

UmmSaid Bakery

P.O. Box 1444
44415000

No:	USB/SM/2024/062	SERVICE MEMORANDUM				✓ Date : 18.11.2024		
BASIC DETAILS OF SERVICE MEMO						LAST PURCHASE/SERVICE MEMO		
Nature of Service	Social Media Management Service				Supplier name : Loom Trading WLL CoO - Qatar Total value of SM : QAR 150,000/- Rate per month : QAR 12,500/month Contract period : 12 months starting October 2023 Service Memo. : USB/SM/2023/050 Date : 26.11.2023			
Department	Marketing							
Service Type	Renewal <input type="checkbox"/>	or	New Service <input checked="" type="checkbox"/>					

REASON/OBJECTIVE OF THIS PURCHASE

- 1-Continuity of service for Social Media Management is required for Qbake products continuous business development, to increase brand and awareness of products among consumers on social media platforms.
- 2-Scope covers upto 9 posts (Static and dynamic posts, upto 3 dynamic), Up to 2 reels, Upto 12 stories, Kickoff Consultation, English and Arabic, Content Calender, Community Management, Influencer management, Mandatory Progress review Meeting/monthly, Hashtag Research, 1 photography Session Every 3 months, 1 paid Ad Voucher etc.
- 3-Campaign duration is for 12 months starting October '24.
- 4-Social Media Management Activation will cover a total of 9 posts, 2 reels of 30 seconds, and 12 stories that will popped-up on social media in one session/month.
- 5-In case of any customized content requirement including photography, videography, voice-over, and models the same will be chargeable as an extra/additional in case of any change.
- 6-Please refer to email from Marketing for detailed scope.
- 7-Supplier has maintained same as last price.

RISKS/CONCERNs/NON-COMPLIANCE OF SOPs or POLICY

Going ahead with single quote as other quotes are not available.

QUOTED SERVICE PROVIDER DETAILS

No	Supplier Name	Country of Origin	Service Description	Currency	Quoted rate/month	Negotiated rate/month	Exchange rate	Rate in Qr	Service Period month	Total - Qr.	Payment / Remarks
1	Loom Trading and Organizing ✓	Qatar ✓	Social Media Management Service ✓	QAR	12,500	12,500 ✓	1.00	12,500 ✓	12	150,000 ✓	1-Against invoice each month. 2-VAT/Taxes if any will be additional and borne by us. 3-Bank charges if any will be borne by us 4-Recommended by Marketing Department as Loom Trading has been identified as the trusted vendor of choice based on quality of their creative content

* All the supported documents are attached herewith

RECOMMENDED SERVICE PROVIDER

Supplier Name	Country of Origin	Negotiated rate/month	Exchange rate	Rate in Qr	Service Period month	Total - Qr.	Payment Terms
Loom Trading and Organizing ✓	Qatar	12,500 ✓	1.00	12,500 ✓	12	150,000 ✓	As above

Supplier selection criteria(s) :

Better quality Lowest bidder Reputed supplier Others (specify)

BUDGET DETAILS

Particulars	Amount (QR)
Budgeted value for the requested service/expense	
Budget utilized till last purchase	
Balance available for this purchase	
Proposed as per this service memorandum	
Surplus/(deficit)	

AUTHORIZATION / APPROVAL

Vishnu Prasad	Mohammad Salman	Tayyab Mohammad Azam	Sameer Mohammed	Atif Hussain	Hamed Bushra	Adnan Meerji	Khaja Bahauddin	Tariqe Mohammad	Ahmed Osman	Sheikh Mansoor
Senior Officer	Manager - Marketing	Senior Manager - Procurement	Senior Manager - Finance	Head Procurement	General Manager	General Manager	Asst. Vice President - Finance	Chief Executive Officer	Business Advisor	Board Member
Procurement										
18/11/2024	18/11/2024	18/11/2024	19/11/2024	19/11/2024	20/11/2024	21/11/2024	23/11/2024	26/11/2024	27/11/2024	27/11/2024