



**The American Chamber
of Commerce in Jordan**

**The American Chamber of Commerce in Jordan
(AmCham – Jordan)
REQUEST FOR PROPOSALS (RFP)
Within the scope of
Informal Livelihood Advancement Activity (Iqlaa)
funded through the U.S. Government**

RFP #	6/2026
Name:	Request for Proposals for Consultancy Services: Saudi Market-Entry, Legal, Tax, Customs and Regulatory Compliance Support for a Jordanian E-commerce Platform Selling MSE & HBB Products locally & Regionally
RFP Date of Issuance:	Wednesday September 2 nd , 2026
Deadline to receive Questions:	Sunday September 6 th , 2026
Deadline to answer Questions:	Tuesday September 8 th , 2026
Closing Date/Time for Submitting the Proposals:	Sunday September 20 th , 2026 Technical and financial offers with respect to this RFP should be sent in separate attachments by email to amcham@amcham.jo.
Proposals Submission Method:	Interested candidates are encouraged to submit their technical and financial proposals as per the details provided in this RFP with the requested attachments. Interested candidates shall provide: ▪ A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used. Maximum number of pages for the Technical proposal is 10 pages/ font size 12 and in PDF format. ▪ Proposals are to be submitted in English. ▪ A financial proposal in JOD to be submitted in a separate document. ▪ Mandatory Annexes must provide the supporting documents requested in the RFP, and should be organized for easy reference. (see section X) To be sent by email to: amcham@amcham.jo with the subject line: RFP – Saudi Market Compliance Support for a Jordanian E-Commerce Platform.
Date for Opening Proposals:	Tuesday September 22 nd , 2026



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Anticipated Date for final selection:	Monday September 28 th , 2026
Contract Duration”	Ten (10) weeks from the contract start date.

Important Note: Issuance of this RFP under the Iqlaa Program does not constitute an award commitment by AmCham-Jordan or an obligation to reimburse any cost incurred in preparing or submitting a proposal. AmCham-Jordan reserves the right to accept or reject any or all proposals, cancel or amend the solicitation, request clarifications, or negotiate with one or more bidders, in accordance with applicable procedures. Proposals are submitted at the bidder's own risk and expense.

I. INTRODUCTION:

The American Chamber of Commerce in Jordan (AmCham-Jordan) is a non-profit, member-based organization established in 1999, representing over 250 members, 90% of which are SMEs. For more than 26 years, it has contributed to Jordan's sustainable economic development by supporting business growth and strengthening Jordanian American economic relations. AmCham-Jordan is affiliated with the U.S. Chamber of Commerce in Washington, D.C. and is a member of the AmCham MENA Regional Council.

AmCham-Jordan is one of the implementation partners of the Informal Livelihoods Advancement Activity (Iqlaa), funded by the United States Government. Iqlaa is a five-year program that started in May 2022 and aims to support Jordan's home-based, micro and small businesses to grow, transform, and become resilient to future challenges. Iqlaa's approach explores new ways of doing business and improving access to finance, markets, and services. It focuses on four sectors: agriculture, tourism and hospitality, manufacturing, and services, with a special focus on technology development and implementation. The program encourages and supports the participation of all micro and small business owner segments.

II. CONTEXT OF CONSULTANCY:

As part of the implementation phase of the Aggregator Accelerator Program, AmCham-Jordan seeks to engage a qualified consultant/s to provide a Jordanian E-commerce Platform with the technical, legal, taxation, customs, and regulatory guidance required to establish a compliant and operationally feasible approach for selling Jordan-made MSE products in the Saudi Arabian markets.

The beneficiary is a Jordanian e-commerce aggregator platform, already assigned by AmCham-Jordan, that connects micro and small enterprises (MSEs) with consumer, retail and institutional buyers. Its model includes seller onboarding, product listing, payment coordination, logistics and fulfilment management, buyer protection, returns and refunds, and access to B2C and B2B markets. Its Business Plan identifies a future GCC export track for export-ready MSEs and highlights regulatory compliance as a core operational requirement.

The consultant will identify the actions, registrations, documentation, procedures, financial and compliance requirements that the aggregator and its participating MSEs must fulfil before and during market entry. The assignment must result in clear, practical, and implementable recommendations rather than a general market study or theoretical review of Saudi regulations.



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III. SCOPE OF WORK:

The objective of this assignment is to provide the aggregator with practical, current and implementable guidance for establishing a compliant and operationally feasible approach to selling Jordan-made MSE products in Saudi Arabia.

TASK 1: Inception and Detailed Work Plan

The consultant will begin the assignment by reviewing the aggregator's existing operations, planned Saudi market activities, product categories, payment mechanisms, and relationships with the MSEs it aggregates from.

Activities:

1. Conduct a kick-off meeting with AmCham-Jordan, and the aggregator.
2. Review the aggregator's relevant documents including the Organizational Assessment and Business Development plan developed under Iqlaa project, policies, product information, seller arrangements, and operational procedures.
3. Confirm the proposed sales, payment, logistics, warehousing, delivery, and returns arrangements for the Saudi market.
4. Identify any information gaps requiring clarification during the consultancy.
5. Develop the consultancy methodology, consultation plan, and detailed schedule.
6. Establish a clear distinction between requirements applicable to the aggregator and those applicable to participating MSEs.

Deliverable: Inception Report and Detailed Work Plan for the consultancy

Timeframe: Week 1

TASK 2: Saudi Market-Entry, Legal, Tax, Customs and Product Compliance Requirements

The consultant will assess the legal, regulatory, tax, customs, importation and product-compliance requirements applicable to the aggregator's planned e-commerce activities in Saudi Arabia. The assessment shall identify feasible operating arrangements, clarify which activities may be conducted from Jordan, and provide practical recommendations based on the aggregator's anticipated sales, payment, shipping and fulfilment model.

Activities:

1. Identify the registration, licensing and market-entry options available to the aggregator, including applicable procedures, fees and financial implications.
2. Clarify which activities may be conducted from Jordan and which may require a Saudi entity, distributor, commercial agent, importer, fulfilment partner or other local arrangement.
3. Review applicable e-commerce, consumer-protection, advertising, pricing, returns, refunds, warranties and customer-complaint requirements.
4. Assess data-protection, cybersecurity, privacy, online-payment and customer-information requirements.



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5. Clarify the contractual responsibilities, liabilities and risks of the aggregator, participating MSEs and relevant third parties.
6. Assess applicable tax obligations, including VAT, invoicing, recordkeeping, withholding tax and permanent-establishment considerations.
7. Review importer-of-record options, customs clearance, tariff classification, customs valuation, rules of origin and required shipping documentation.
8. Identify product registration, testing, certification, labeling, packaging and Arabic-language requirements, including restricted or regulated product categories.
9. Compare the available operating options and provide a clear, justified recommendation for the aggregator.

Deliverable: Saudi Market-Entry, Tax, Customs and Product Compliance Report, including – but not limited to:

- Available and recommended market-entry arrangements, including related costs.
- Step-by-step registration, licensing and approval procedures, required documents, responsible authorities, fees and indicative timelines.
- Applicable tax, VAT, customs and importation requirements.
- Product-compliance requirements by relevant product category.
- E-commerce, consumer-protection, data-protection and online-payment obligations.
- Contractual responsibilities and a compliance matrix distinguishing between the aggregator's responsibilities and the responsibilities of participating MSEs.
- Key compliance risks and recommended implementation steps.

Timeframe: Weeks 2–6

TASK 3: The Aggregator and MSE Compliance Toolkit

Based on the findings of the legal, regulatory, taxation, customs, and product assessments, the consultant will develop practical tools that the aggregator can use to prepare its platform and participating MSEs for entry into the Saudi market. The consultant will not assess or redesign the aggregator's e-commerce business model. The focus of this task is to translate Saudi market-entry requirements into clear procedures, templates, and compliance tools.

Activities:

1. Develop a Saudi market onboarding process for MSEs wishing to sell through the aggregator taking any related cost into account.
2. Define the minimum legal, financial, commercial, tax, product, and documentation requirements that each MSE must meet.
3. Review and recommend amendments to the aggregator's seller agreements, platform terms and conditions, privacy notice, returns policy, refund policy, and other relevant documents.
4. Develop product-listing, labelling, packaging, pricing, invoicing, shipping, and recordkeeping checklists.
5. Prepare procedures for verifying and maintaining MSE and product compliance.



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6. Develop guidance for handling customer complaints, returns, refunds, damaged products, regulatory inquiries, and product recalls.

Deliverable: Saudi Market Compliance Toolkit. All tools must be practical, concise, and suitable for continued use by the aggregator after completion of the consultancy.

Timeframe: Weeks 6–9

TASK 4: Implementation Roadmap, Advisory Support and Final Handover

The consultant will consolidate the findings and tools developed under the assignment into a sequenced implementation roadmap for the aggregator. The consultant will also provide technical advisory support during the assignment to clarify requirements and assist the aggregator in preparing for the recommended registration and compliance steps.

Activities:

1. Prioritize the legal, tax, customs, platform, product, and MSE actions required before market entry.
2. Develop a sequenced implementation roadmap identifying immediate, medium-term, and ongoing actions.
3. Estimate the indicative time, cost, documentation, and external support required for major compliance actions.
4. Provide advisory sessions to the aggregator and respond to technical questions arising during the assignment.
5. Conduct a final validation session with the aggregator, AmCham-Jordan, and Iqlaa.
6. Deliver a practical orientation session for relevant personnel on the final recommendations and compliance toolkit.

Deliverables:

- Saudi Market-Entry Implementation Roadmap
- Final Consultancy Report

Timeframe: Weeks 9–10

IV. SCOPE OF SERVICES

Roles and Responsibilities: The following responsibilities define the respective roles of AmCham-Jordan and the aggregator during implementation of the assignment.

AmCham-Jordan

- Manage the RFP process, contract and overall administrative coordination with the selected service provider.
- Act as the formal communication channel for contractual notices, approvals and change requests.
- Review the work plan, progress and deliverables in consultation with the aggregator and relevant Iqlaa team.
- Monitor implementation progress, contractual compliance, quality, risks and adherence to the 12-week timeframe.



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- Consolidate feedback, issue formal acceptance and process milestone payments.

The Aggregator:

- Designate an authorized focal point and relevant team members.
- Provide timely access to the Business Plan, platform documents, seller agreements, and operational documents.
- Confirm the intended sales, payment, logistics, customer-service and product arrangements.
- Participate in consultations, validation meetings and provide timely feedback.
- Validate the operational and technical suitability of recommendations.

Participation Enablement:

***Kindly go through the participation enablement guiding framework attached to ensure the sample includes MSEs/HBBs owned by vulnerable women, youth and PLWDs, men and that you as a bidder adapt as needed implementation accordingly.**

V. QUALIFICATIONS:

The consultant must demonstrate the technical capacity, relevant Saudi-market experience and organizational resources required to complete the assignment within ten (10) weeks.

- Have at least four years of relevant experience in Saudi/GCC market entry, e-commerce, trade or regulatory compliance.
- Have good working knowledge of Saudi/GCC business and regulatory requirements, including relevant legal, tax, customs, e-commerce, or product-compliance matters.
- Have experience providing practical advisory services to businesses, SMEs, e-commerce platforms, exporters or similar organizations.
- Have successfully completed at least two comparable Saudi/GCC assignments and provide two client references.
- Be able to research and interpret applicable regulations and translate them into practical recommendations, procedures, checklists and implementation guidance.
- Demonstrate the availability and capacity to complete the assignment within the agreed timeframe.

VI. TIMING & LEVEL OF EFFORT:

The assignment shall be completed within ten (10) weeks (40 working days) from the date of contract signing.

VII. COMMUNICATIONS, BRANDING AND MARKING:

As a condition of this RFP, the contracted consultant is required to comply with the Mercy Corps and Iqlaa Branding and Marking requirements.

Any public material developed within this scope of work should be shared with the Iqlaa communications team for branding, marking, and messaging review and approval.

Mercy Corps is rebranding to - Prosper Global - in October. An amended Communications, Branding



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and Marking Annex reflecting the new identity will be shared in due course.

VIII. MANAGEMENT & REPORTING:

The consultant will report contractually to AmCham-Jordan through its designated project and contract-management team and will coordinate technical implementation with the aggregator's authorized focal point.

The consultant shall submit concise progress updates at the frequency agreed in the inception report and promptly identify any issue that may affect scope, cost, quality or schedule. All deliverables shall be submitted electronically in English and in editable formats, in addition to PDF versions where requested.

AmCham-Jordan and the aggregator will aim to provide consolidated feedback within five working days of receiving a complete deliverable. The service provider shall address comments within the agreed revision period. Incomplete submissions may be returned without commencing the formal review period.

IX. TENDER EVALUATION METHOD:

Proposals will be evaluated according to the following criteria:

Criteria	Weight	Minimum Score per Sub-Section
Technical Weight	80%	60% or above to pass technical evaluation
Technical Approach, Methodology and Understanding of the Assignment	30 pt.	
Consultant Qualifications and Technical Expertise	30 pt.	
Relevant Saudi/GCC Experience and Past Performance	20 pt.	
Financial Weight	20%	-
Only consultants achieving at least 60% of the technical score will proceed to the financial evaluation.		

X. GENERAL TERMS AND CONDITIONS:

Interested consultants should consider the following terms when preparing and submitting their proposals:

GENERAL TERMS AND CONDITIONS

- AmCham-Jordan may invite shortlisted consultants to present their methodology and proposed implementation approach.
- All prices shall be quoted in Jordanian Dinars (JOD), exclusive of sales tax, and shall include all fees required to complete the assignment. No additional payment or reimbursement shall be made for any travel, logistics, or related costs incurred in connection with the assignment.



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- Payments will be milestone-based and subject to approval of the relevant deliverables.
- The selected consultant shall maintain confidentiality and protect all the aggregator, MSE, customer and commercial information.
- The consultant shall disclose any actual or potential conflict of interest and any proposed supporting experts or third parties.
- The proposal must include all the above requirements in addition to the signed conflict of interest letter provided with this RFP.
- Bidders who fail to submit all the requested documents are automatically disqualified from the evaluation process.

Suggested Sections for the Technical Proposal

- **Cover Page:** This section should include the title of the proposal, the RFP reference number, the consultant's full name, and the date of submission.
- **Cover Letter:** The cover letter should briefly introduce the consultant and confirm interest in the assignment. It should also state eligibility, including a declaration of no conflict of interest, and demonstrate relevant experience in business development and aggregator support. Contact details must be clearly provided.
- **Executive Summary:** The executive summary should present a concise overview of the proposal, summarizing the consultant's understanding of the assignment, the proposed approach, and the unique value the consultant brings. It should be no more than 1 page.
- **Understanding of the Assignment and Proposed Methodology & Approach:** Here, the consultant should outline the step-by-step methodology to be applied in carrying out the assignment.
- **Implementation Timeline & Milestones:** This section should provide a clear schedule of implementation, ideally using a Gantt chart or table. It should describe how the consultant will complete activities and deliverables within the provided timeframe. Milestones and deadlines should be clearly marked.
- **Relevant Experience & Past Performance:** This section should highlight past work and provide examples of similar assignments; Case studies may be included to illustrate relevant expertise. At least two references with contact information should also be listed here.
- **Expected Results:** This section should describe the expected results and measurable indicators of success.

Mandatory Annexes:

Annexes must provide the supporting documents requested in the RFP. These include:

- Consultant Profile, and relevant professional qualifications.
- List of past work, specifically Saudi/GCC assignments and two client references.
- Signed conflict of interest letter.
- Detailed financial proposal by deliverable. All annexes should be clearly labeled and organized.