



MINISTRY OF DIGITAL ECONOMY AND ENTREPRENEURSHIP  
(MODEE)

REQUEST FOR INFORMATION  
(RFI)

OPERATIONAL AND DIGITAL DEVELOPMENT NEEDS OF KHAIRAT AL DAR PLATFORM

P.O.BOX 9903 AMMAN 11191 JORDAN

RFP NO : 56/ eGovt/2025

Dead Line: 5/11/2025

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## **Section 1: Request For Information (RFI) Purpose And Description**

### **1.1. RFI Purpose**

The purpose of this Request for Information (RFI) is to gather information from qualified local consultancy bidders (alone or in joint ventures with local/international firms) to study and assess the operational and digital development needs of the 'Khairat Al Dar' National Platform. The document should cover key areas including five-year management costs, sustainability methodologies, product integration mechanisms, and the feasibility and timeline for a mobile application linked to the platform. The findings will be used to propose a practical roadmap and implementation plan and to inform a future Request for Proposal (RFP) for selecting an operator and implementing platform improvements.

### **1.2. RFI Description**

Overview:

*Khairat Al Dar is a Jordanian national platform designed to support home businesses and handicrafts. Launched by the Ministry of Digital Economy and Entrepreneurship in March 2025 as a pilot phase, the platform currently operates in three governorates: Jarash, Karak, and Balqaa. Its main objective is to empower home business owners by providing an integrated digital environment that enables them to market their products effectively and in a modern way.*

*Following the success of the pilot, MoDEE seeks to sustain and expand the platform at the national level, ensuring operational efficiency, long-term sustainability, and broader accessibility for home businesses across all governorates in Jordan.*

The Ministry of Digital Economy and Entrepreneurship (MoDEE) is planning an RFP to support the operational, sustainability, and digital development needs of the 'Khairat Al Dar' National Platform. The findings of the document will be used to formulate and develop a comprehensive roadmap and implementation plan for the platform's national expansion, including the transition to a fully independent, centralized platform hosted on MoDEE's infrastructure.

The document is expected to highlight the platform's readiness for national scaling, identify strengths and weaknesses in its current operations and digital setup, and determine opportunities for improvement in operational management, product integration, and mobile accessibility.

MoDEE is seeking information from consultancy firms regarding the approach and methodology of the study, technical requirements and activities, staff qualifications and experience, and expected deliverables.

The scope of the document must cover all operational, technical, and digital processes currently supported through the pilot phase of Khairat Al Dar in Jarash, Karak, and Balqaa governorates, and propose solutions to ensure national-level adoption and sustainability.

## Section 2: Scope Of Work

The scope of the document must cover all operational, technical, and digital processes currently supported through the pilot phase of *Khairat Al Dar* in Jarash, Karak, and Balqaa governorates, and propose comprehensive solutions to ensure **national-level adoption, scalability, and sustainability**.

The document should encompass the following strategic and operational pillars to guide MoDEE's roadmap for national expansion:

- 2.1 Strategy & Positioning:** Define the platform's target audience, value proposition, and competitive advantage, including short- and long-term growth goals.
- 2.2 Operations Management:** Outline the operational structure required for daily management, including listings, transactions, user support, and dispute resolution.
- 2.3 Vendor & User Relations:** Propose mechanisms for recruiting, verifying, and retaining sellers and service providers while maintaining high user satisfaction and quality standards.
- 2.4 Financial Management:** Suggest sustainable financial models covering pricing, commissions, payment flows, and profitability tracking.
- 2.5 Marketing & Growth:** Recommend approaches for user acquisition and retention through campaigns and data-driven insights.
- 2.6 Technology Oversight:** Address platform reliability, scalability, integrations, data security, and future enhancements (including mobile applications and AI-based features).
- 2.7 Legal & Compliance:** Identify key regulatory and policy considerations related to e-commerce, consumer protection, and data privacy.
- 2.8 Performance & Reporting:** Define key performance indicators and propose mechanisms for continuous monitoring and impact reporting.
- 2.9 Additional Material:** Provide any other materials, suggestions, or insights you deem relevant to the study.

Note: Respondents are expected to provide information covering their proposed approach and methodology, technical requirements and activities, staff qualifications and experience, costs breakdown, and a high-level project time frame for the study. The insights should be practical, high-level, and indicative, enabling MoDEE to evaluate feasible solutions, inform the future RFP, and develop a comprehensive roadmap and implementation plan for the national scaling of the platform.

## Section 3: RFI Administrative Requirements Response

### 3.1. Submission to RFI

Interested consultancy firms with experience in assessing operational and digital development needs and developing roadmaps for digital platforms are invited to submit their proposals by 5/11/2025.

All interested consultancy firms should confirm their participation through sending the intent to respond to the attention of:

Email: [eGov\\_tenders@modee.gov.jo](mailto:eGov_tenders@modee.gov.jo)

### 3.2. RFI Terms & Conditions

Liabilities of Ministry

This RFI is only a request for information about potential products/services and no contractual obligation on behalf of MoDEE whatsoever shall arise from the RFI process.

This RFI does not commit MoDEE to paying any cost incurred in the preparation or submission of any response to the RFI.

#### Confidentiality & RFI Ownership

This RFI is both confidential and proprietary to MoDEE. All concerned parties agree that they will not duplicate, distribute, otherwise disseminate, or make available this document or the information contained in it without the express written consent of MoDEE.

Concerned entities shall not include or reference this RFI in any publicity without prior written approval from MoDEE, which, if granted shall be granted by the individual named above. Concerned entities must accept all of the foregoing terms and conditions without exception. All responses to the RFI will become the property of MoDEE and will not be returned.