supply

The Bidder shall inspect a sample shop to verify the materials used in the signs, ensuring accurate quoting.

Article 3. Supplier's Obligation and Reporting Conditions

- The Supplier shall submit a detailed work timeline for completing the maintenance works required for the 30 POSs distributed across various regions. This timeline must be provided as part of the RFT submission and, if awarded the service, prior to the commencement of implementation works.
- The Supplier must reply to urgent emails sent by MIC1 within 24 hours, excluding Sundays and holidays.
- Provide a detailed work timeline covering the full maintenance scope for all 30 POSs, submitted with the RFT and reconfirmed before execution.
- Ensure that all maintenance receipts are completed, signed, and stamped by the POS owner. Unsigned receipts will be considered invalid. Each receipt must clearly specify:
 - The work performed (cleaning, repair, inspection, etc.)
 - The replaced parts, if any.
- The Supplier must clearly list all replaced items in detail to ensure proper invoicing and warranty coverage, and to avoid any arguments in case of failures after maintenance. Submit weekly reports detailing completed work, supported by signed receipts and organized records for auditing, reconciliation, and payment processing. If a store employee cannot sign (e.g., the owner is absent), the supplier must inform MIC1 immediately for follow-up. Unreported cases will be considered unexecuted.
- Perform all maintenance during store operating hours (9:00 AM – 6:00 PM).
- In case of justified political or security circumstances preventing work in certain regions, the supplier must inform MIC1 promptly for approval and rescheduling. Failure to do so may result in penalties.
- After the maintenance is completed, pictures of the Maintenance Service Receipts, including all details related to the maintenance performed for the POS, signed by the shop owner, shall be submitted to Alfa.

Article 4. Warranty

- The Supplier shall provide a minimum six-month warranty from the date of maintenance completion.
- The warranty covers inspection fees and repairs of any maintenance-related defects identified during the warranty period.
- The supplier shall, at their own expense, correct, repair, or replace any defective or unsatisfactory parts and re-perform any substandard work upon request. This applies to all items within the maintenance scope,

including those not replaced during the maintenance activity. Any defects arising after completion shall not be treated as new interventions and shall not be invoiced separately under any circumstances

- Any damage to signage occurring during maintenance must be repaired or replaced by the supplier unless previously documented and reported to MIC1.

Article 5. Insurance Coverage

- The supplier shall maintain valid and comprehensive insurance coverage throughout the entire project duration.
- The coverage shall include, at a minimum, employees, on-site personnel, and third parties, and shall extend to risks associated with transportation and maintenance activities.
- Proof of valid insurance policies must be submitted as part of the tender documents.

Article 6. RFT Documentation and Submissions:

The supplier shall submit the following:

- **A complete list** of stores and corresponding regions (provided by MIC1) for scheduling and coordination.
- **A detailed execution timeline**, from preparation to full implementation.
- **Technical data sheets** for the materials and spare parts to be used during maintenance works (LED lamps, transformers, electrical components, cleaning materials, etc.) for MIC1 approval.
- **A Comprehensive Price List (Unit Rates):** A detailed financial breakdown including:
 - **Maintenance & Refurbishment:** Itemized costs for removal, cleaning, and damage-free reinstallation.
 - **Spare Parts:** Fixed rates for electrical components (LEDs, transformers, etc.) to be used during the maintenance period.
 - **Access Equipment (if needed):** Unit rates for equipment such as cranes or lifting tools required for maintenance of elevated signage, subject to prior MIC1 approval.