

Request for Quotation (Goods)

Description : Req ID - 3034 - RFQ 986
Date of Issue : 11-Apr-2019 12:20 PM
Date of Submission of Quotation : 15-Apr-2019 12:00 PM
Place of Delivery : IBA, Stores, Campus, University Road, Karachi.
Contact Person & Telephone : Department, IBA Campus, ,

Sr #	Description	Item Specification	Quantity
1	Hartwell, Margaret P, Joshua C. Chen, and Max Spector. Archetypes in Branding: A Toolkit for Creatives and Strategists. Cincinnati, Ohio: How Books, 2012. Print. ISBN 9781440308185		1
2	Morgan, John. Brand against the Machine: How to Build Your Brand, Cut Through the Market. John Wiley & Sons, 2011. Print. ISBN 9781118103524		1
3	Neumeier, Marty. The Brand Gap: How to Bridge the Distance between Business Strategy and Design ; a Whiteboard Overview. Indianapolis, Ind: New Riders, 2009. Print. ISBN 9780321348104		1
4	Millman, Debbie. Brand Thinking and Other Noble Pursuits. New York: Allworth press, 2013. Print. ISBN 9781621532477		1
5	Chiaravalle, Bill, and Barbara F. Schenck. Branding for Dummies, 2nd Edition. John Wiley & Sons, 2015. Print. ISBN 9781118958087		1
6	Miller, Jeremy. Sticky Branding: 12.5 Principles to Stand Out, Attract Customers & Grow an Incredible Brand. Toronto: Dundurn, 2015. Print. ISBN 9781459728103		1



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7	Yohn, Denise L. What Great Brands Do: the Seven Brand-Building Principles That Separate the. John Wiley & Sons, 2014. Print. ISBN 9781118611258	1
8	Nicolino, Patricia F. The Complete Idiot's Guide to Brand Management. Indianapolis, Ind: Alpha, 2001. Print . ISBN 9780028639925	1
9	Van, Praet D. Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing. , 2014. Print. ISBN 9781137278920	1
10	Mark, Margaret, and Carol S. Pearson. The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes. New York [etc.: McGraw-Hill, 2006. Print. ISBN 9780071364157	1
11	Stent, Angela. Putin's World: Russia against the West and with the Rest. , 2019. Print. ISBN 9781455533022.	1

Terms & Conditions:

1. Sales tax registration certificate with last month return copy (FBR and / or SRB) must be provided at the time of submission of quotation.
2. Material of this order is subject to final inspection at the time of delivery.
3. We reserve the right to cancel any or all the above items if material is not in accordance with our specification or if the delivery is delayed.
4. Payment will be made through crossed cheque after the receipt of the bill and delivery of the above item.
5. General Sales Tax will be paid on applicable items only.
6. Liquidity damage at the rate of 2% per month on actual will be imposed on delayed delivery.
7. The rate / item cost is final and no change what so ever will be accepted.
8. Government tax(es), levi(es) and charge(s) will be charged at actual as per SRO.
9. Competent Authority reserves the right to change / alter / remove any item or article or reduce / enhance quantity without assigning any reason.
10. Invoice should be submitted to Purchase & Stores Department.
11. Advance Payment subject to Bank Guarantee preferably National Bank of Pakistan.



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12. No subletting in any case / item / form will be allowed.
13. All Government taxes (including Income tax and stamp duty), levies and charges will be charged as per applicable rates / denomination of Purchase / Work Order.
14. Stamp duty 0.25% for goods against total value of Purchase Order will be levied accordingly.
15. IBA, also reserve the right to issue Purchase Order for any single items to different lowest responsive bidders or issue Purchase Order for all the items to any lowest responsive bidder.
16. Certificate of genuine / originality will be provided by the supplier.