Request for Proposals

Ministry of Commerce & Textile, Government of Pakistan

**Hiring of Brand Consulting Firm For**

**Continuation of Digital Footprint/Presence Component for Emerging Pakistan Initiative**

**Issue Date: --------------**

**ATTENTION**: Prospective Bidders shall provide their name and all contact details in order that amendments to the RFP or other communications can be sent directly to them. Any prospective bidder who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted via email.

**Request for Proposal for Continuation of Digital Footprint/Presence Unit for Emerging Pakistan Initiative**

Ministry of Commerce & Textile, Government of Pakistan

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| 1. RFP No. | **3(16)/2017-EDF** |
| 1. Issue Date | **-----------** |
| 1. Title | Hiring of Brand Consulting Firm for Continuation of Digital Footprint/Presence Unit (Component B) for Emerging Pakistan Initiative, Ministry of Commerce & Textile. |
| 1. Issuing Office | Mr. Kausar Ali Zaidi |
| 1. Deadline for Questions and Clarifications | Each bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email to issuance office mentioned above or in writing delivered to the Issuing Office no later than the ten days after the print of advertisement. All questions received will be compiled and answered in writing and distributed to all interested bidders. |
| 1. Deadline for Receipt of Proposal | Sealed Proposals are due within 15 days of the print of advertisement.---------------) |
| 1. Contact Person | Ms. Onsia Zafar  Ministry of Commerce & Textile  4th Floor, A-Block, Pak Secretariat,  Islamabad  Email: [onsiazafar@gmail.com](mailto:onsiazafar@gmail.com)  Ph~~: (92-51)9103831, Fax:92-51)9205241~~ |
| 1. Anticipated Award Type | The Commerce Division anticipates issuing a Fixed Price Purchase Order. This is only the anticipated type of award and may be changed as a result of negotiations. Issuance of this RFP in no way obliges Commerce Division to award a purchase order and bidders will not be reimbursed for any costs associated with the preparation of their bid. |
| 1. Basis for Award | An award will be made to the responsible bidder whose bid is responsive to the terms of the RFP and is most appropriate, considering price or/and other factors included in the RFP. Award will be based on the criteria as per the RFP and PPRA Rules. |
| 1. General Instructions to Bidders | * Late offers will be rejected except under extraordinary circumstances at the Ministry’s discretion. * Submission of Proposal- Proposal must be in English. * Proposal must be signed and stamped by the bidder. * Bids will be submitted along with 05% bid security on total bid amount (Refundable). * Bidder shall confirm in writing that the Bidder fully understands that their Proposal must be valid for a period of ninety (90) days by signing the Cover Letter. * Technical proposals must include company profile, specific proposals, detailed working along with data and statistics depicting targets to be achieved in a given period of time. * Offers must show unit prices, extensions, and total price. All items, services, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees. * Bidders are asked to specify the available resources. * Proposal must be received on company letterhead by or before the date indicated above in sealed condition. Proposal received after this date may not be considered. * Bidders must provide fixed prices, inclusive of all applicable tax. Tax at source will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier. * Commerce Division will not be liable for any cost incurred during preparation, submission or negotiation of an award for this RFP. The costs are solely the responsibility of bidder. * Only those bids will be considered which are prepared in legible writing and are absolutely clear and unambiguous. Any unavoidable cutting/over-writing must be signed and stamped by authorized signatory of the bidders * Submission of Proposal against this RFP would automatically means that supplier agrees to all the terms and conditions mentioned in this RFP. * Arithmetical errors will be rectified on the following basis:   + If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected.   + If there is a discrepancy between words and figures the amount in words shall prevail.   If the bidder does not accept the correction of errors, its Proposal will be rejected. |
| 1. Invoice Payment and General Sales Tax (GST) | * Payment will made upon delivery of services and made in PKR. * Where applicable, bidders should include Sales Tax (G/S ST), customs duties (if items are imported) as separate lines on the invoice. |
| 1. Compliance with Terms and Conditions | Bidders shall be aware of the general terms and conditions for an award resulting from this RFP. The selected bidders shall comply with all Representations and Certifications of Compliance as required |
| 1. Bidders Agreement with Terms and Conditions | The completion of all RFP requirements in accordance with the instructions in this RFP and submission to the Commerce Division of a quote will constitute an offer and indicate the bidder’s agreement to the terms and conditions in this RFP and any attachments hereto. Issuance of this RFP in no way obliges the Commerce Division to award a purchase order, nor does it commit the Ministry to pay any costs incurred by the bidder in preparing and submitting the quote. Commerce Division has the right to increase or decrease the goods and services mentioned in this RFP. |
| 1. Determination of Responsibility | The Commerce Division will not enter into any type of agreement with a vendor prior to ensuring the vendor’s responsibility. When assessing a vendor’s responsibility, the following factors are taken into consideration:   1. Provide copies of the required business licenses to operate in the host country.   2. Ability to comply with required or proposed delivery or performance schedules.  3. Having adequate financial resources to deliver goods or the ability to perform the require services.  4. Ability to comply with required or proposed delivery or performance schedules.  5. Have a satisfactory past performance record.  6. Have a satisfactory record of integrity and business ethics.  7. Be qualified and eligible to perform work under applicable laws and regulations.  8. Will communicate effectively and timely if any determination of responsibility terms cannot be met or delayed. |

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| **Additional Information** | | |
| **No** | **Description** | **Terms** |
| 1. | Proposal | Prices for each item must be quoted. GST and customs (if imported) should be as separate lines on the invoice. Offers must show unit prices, extensions, and total price. All items, services, spare parts, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees. The quoted prices should be valid for 90 days. |
| 2. | Payment terms | Payment will be made upon delivery of services and submission of an invoice in PKR. |

**EVALUATION CRITERIA OF TECHNICAL BID**

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| Sr. No. | Parameters | Details | Remarks |
| 1. | Presentation depicting Concept and Theme of the Project | |  |  | | --- | --- | | i. | Theme and Concept | | ii. | Understanding & Innovativeness | | iii. | Methodology & work Plan | | iv. | Activities objects with clearly mentioned targets and expected outcomes | | v. | New ideas | | vi. | Information sharing with Emerging Pakistan pattern | |  |
| 2. | Full Name, Permanent Address, Telephone, Fax Numbers and Organizational Structure | |  |  | | --- | --- | | i. | Full Name and Permanent Address | | ii. | Telephone, Fax Number | | iii. | Organizational Structure | |  |
| 3. | Past performance | List of projects of similar nature |  |
| 4. | Technical or skilled Staff/Labour | |  |  | | --- | --- | | i. | Attach List/CVs of each Technical or skilled Staff/ labour if any. | | The bidder is required to attach Curriculum Vitae of concerned technical staff. Max 0.5 marks given to each personnel having experience to handle similar nature and jobs/events. |
| 5. | Financial Status | |  |  | | --- | --- | | i. | Tax Returns | | ii. | Financial Stability Certificate | | iii. | Project handled. | |  |
| 6. | Affidavit | |  |  | | --- | --- | | i. | Affidavit to be provided that the firm has not been blacklisted in past. | |  |

Total Marks: 100

Qualifying marks: 65 & above

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| **S.No.** | **Parameters** | **Total Marks** |
|  | Presentation depicting understanding, innovativeness, specific activities with outcomes against each deliverable mentioned in the RFP under TORS / deliverables. | 60 |
|  | Full Name, Permanent Address, Telephone, Fax Number | 01 |
|  | National Tax Number | 02 |
|  | Past Performance | 20 |
|  | Technical or Skilled Staff/ Labour | 10 |
|  | Financial Status | 05 |
|  | Certificate to be provided that individual/firm/JVs has not blacklist in past | 02 |
|  | **Total Marks:** | 100 |

**Only the firms scoring 65% & above will be stand prequalified.**

**Descriptive Literature**

Descriptive literature for the quoted proposed services may be required. Descriptive literature means information (e.g., cut sheets, illustrations, drawings, ***brochures***, etc.) that is submitted as part of an offer. Any discrepancy between written technical specifications in the RFP and the literature must be clearly explained.

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Request for Proposals

Ministry of Commerce & Textile, Government of Pakistan

**Hiring of Brand Consultancy Firms**

**For**

**Continuation of Digital Footprint/Presence Unit for Emerging Pakistan Initiative**

**Descriptive Part**

# Background and Justification

Nation Branding is a means to build and maintain a country’s strategic advantage with the purpose of economic growth. It is the process of figuring out a nation’s economic identity and how it will be communicated to the trading nations of the world. As a consequence of globalization, all countries must compete with each other for attention, respect and trust of investors, tourists, consumers, donors, immigrants, media, and the governments of other nations; a powerful and positive nation brand provides a crucial competitive advantage.

It is essential for countries to understand how the people around the world see them; how their achievements and failures, their assets and their liabilities, their people and their products are reflected in their brand image. The nation brand is the sum of people’s perceptions of a country across areas of national competence. The way we brand our nation, Pakistan, is our story. The story that inspires the world to connect with us.

# Emerging Pakistan Digital Footprint/Presence Unit for Emerging Pakistan Initiative:

There appears to be a glaring gap between the current reality of Pakistan and how the country is perceived in the global marketplace. Any country’s image perception is regarded as a critical source of competitiveness in the global arena. In times when social media utilization is on the rise; the usage volume and usage diversity affect the messages being sent out and add to the confusion of our heterogeneous national brand perception. It is therefore important to continue using these multiple mediums and create a unique national brand image of Pakistan that will aide in creating awareness about the country, promote tourism, increase trade and attract foreign investment.

**Scope:**

Scope of Digital Footprint /presence component for Emerging Pakistan primarily includes but is not restricted to the following:-

* Improving the image and change the perception of Pakistan and its products internally and externally.
* Promoting competitiveness of Pakistan’s goods and services
* Promoting investment in Pakistan’s through highlighting investment opportunities in Pakistan.
* Promoting national and international tourism including recreational tourism, religious tourism and adventure tourism.
* Promoting sports, music, arts, culture and cuisine.
* Branding the unique competencies of towns, cities and places.
* Enhancing the level of awareness on the strength of Pakistani products and services amongst its clients.
* Engaging international journalists, leaders, opinion makers social media influencers, development of an effective web portal, e-marketing, targeted advertising to influence support towards building positive image of Emerging Pakistan and other similar initiatives.

**Objective:**

* Promoting the positive image of Pakistan to enhance exports, investments and national and international tourism by using social medium and effective digital presence.

**Target Audience:-**

* Importers.
* Investors
* Tourists.

**Terms of Reference/Deliverables**

The firm should be willing and able to deliver the following services

* Continuation of Emerging Pakistan’s Initiative of digital footprint /presence component.
* The digital blitz campaign has included a comprehensive Emerging Pakistan website, portals, adverts, and social media campaign.
* Coordination with Emerging Pakistan ambassadors and monitoring and evaluation through effective coordination to ensure proper implementation and use of digital media in promotion of different hash-tags.
* As well as the development and use of digital database including high quality pictures, music, short video clips and other forms of electronic media.
* Coordinating with Emerging Pakistan team at Commerce Division through a dedicated manager /team for the tasks.
* Any other action/plan/deliverable as discussed with and required by the Commerce Division before grant of award.
* Social media management / Advertising /promotion on Facebook, Twitter, Instagram and other similar mediums.
* Website maintenance of Emerging Pakistan and Ministry of Commerce in consultation and with the approval of Commerce Division. An active feedback/enquiry mechanism to be featured on Emerging Pakistan and MOC Website.
* Creative Designing for web campaigns, MOC and TDAP Events with the over arching theme of Emerging Pakistan.
* Continuous/regular Blogging /Content Generation highlighting the core theme /scope of the said proposal.
* Counselors Portal Connect Development Support.
* Webinar and other engagement programmes with special focus on engagement with social media influencers and travel bloggers to promote image and tourism in Pakistan.

**Commerce Division , Government of Pakistan is inviting responses from individual and firms that are willing and able to promote the positive image of Pakistan and deliver the success targets and objectives set out in this RFP.**

# Instructions

* All interested bidders shall respond via e-mail and in hard copy to the address mentioned in the advertisement within fifteen (15) days of its publication in the press. All firms will receive an “acknowledgement of receipt” email. Only shortlisted companies / firms will be contacted for further dealings.
* Once all complete RFPs have been received, these will be analyzed and potential suppliers short-listed.
* The Ministry will invite the short-listed companies / firms to further view their presentations and fine-tune proposals in detail.

# Request for Proposal conditions

* This section sets out the terms and conditions upon which the RFP has been advertised and on which the sealed bid will be submitted:
* All companies/individuals that submit a response to the RFP are deemed to have accepted these conditions.
* The Ministry shall not bind itself to accepting the proposal with the lowest cost and/or rates. It shall be a combination of excellent technical strength, experience, team, proven record of success as well as solid financial proposal.
* No contract for the supply of services which are the subject of this RFP shall be formed with any vendor(s) until such time that a written contract(s) for the supply of these services has been agreed upon and formalized by both parties.
* The cost of responding to this RFP and all associated costs shall be borne exclusively by the vendor(s), including any subsequent costs incurred by attending any meetings in Pakistan in connection with the proposal.
* All interested parties acknowledge and agree that this RFP and any documents or appendices relating thereto are confidential. It is hereby agreed that nothing shall be divulged to any third party, any information relating to the RFP. All parties accept that this confidentiality is binding upon all employees and officers and that their agreement to abide by this condition is guaranteed.
* The Ministry may at its absolute discretion terminate the RFP/evaluation process at any time and for any reason, in which case they will notify all suppliers/participants in writing, but do not have any obligation to provide reasons for the termination of the RFP and the evaluation process.
* The Ministry may, at its absolute discretion de-select suppliers, at any point, from the RFP process and in this event, shall provide reasons of this de-selection. This must be based on transparency and fairness.
* The suppliers acknowledge that the Ministry of Commerce focal point for this RFP must retain all documents submitted in response to this RFP in order that it can review and analyze all responses fairly and to comply with its obligations relating to accountability and record keeping. Notwithstanding the above, ownership of the intellectual property (IPR’s) in the information contained in the proposals documents shall remain vested in the Vendor until they are hired; in that case all materials and IPR’s stand automatically transferred to the Ministry of Commerce focal person for the RFP.
* These tender conditions, and any subsequent contract agreed by the successful party(s) shall be governed by and interpreted in accordance with the laws of Pakistan and the Pakistani courts shall have the jurisdiction for the resolution of any disputes arising there from.
* Evaluation and short-listing of applicant firms will be based on criteria as per PPRA Rules.

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