

**EXPRESSION OF INTEREST (EOI)**  
**Engagement of Branding Firms for Provision of Branding Support Services**

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**Procuring Agency:** Department of Agricultural Marketing and Cooperatives (DAMC),  
Ministry of Agriculture and Livestock, Royal Government of Bhutan

**EOI Reference No:** DAMC/RNR-EDCU/01/

**Date of Issue:** 2<sup>nd</sup> March 2026

## **1. Background**

The Department of Agricultural Marketing and Cooperatives (DAMC) is mandated to enhance market access, value addition, and competitiveness of Bhutanese agricultural products. In line with this mandate, DAMC intends to strengthen the branding, packaging, and market positioning of selected agri-food products and enterprises across Bhutan.

To support this initiative, DAMC invites Expressions of Interest from competent Bhutanese branding firms to provide comprehensive branding and packaging development services to selected agri-enterprises and cooperatives.

## **2. Objective of the Assignment**

The primary objective is to engage qualified firms to develop strong, market-oriented brands that enhance product visibility, consumer appeal, and commercial viability of Bhutanese agri-food products in domestic and export markets.

## **3. Scope of Services**

The selected firm(s) will provide comprehensive branding support, including but not limited to the following components:

### **3.1 Visual Identity Development**

- Brand name refinement (if required)
- Logo design and brand mark
- Color palette, typography, and visual guidelines
- Preparation of a Brand Identity Manual

### **3.2 Packaging Design**

- Packaging concepts and final artwork
- Label design compliant with Bhutan Food and Drug Authority (BFDA) requirements
- Retail-ready packaging suitable for shelf display and transportation
- Recommendations on packaging materials and formats

### **3.3 Marketing Collaterals**

- Product brochures, flyers, and promotional materials
- Digital branding assets for social media and e-commerce
- Basic product photography guidelines or samples

### 3.4 Capacity Building

- Orientation/training for beneficiaries on proper brand usage and consistency
- Guidance on brand management and scalability

### 3.5 Website Development (for selected enterprises)

- Design and development of a responsive website
- Content layout aligned with brand identity
- Training on website management and updates
- Handover of source files, domain, and hosting credentials

### 3.6 Product Launch Support

- Production of an initial batch of products (Prototype) using the newly developed packaging and label designs

## 4. Beneficiary Enterprises and Products

Branding and packaging support will be provided to the following enterprises:

<b>Business Name/Enterprise</b>	<b>Products requiring packaging design</b>
Minkai Dehydrated Foods	Dehydrated Foods and Herbal Tea
Dragon Enterprise	Cereals, Tea and Dried Products
Tshaluna Dairy Cooperatives	Yogurt, Butter , Cheese and Milk
Soyala	Soy Milk and Tofu
Pure Himalayn Natural Ghee	Clarified Butter
Dungna Agri-Enterprise	Honey, Cereals (Buckwheat, Millet and Maize)
Bhutan Naturals	Ginger and Turmeric powder and Ginger essential oil
B-Organic	Organic Buckwheat Tea, Masutake Tea, Mixed Fruit Tea, Rose Oolong Tea, Black Tea and Buckwheat Flour.
Dagap Oil	Mustard Oil
Finn Food	Glass Noodles, Buckwheat Noodles, Mix Vegetable Noodles and Quinoa Noodles
Druna Ghu	Premium cereal cookies and Traditional paste and sweets
Samcholing Zangja Tshongley Detshen	Green tea, Black tea, Oolong tea and Zangja

Yiga Chocolate	Chocolates
Gurjo Herbal Tea	Tea (Moringa, Hibiscus, Guava, Avacado, Turmeric, Mint, Tulsi Lemon, Butterfly Pea Flower, Ginger Turmeric Tea)

#### Enterprises Requiring Website Development

1. B-Organic
2. Shaoulee Foods Products
3. Yiga Chocolate
4. Minkai Dehydrated Foods

### 5. Expected Deliverables

The selected firm(s) shall provide:

- Comprehensive brand strategy report
- Final logo and visual identity package
- Ready-to-print packaging designs
- Marketing collateral templates
- Website (for applicable enterprises)
- Training/orientation report
- Initial production batch using new packaging
- All deliverables in editable digital formats

### 6. Eligibility Criteria

Interested firms must meet the following minimum requirements:

- Legally registered business entity in Bhutan
- Proven experience in branding, packaging, and design services
- Demonstrated portfolio of relevant work (preferably in the food or agri-sector)
- Availability of qualified professionals (designers, strategists, developers)
- Adequate financial and technical capacity

### 7. EOI Submission Requirements

Interested firms shall submit the following:

- Company profile and legal registration documents
- Description of relevant experience (last five years)
- Portfolio of similar assignments
- Proposed approach and methodology
- Team composition and CVs of key personnel
- Indicative timeline for service delivery
- Financial quotation (lump sum or itemized), inclusive of all applicable taxes
- Any additional information demonstrating capability

### 8. Selection Process

EOIs will be evaluated based on:

- Relevant experience and past performance
- Quality of portfolio
- Technical capability and team strength
- Understanding of the assignment
- Financial quotation and cost competitiveness

DAMC may select one or multiple firms based on technical merit and financial reasonableness. Shortlisted firms may be invited for clarification or negotiation prior to final selection.

### **9. Assignment Duration**

The expected duration of the assignment is three (3) months from the date of contract signing.

### **10. Submission Details**

Interested firms are invited to submit their EOIs in a sealed envelope to the address below no later than:

**Submission Deadline:** 23/03/2026

**Address for Submission:**

Department of Agricultural Marketing and Cooperatives (DAMC)  
Ministry of Agriculture and Livestock  
Royal Government of Bhutan  
Thimphu, Bhutan  
RNR-EDCU

Contact Number: 17414206