

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																																	
Department	Marketing									Total value of SM	: QAR 150,000/- Rate per month : QAR 12,500/month																																	
Service Type	Renewal <input type="checkbox"/> or New Service <input checked="" type="checkbox"/>									Contract period	: 12 months starting October 2023																																	
										Service Memo.	: USB/SM/2023/050 Date : 26.11.2023																																	
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																																												
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Supplier selection criteria(s) ;																																												
Better quality <input type="checkbox"/> Lowest bidder <input type="checkbox"/> Reputed supplier <input checked="" type="checkbox"/> Others (specify) <input type="checkbox"/>																																												
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																																												
<table style="width:100%; border: none;"> <tr> <td style="width:10%; text-align: right;">Vishnu Prasad</td> <td style="width:10%; text-align: right;">Mohammad Salman</td> <td style="width:10%; text-align: right;">Tayyab Mohammad Azam</td> <td style="width:10%; text-align: right;">Sameer Mohammed</td> <td style="width:10%; text-align: right;">Atif Hussain</td> <td style="width:10%; text-align: right;">Hamed Bushra</td> <td style="width:10%; text-align: right;">Adnan Meerji</td> <td style="width:10%; text-align: right;">Khaja Bahauddin</td> <td style="width:10%; text-align: right;">Tarique Mohammad</td> <td style="width:10%; text-align: right;">Ahmed Osman</td> <td style="width:10%; text-align: right;">Sheikh Mansoor</td> </tr> <tr> <td style="border: none;">Senior Officer Procurement</td> <td style="border: none;">Manager - Marketing</td> <td style="border: none;">Procurement</td> <td style="border: none;">Finance</td> <td style="border: none;">Head Procurement</td> <td style="border: none;">General Manager</td> <td style="border: none;">General Manager</td> <td style="border: none;">Asst. Vice President - Finance</td> <td style="border: none;">Chief Executive Officer</td> <td style="border: none;">Business Advisor</td> <td style="border: none;">Board Member</td> </tr> <tr> <td style="border: none;">18/11/2024</td> <td style="border: none;">18/11/2024</td> <td style="border: none;">18/11/2024</td> <td style="border: none;">19/11/2024</td> <td style="border: none;">19/11/2024</td> <td style="border: none;">20/11/2024</td> <td style="border: none;">21/11/2024</td> <td style="border: none;">25/11/2024</td> <td style="border: none;">26/11/2024</td> <td style="border: none;">27/11/2024</td> <td style="border: none;">27/11/2024 ✓</td> </tr> </table>												Vishnu Prasad	Mohammad Salman	Tayyab Mohammad Azam	Sameer Mohammed	Atif Hussain	Hamed Bushra	Adnan Meerji	Khaja Bahauddin	Tarique Mohammad	Ahmed Osman	Sheikh Mansoor	Senior Officer Procurement	Manager - Marketing	Procurement	Finance	Head Procurement	General Manager	General Manager	Asst. Vice President - Finance	Chief Executive Officer	Business Advisor	Board Member	18/11/2024	18/11/2024	18/11/2024	19/11/2024	19/11/2024	20/11/2024	21/11/2024	25/11/2024	26/11/2024	27/11/2024	27/11/2024 ✓
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