

Request for Proposals

Ministry of Commerce & Textile, Government of Pakistan

Hiring of Brand Consultancy Firm For Continuation of Digital Footprint/Presence Unit for Emerging Pakistan Initiative

Issue Date: June 10th, 2018

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

1. RFP No.	3(16)/2017-EP/EDF
2. Issue Date	June 10th, 2018
3. Title	Hiring of Brand Consultancy Firm for Continuation of Digital Footprint/Presence Unit for Emerging Pakistan Initiative, Ministry of Commerce & Textile.
4. Issuing Office	Ms. Maria Kazi, Deputy Secretary (FT-II) Ministry of Commerce & Textile 4 th Floor, A-Block, Pak Secretariat, Islamabad Email: mariakazi@gmail.com Ph: (92-51)9103831, Fax:92-51)9205241
5. 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 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.
6. Deadline for Receipt of Proposal	Sealed Proposals are due within 15 days of the print of advertisement.
7. Contact Person	Ms. Maria Kazi, Deputy Secretary (FT-II) Ministry of Commerce & Textile 4 th Floor, A-Block, Pak Secretariat, Islamabad Email: mariakazi@gmail.com Ph: (92-51)9103831, Fax:92-51)9205241
8. Anticipated Award Type	The Ministry anticipates issuing a Firm 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 the Ministry to award a purchase order and bidders will not be reimbursed for any costs associated with the preparation of their bid.
9. 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, quality or/and other factors included in the RFP.
10. General Instructions to Bidders	<ul style="list-style-type: none"> 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. 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. 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

	<p>will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier.</p> <ul style="list-style-type: none"> • The Ministry of Commerce is not 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: <ul style="list-style-type: none"> ○ 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. <p>If the bidder does not accept the correction of errors, its Proposal will be rejected.</p>
11. Invoice Payment and General Sales Tax (GST)	<ul style="list-style-type: none"> • 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.
12. 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
13. Bidders Agreement with Terms and Conditions	The completion of all RFP requirements in accordance with the instructions in this RFP and submission to the Ministry 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 Ministry of Commerce 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. The Ministry has the rights to increase or decrease the goods and services mentioned in this RFP.
14. Determination of Responsibility	<p>The Ministry 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:</p> <ol style="list-style-type: none"> 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.

15. Additional Information/conditions		
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.
3.	Probationary period	Initially two months of the contract shall be considered as probationary period, which can be continued on required satisfactory performance/ achievements of

		the company but if the company failed to achieve their targets, then the contract shall be awarded to the second lowest responsive bidder.
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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.

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.

Objective

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 sift through such 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. With a fragile democracy and turbulent history, Pakistan now needs to correctly reposition itself in terms of investment potential, credit worthiness, export opportunities, tourism potential and international relations.

The Ministry of Commerce taking cognizance of the importance of national image and international perception for sustained economic growth is taking the lead in launching a national

brand-building initiative. This initiative will entail highlighting and showcasing the many strengths of Pakistan; its people, its natural unspoilt beauty, its products, its liberal investment regime and its diversity.

The Ministry of Commerce has successfully launched Emerging Pakistan initiative at Expo-2017 event at TDAP Karachi.

Emerging Pakistan

Pakistan's rich heritage comes from the Indus Valley civilization, one of the oldest in the world and dating back at least 5,000 years. It offers a strategic location in Southern Asia, bordering the Arabian Sea, between India on the East, Iran & Afghanistan on the West and China in the North. With a population of 199,085,847 (July 2015 est.) standing 7th in the world, Pakistan has diverse cultures and languages. Pakistan is one of the largest producers of natural commodities, and its labor market is the 10th largest in the world. The 7 million strong Pakistani Diaspora contributed an estimated \$20 billion to the economy in 2016-17. Pakistan is blessed with diverse geographic strengths including 14 of the world's highest peaks, one of the largest deserts, vast fertile plains, largest man-made irrigation system in the world, good quality infrastructure including deep-sea ports, motorways, robust housing sector; in industry and agriculture, it produces high quality products in textiles, leather, sports goods, and one of the top producers of important crops like wheat, cotton, rice, sugarcane, exotic fruits like mangoes, citrus and much more. Its arts and culture is historically rich. Pakistan takes pride in leading the world in certain sports fields. Its people are creative, hardworking and one of the most philanthropic nations in the world.

Despite this and more, Pakistan suffers from negative international image and media coverage, which focuses on an "inherited" unstable political system, leadership crises, an internal and external law & order situation, lack of adequate protection for land & property, and high levels of corruption.

To tackle all these problems holistically and en masse, Pakistan's true narrative needs to be conceptualized, developed and projected. Therefore, an authentic nation branding strategy is required to be evolved for a variety of reasons, including but not restricted to the following:

- Promoting competitiveness of Pakistan's goods and services
- Inviting serious and fresh investment in Pakistan's liberal investment regime
- Enhancing the appreciation of environmental impact on national attractiveness
- Improving the image and change the perception of Pakistan and its products internally and externally
- Promoting soft capital strengths such as sports, music, culture and cuisine
- Branding the unique competencies of towns, cities and places

- Creating ownership of the country's brand equity assets by stakeholders
- Enhancing commonality and uniformity in country messages among various agencies, government, media and other stakeholders
- Enhancing the level of awareness on the many strengths of Pakistani products and services amongst its clients

Scope of work:

Concept development, digital narrative and effective implementation

Key to the launch event of brand Pakistan is an effective nation branding initiative which will ensure that all stakeholders from both the government (Commerce, Textiles, Industries, Tourism, Investment, etc.) and the private sectors (exporters, industrialists, traders, entrepreneurs, agriculturists, successful SME's etc.) are partners in this campaign. It should also be noted that it is a slow and continuous process and needs to be sustained once adopted nationally for it to grow and give returns.

Key components of concept development:

Due to the recent global economic crises, there has been a lack of focus on two of Pakistan's key strengths, regional access to largest markets in the world and connectivity; close proximity to China, and India - two global trading giants as well as members of BRICS and secondly population which has a significant percentage of youth making up a formidable workforce; these two strengths will require continual upgrading. "Growth" will be the buzzword behind Brand Pakistan-economic, touristic, business, and investment.

Pakistan has a strong national identity and thus key to build upon its unique placement; in order to take it from where it is today i.e. sandwiched between two trade giants, to a hub of connectivity, its conception can be managed and leveraged. Besides having vibrant trading neighborhoods, there is the access to a new mega port as well the old established one; Karachi and Gwadar. Acquiring brand value will require repositioning Pakistan as a business and manufacturing hub as a first step particularly in view of China-Pakistan Economic Corridor.

Research and development of concept note

Engage key stakeholders to identify clear objectives of branding Pakistan. This will help in understanding expectations of everyone and invite them to contribute transparently to the cause beyond personal biases and affiliations.

Brand Proposition

Based on key focus areas, the brand needs and proposition will be identified. The campaign activities will broadly be divided into 2 main areas:

- International Portfolio

- Domestic Portfolio

The international portfolio shall involve activities such as engaging international thought journalists, leaders, opinion makers, development of an effective web portal, e-marketing, targeted advertising to influence support towards Brand Pakistan and other similar initiatives.

Meanwhile the domestic portfolio shall focus on ensuring that Pakistanis live up to the brand promise that is being communicated and promoted to the global community. It is ensuring that the message is cascaded and translated into action at every level of interaction that the country has with the international community, thereby keeping the USP intact. Public relations, brand ambassadors and mass media advertising will primarily be used to create hype and sustain the momentum for the positive propaganda of the National Branding Campaign.

The brand proposition will help identify the uniqueness that Pakistan offers and form the foundation to build, vision, character, and tone. It will require, among others:

- Careful crafting of brand character and its vision.
- Identification of Pakistan's Unique Selling Proposition (USP)
- Designing of multiple 'position statements' to communicate the USP identified
- Selecting the tone and manner to best convey the position statement shortlisted
- International campaigns aimed at changing perceptions in the international arena
- Niche media advertising to influential people
- Public relations – Thought leaders and journalists
- E-Marketing
- Support material
- Surveys and documentaries
- Web portal

Monitoring, review, evaluation and revision

Consistently review and monitor the progress and brand promise through:

- National Perceptions Surveys
- International Brand Audit

Impact assessment

An impact assessment is important to monitor its progress and track growth. Such an impact assessment shall focus on both, the international portfolio as well as the domestic portfolio. For this purpose, we would suggest:

National perception audit: This measure the important attributes of the brand and how well Pakistanis are delivering on those

International brand equity study: This helps to compare how Pakistan is performing relative to other countries in terms of the strength of its National Brand.

Budget

Each step will determine the scope and size of the next steps. There are numerous variables like, breadth and depth of research, selected media campaign, engaging brand ambassadors, level and quality of partnership with private sector and much more. All the estimates provided must be reasonable, fully transparent and commensurate with the service provided.

The Ministry of Commerce, Government of Pakistan is inviting responses from individual and firms that can develop Brand Pakistan and deliver the success targets and objectives set out in this RFP.

Instructions

1. 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.
2. Once all complete RFPs have been received, these will be analyzed and potential suppliers short-listed.
3. 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:

1. All companies/individuals that submit a response to the RFP are deemed to have accepted these conditions.
2. 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.
3. 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.

4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. Evaluation and short-listing of applicant firms will be based on criteria as per PPRA Rules.

Terms of Reference:

The RFP will have the following deliverable component;

Digital Footprint/Presence Unit:-

- Continuation of Emerging Pakistan's Initiative digital component.
- The digital blitz campaign has included a comprehensive Emerging Pakistan and Ministry of Commerce websites, portals, adverts, and social media campaign, short videos etc.
- 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 documentaries and other forms of electronic media.
- Coordinating with Director Emerging Pakistan through a dedicated manager for the tasks.
- Any other action/plan/deliverable as discussed with and required by the Ministry before grant of award.
