o set **nominal and competitive charges** for notice publishing on **torNepal**, it's essential to consider the market context in Nepal, the ability of NGOs/INGOs and other organizations to pay, and the value provided by your platform. Below is a breakdown of potential pricing strategies for **torNepal** that are fair and competitive, based on current digital service trends in Nepal:

**1. Market Context and Pricing Factors**

* **Existing Platforms:** Government websites and portals often allow RFP publishing for free or for a nominal charge, but they may lack the digital features and user experience that torNepal provides.
* **NGOs/INGOs Budget:** Many NGOs/INGOs have limited budgets, but larger ones (e.g., USAID, UNICEF, World Bank-funded projects) can allocate higher funds for transparency and efficiency in procurement.
* **Value Proposition:** Since torNepal offers AI-powered TOR creation and vendor enlistment, which are added services compared to basic notice publishing, you can justify a premium over government or non-digital platforms.

**2. Competitive Pricing in NPR (Nepali Rupees)**

**A. Flat Fee Per Notice**

A simple, straightforward pricing model where each RFP or vendor enlistment notice has a fixed charge.

* **For Basic Notice Publishing:**
	+ **NPR 2,500–5,000 per notice**
	(This is nominal enough for small NGOs, yet competitive for larger INGOs or private companies.)
	+ Justification: This covers the standard notice publishing service, accessible to all users on the platform.
* **For Featured or Priority Notices:**
	+ **NPR 7,500–10,000 per notice**
	(This option provides greater visibility on the platform, featuring the notice prominently on the homepage or in email newsletters.)
	+ Justification: Featured listings can command higher rates due to the added visibility, ensuring that notices reach a larger audience.

**B. Subscription Packages**

Offer tiered subscription models to NGOs, INGOs, and other organizations that frequently post RFPs or vendor enlistments.

* **Basic Plan: NPR 15,000–25,000/year**
	+ Includes up to 10 notice publications annually.
	+ Suitable for smaller NGOs with limited procurement needs.
* **Standard Plan: NPR 50,000–75,000/year**
	+ Includes up to 25 notice publications annually.
	+ Suitable for medium-sized NGOs and INGOs with more frequent procurement cycles.
* **Premium Plan: NPR 100,000+/year**
	+ Includes unlimited notice publications.
	+ Suitable for large INGOs or companies that need a robust solution for frequent procurement notices and vendor enlistments.
	+ Can include additional features like vendor shortlisting assistance, AI-based supplier recommendations, or RFP analytics.

**C. Add-on Charges for Advanced Services**

For organizations that require more than basic publishing, you can charge extra for premium features:

* **AI-powered TOR Creation: NPR 3,000–5,000 per TOR**
(Charged in addition to the basic publishing fee for organizations using the AI tool to generate their TOR.)
* **Supplier Recommendations: NPR 5,000–10,000 per RFP**
(If they want AI-powered recommendations for top suppliers/vendors based on their RFP.)
* **Proposal Evaluation Tools: NPR 5,000–15,000 per notice**
(Charges for access to digital proposal evaluation and scoring tools, making it easier for evaluators to assess proposals.)

**D. Bulk Discounts**

Encourage large organizations to publish multiple notices by offering bulk discounts:

* **10% discount** on packages or flat fees for organizations posting more than 10 notices annually.
* **15–20% discount** for those publishing more than 20 notices.

**3. Competitive Benchmarking**

To benchmark against competitors and current pricing models:

* **Nepal Tender Websites**: Websites like **merotender.com** and **tendernepal.com** charge between **NPR 2,000 to NPR 5,000 per tender notice** for government-related tenders. However, these platforms may lack the advanced AI and procurement tools that torNepal offers.
* **International Platforms**: Global procurement platforms like **BidNet** or **TenderLink** can charge significantly higher fees, but your pricing must stay competitive for the Nepal market.

**4. Value Justification**

To justify your pricing, highlight the added value of using torNepal:

* **Transparency**: Unlike traditional tender portals, torNepal brings added transparency and efficiency.
* **AI-based Tools**: The automation of TOR generation and supplier matching saves time and ensures accuracy, something free or low-cost platforms can’t provide.
* **Efficient Vendor Enlistment**: Regular vendor enlistment can streamline procurement for NGOs/INGOs, making the platform more appealing.

**Final Suggested Price Range (in NPR):**

| **Service Type** | **Price (NPR)** |
| --- | --- |
| Basic Notice Publishing | 2,500–5,000 per notice |
| Featured/Priority Notice Publishing | 7,500–10,000 per notice |
| Subscription (Basic) | 15,000–25,000 per year |
| Subscription (Standard) | 50,000–75,000 per year |
| Subscription (Premium) | 100,000+ per year |
| AI-Powered TOR Creation Add-on | 3,000–5,000 per TOR |
| Supplier Recommendations Add-on | 5,000–10,000 per RFP |
| Proposal Evaluation Tool Add-on | 5,000–15,000 per notice |

By offering a mix of affordable single-notice rates and value-added subscription packages, you can cater to both small NGOs and larger INGOs with more complex needs.