

Comparative Statement for Executive Education Survey

Tender # MISC/18/13-14

Description	M/s Iris Communication	M/s Oasis Insights (Pvt) Ltd
Survey Objective: IBA CEE wants to understand the reasons: 1. How CEE can become first choice of Executive Education provider in Pakistan for Top and senior executives. a. To understand Target market in terms of developmental needs and difference within different pockets of the market b. What do executives at different management positions expect from training to deliver at individual and organizational levels? c. What is the existing Customer perception on Cost, Value and Reputation? 2. How best to position the offerings of CEE. a. Open Enrollment Programs b. Customized Programs 3. What are the challenges of aligning business imperatives with strategic priorities; and how can they be helped through executive education? 4. How does and organizational HR assess "Return on Expectations" of the value of learning?		
Feedback to be obtained from internal /external customers Using Qualitative &/or Quantitative Survey Tools (interviews/ focus groups etc.) with the following audience: 1. Management/ Staff of CEE 2. Faculty of CEE 3. Past Participants of Training 4. HR/ Functional Heads of (the consultant may propose survey tools and target audience)		
Sample Size	Minimum 100 (the consultant may propose a different sample size, if required)	
Participation Method	Anonymous & Voluntary	
Total Project Duration (including submission of final report)	3 months (maximum) from the date of Tender allotment	
Proposal Format	The proposal should be in 3 parts: Part 1: Covering the design of the survey instrument and Part 2: Covering the execution and methodology thereof. Part 3: Financial Proposal	
Amount	460,000.00	913,620.00
17% GST	78,200.00	155,315.40
Total Amount	538,200.00	1,068,935.40

MEMBER
CENTRAL PURCHASE COMMITTEE
INSTITUTE OF BUSINESS ADMINISTRATION
KARACHI

Syed Jehanzeb
Project Accountant

By Name To be
Bewal

MEMBER (EXTERNAL)
CENTRAL PURCHASE COMMITTEE
INSTITUTE OF BUSINESS ADMINISTRATION
KARACHI

Navid Anwar
Audit Advisor