

***Tender Fee: Rs. 5,000/-
(Non-Refundable)***

***Request for Proposal (RFP) for
“Hiring of Marketing/Communication
Firm/Agency”***

Tender # ES/03/23-24

TECHNICAL PROPOSAL

Date of Issue : March 5, 2024

Last Date of Submission : March 28, 2024 (12:00 Noon)

Opening of Proposal : March 28, 2024 (12:30 PM)

Company Name: _____

NTN: _____, SRB Registration Number: _____

Notice Request for Proposal (NIT)

Request for Proposal

The Institute of Business Administration, Karachi (IBA) invites sealed bids from active taxpayer firms/companies/agencies registered with relevant tax authorities for the following RFP.

RFP Title (Ref. No.)	Procedure	Bid Security
Hiring of Marketing/Communication Firm (ES/03/23-24)	Single Stage Two Envelopes	2%
Document Fee & Important Dates		
<ul style="list-style-type: none">▶ <i>Tender Fee:</i> Rs. 5,000/-▶ <i>Issuance start date:</i> March 5, 2024, from 9:00 AM▶ <i>Issuance end date & time:</i> March 28, 2024, till 12:00 Noon▶ <i>Submission date & time:</i> March 5, 2024, till March 28, 2024, from 9 AM to 12:00 Noon▶ <i>Pre-bid briefing:</i> March 25, 2024, 11:00 AM▶ <i>Opening date & time:</i> March 28, 2024, at 12:30 PM		

RFP Document may be collected after submission of the paid fee challan from the Office of the **Head of Procurement, Fauji Foundation Building, IBA Main Campus, University Enclave, Karachi** on any working day (Monday to Friday). Alternatively, the RFP document can be downloaded from the website. The Tender fee challan is to be generated from the IBA website <https://www.iba.edu.pk/tenders/> which may be deposited in any branch of Meezan Bank Ltd. Sealed bids should be dropped in the Tender Box placed at the Security Office, Gate # 4, IBA Main Campus University Enclave Karachi and will be opened on the same date & venue in the presence of the bidders' representatives who may wish to attend. In case of a holiday, the tender shall be opened/received on the next working day at the same place and time. Bid Security in the form of Pay Order or Demand Draft has to be submitted in favor of **"IBA Karachi"** along with the Financial Proposal.

Kindly mention "Tender Number" at the top left corner of the envelope.

N.B. IBA Karachi reserves the right to reject any bid or cancel the bidding process subject to the relevant provision of SPP Rules 2010.

REGISTRAR

IBA, Main Campus, University Enclave, Karachi 75270
111-422-422 Fax (92-21) 99261508
Contact Person Sr. Executive Procurement on 38104700 ext.: 2152
Email tenders@iba.edu.pk Website <https://www.iba.edu.pk/tenders/>

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1. Introduction

Dear Tenderer:

Thank you, the interest you have shown in response to the IBA's advertisement which has floated in IBA & SSPRA websites and newspapers on March 5, 2024, to "*Hiring of Marketing/Communication Firm*".

The Institute of Business Administration, Karachi (IBA) is the oldest business school outside North America. It was established in 1955 with initial technical support provided by the Wharton School of Finance, University of Pennsylvania. Later, the University of Southern California (USC) set up various facilities at the IBA & several prominent American professors were assigned to the IBA. The course contents, the curriculum, the pedagogical tools & the assessment & testing methods were developed under the guidance of reputed scholars from these two institutions. IBA has zealously guarded the high standards & academic traditions it had inherited from Wharton & USC while adapting and adjusting them over time.

We expect to avail services/works/items of high standards that meet our prime & basic specifications through this transaction.

Please contact Sr. Purchase Executive on 38104700 ext.: 2152 for any information and query

Thank you.

-sd-

Registrar

2. Instructions to Bidder

- a. IBA Karachi expects that aspirant firms/companies/agencies should furnish all the required documents to ensure a transparent and genuine presentation. Therefore, it is necessary to fill in the Tender Form meticulously and sign & stamp every page. Moreover, attach the required supporting documentation according to the requirement.
- b. It is mandatory to fill the Tender Forms in writing with ink or type. Do not leave any column/item blank. If you want to leave the item/column un-answered please, write 'Doesn't Apply/Doesn't Arise'. If you need more space, please attach a paper & clearly mention the item/column name or number etc that referred to the column/item of the Tender Form.
- c. You can collect the RFP Document from the office of Head of Procurement, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi from March 5, 2024, to March 28, 2024, during working 9:00 AM to 12:00 Noon.
- d. The last date of submitting the RFP Document in a sealed envelope is March 28, 2024, by 3 PM in the Office of the Security Gate # 4, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi. The Tender will be opened on the same day at 12:30 PM in the presence of representatives who may care to attend.
- e. Bid Security of 2% of total charges will be submitted along with RFP Documents in the shape of Pay Order / Demand Draft only in the name of the Institute of Business Administration.
- f. Successful bidder should provide 5% Performance Security of total value of Purchase Order / Work Order in the form of Pay Order or bank guarantee before submission of invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract.
- g. Please mention "RFP Detail" at the top left corner of envelopes. IBA, Karachi may reject any bid subject to the relevant provision of SPP Rules 2010 and may cancel the bidding process at any time before acceptance of bid or proposal as per Rule-25(i) of said rules.
- h. All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
- i. Firms / Companies shall maintain their status as an active / filer taxpayer with taxation authorities while rendering services to IBA, Karachi.
- j. A **Pre-bid briefing** shall be held on October 25, 2021, at IBA Main Campus at 3 PM for understanding the scope of the work
- k. Envelopes: Separate Envelopes of Technical Proposal, Financial Proposal shall be submitted. Bid Security should be further enclosed in an envelope & seal of Company should be affixed on opening flaps.

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3. Purpose

In today's world, every organization requires a brand personality that represents the organization's vision, mission & values. Students & their parents rely on the perceived brand image of educational institutions.

IBA, which has always been the leader & preferred choice for students needs to up the game on building brand equity & brand differentiation in the new age.

The Marketing strategy & its implementation project has two primary objectives.

- i. To evolve the brand image of the institute as a multi-faceted, multi-disciplinary leading institute which comprises of three major schools offering quality education and focuses on developing leaders of tomorrow.
- ii. IBA seeks to receive proposals from professional branding agencies that fit the following profiles:
 - Company to have extensive experience in handling brands.
 - Should have company experience in handling local & international brands.
 - Should have experience of working with the education sector
 - Should have in-house digital capability facilities
 - Should have done some communication consultancy projects with international firms/ bodies
 - Should have in-house video production capabilities/facilities

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4. Scope of Work

Marketing agencies with proven experience are requested to apply. Scope of work includes but is not limited to the following:

STRATEGY

1. Design a comprehensive marketing strategy for IBA's communication to attain the goals of building brand visibility, credibility, and improve their admissions cycle, giving more visibility to events through domain research, mapping industry
2. Strategy, specific goals, KPIs, metrics and budget per channel with justifications
3. Audience identification – build, test and validate audience personas for the IBA's brand and individual core programs; centers and give each school equal visibility digitally and on ground
4. Rework on Brand Guidelines

Print Design + Publications + Traditional Design

1. Print advertisements + Digital Banners + Radio & TV 360 campaign solutions (every admissions cycle + international conference + Tender Ads+ HR Ads + Faculty requirements)
2. Design theme & concept for events; Flyer, Standees, Media Wall, Conference Booklet, certificates, Shields, etc. (not less than 15 key international conferences/ events)
3. Brochures, digital brochures, Invitation cards, Banners, scrolls, Souvenirs, Program announcements, etc. (as per requirement of each department/ school/ center)
4. Publications Design (not less than 15 throughout the year)

Print & Press / Digital Media Coverage

1. Push Event Press releases out to the media on a timely basis (Newspaper, Digital & TV channels)
2. Ongoing IBA promotion on Print, Radio & TV (PR articles / Digital Presence / Podcasts)
3. Crisis Management News handling

Reporting

1. Meet with IBA team as needed for the purpose of carrying out initiatives.
2. Prepare cost schedules and project sheets for advertising expenditures and other related costs and secure approval of all expenditures with regard to authorized advertising by submitting preproduction estimates.
3. Develop analytical data reports and KPI's in collaboration with IBA leadership to measure overall effectiveness and performance, and provide detailed periodic reports

It should be noted that strategic plans, creative communication strategies, and other strategic input will come in part from IBA in coordination with the selected firm(s). In addition, the firm(s) should be able to recommend strategies to expand the impact of advertising/ marketing campaigns allowing for the broadest possible exposure to the target audiences within the available budget.

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The selected firm(s) will be provided with creative briefs before each campaign or individual project outlining the goal(s), objectives, audience, strategies, budget, and measurement. The selected firm(s) must demonstrate the ability to strategically plan, integrate, manage, and execute an assortment of marketing projects. New and emerging technology opportunities are consistently being introduced and the selected firm(s) must be able to identify, evaluate, recommend, develop, and execute, and/ or manage the execution of these opportunities.

5. EVALUATION CRITERIA

IBA will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP. Each proposal will be analysed to determine overall responsiveness and qualifications under the RFP. The following factors have been considered as the basis of evaluation:

SECTION A: Bidder Qualification Criteria (Mandatory Eligibility Criteria)

SECTION B: Firm's location, clientele, experience, and services provided

SECTION C: Human Resources

SECTION D: Descriptive Details

SECTION E: Compliance (*labour laws, IT, privacy, data protection*)

- Additional information may be requested from Firms at any time before final approval of selected firm(s).
- Any agency unable to meet/ failing in any of the mandatory requirements (Section A) will be out-rightly rejected and not assessed further in Sections B, C & D.
- Proposal submission and evaluation will be bifurcated into two sections with scoring weightage as specified below.
 - Concept/Strategy Developed for Brand (Any 1 Big Idea) & Post Discussions with shortlisted agencies who have qualified the Section A - 65%.
 - Cost Effectiveness (Budget and Standard Tariffs) - 30%.
 - Company's Profile and Client List - 5%.

a. SUBMISSION OF PROPOSALS

Firm(s) shall submit one original, signed in ink, and one copy of the proposal of the entire proposal. An additional flash drive may be included to feature samples of electronic or broadcast work (spots/video, websites, graphics, etc.)

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EXECUTIVE SUMMARY:

Should be **limited to (2) pages** and shall include a statement of:

- Firm's understanding of the scope of work to be accomplished,
- Firm(s) proposal to accomplish and perform these services,
- Description of Firm's strategic process on how they might best market IBA, and
- Description of Firm's process and staffing capacity to serve the needs of IBA, including any partner or subcontractor relationship and how the agencies plan to work together.

Firm(s) is/are expected to examine this RFP carefully, understand the terms and conditions for providing the services listed herein and respond completely. Failure to complete and provide any of these proposal requirements may result in the firm(s)' proposal being deemed non-responsive and therefore disqualified from consideration.

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6. Bidder Qualification Criteria

SECTION – A

Mandatory Eligibility Criteria (Attach Supporting Document)

S. No	Description	Yes	No
1.1	Has your firm ever been blacklisted by IBA or any other Government firm? <i>(Please provide an undertaking on Rs.100/-Stamp paper that your firm is not blacklisted by IBA and any other firm)</i>		
1.2	Must be a registered advertising agency for at least the past 3 years. <i>(Attach a certificate of incorporation/Partnership Deed/Sole Proprietorship)</i>		
1.3	“Sales tax registration certificate both FBR and/or SRB” and NTN certificates. <i>(Provide a copy of valid SST Registration Certificate)</i>		
1.4	Head office or an independent office in Karachi with all core and all support business functions but not limited to client servicing, finance, creative, design, Strategy, In-house Media planning (Print, electronic & digital), buying & release. Fully equipped and capable of handling ATL campaigns. <i>(Provide proof on company letterhead with the company structures, organogram of Karachi team having names, designations, number of years of experience and qualifications)</i>		
1.5	Accredited with All Pakistan Newspaper Society (APNS) for the last (03) years <i>(Provide a certificate of enlistment)</i>		
1.6	Accredited with the Pakistan Broadcaster Association (PBA) for the last (03) years <i>(Provide a certificate of enlistment)</i>		

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1.9	Must currently be managing accounts or have managed in the last 1 year (from strategy till media planning) of at least 3 renowned national/international companies in Pakistan or abroad out of which at least 1 should be MNC or FMCG or Telco. <i>(Please provide in writing on company letterhead along with Service Orders or documentary evidence as per the format attached)</i>		
1.10	The average annual business turnover of an advertising agency for the last three consecutive years (FY21 – FY23) must be Rs. 30 million. <i>(Please provide documentary evidence i.e., audited financial statements/ income tax return establishing the same)</i>		
1.11	Financial health certificate from the main bank <i>(Please provide documentary evidence from the main bank duly signed and stamped by the bank)</i>		

Note:

Please note that IBA can verify any document submitted by the agency at any point in time. In case of non-validation of any document submitted during/ after the bidding process, IBA reserves the right to remove the agency from the IBA's panel.

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7. Technical Evaluation Criteria

SECTION – B

FIRM'S LOCATION, EXPERIENCE, CLIENTELE AND SERVICES PROVIDED (45 Marks)

S#	Description	Marks Distribution	Max Marks	Obtained
B.1	Experience of advertising business: <ul style="list-style-type: none"> ○ More than 10 years ○ More than 5 years upto 10 years ○ 3 to 5 years <i>(Attach a certificate of incorporation / Partnership Deed / Sole Proprietorship / Documentary proof of experience)</i>	10 7 5	10	
B.2	Average annual business turnover of an advertising agency for the last three consecutive years <ul style="list-style-type: none"> ○ Above Rs. 50 million ○ More than Rs. 40 million ○ More than Rs. 30 million <i>(Please provide documentary evidence i.e., audited financial statements/income tax return establishing the same)</i>	10 8 5	10	
B.3	The total media buying done by the agency in the past 1 year (excluding digital/online media buying): <ul style="list-style-type: none"> ○ More than Rs. 30 million ○ More than Rs. 20 million ○ Less than or equal to Rs. 20 million <i>(Provide a copy of Purchase Orders / Agreements and testimonials from the Client)</i>	10 7 5	10	

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S#	Description	Marks Distribution	Max Marks	Obtained
B.4	<p>Number of noteworthy ATL 360-degree campaigns (must include third party collaborations) that your agency has executed in the past 2 years (only those which included strategy building, concept development, visualization, production and media planning/release and are the intellectual property of the agency):</p> <ul style="list-style-type: none"> ○ More than 7 ○ 6-7 ○ 5 or less <p><i>(Kindly submit the list of ads developed, proof of media release, project description, corresponding dates and your role with the outcome of the campaign. Please provide on company letterhead).</i></p>	<p>10</p> <p>7</p> <p>5</p>	10	
B.5	<p>Number of 360 campaigns that your agency has executed in the past 2 years (only those which included strategy building, concept development, visualization, production and published and are the intellectual property of the agency)</p> <ul style="list-style-type: none"> ○ 10 or more ○ 7-9 ○ 4-6 <p><i>(Kindly submit the list of ads developed, proof of campaign, project description, corresponding dates, and your role with the outcome of the campaign. Please provide on company letterhead).</i></p>	<p>10</p> <p>8</p> <p>4</p>	10	

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SECTION - C
HUMAN RESOURCES
(25 Marks)

S#	Description	Marks Distribution	Max Marks	Obtained
C.1	Number of full-time employees nationwide: <ul style="list-style-type: none"> ○ More than 15 ○ Between 10-15 ○ Less than 10 <p><i>Please provide a list having staff name, designation/role, department, employment type (permanent/outsourced/intern etc.), location, years of experience, details of experience, qualification on letterhead.</i></p>	10 07 05	10	
C.2	Do your key company figures have a minimum of 10 years of work experience in the advertising industry? <u>Tick if yes (as applicable)</u> <ul style="list-style-type: none"> <input type="checkbox"/> Chief Operating Officer <input type="checkbox"/> Head of Strategy <input type="checkbox"/> Creative Head <input type="checkbox"/> Client Service Head <input type="checkbox"/> Media Head <p><i>Will be verified from the detailed list provided in 3.1. Experience to be shared. Please share the profile of each of the above.</i></p>	1 1 1 1 1	5	
C.3	Creative Design & Strategy team's strength in Karachi <ul style="list-style-type: none"> ○ More than 5 employees ○ 3-5 employees ○ Less than 3 <p><i>Will be verified from the detailed list provided in 3.1. Please share the profile of each of the above.</i></p>	6 4 2	6	
C.4	Client Service team's strength in Karachi <ul style="list-style-type: none"> ○ More than 3 employees ○ Less than or equal to 2 employees <p><i>Will be verified from the detailed list provided in 3.1. Please share the profile of each of the above.</i></p>	2 1	2	

S#	Description	Marks Distribution	Max Marks	Obtained
C.5	Media Planning, Buying and Release team's strength in Karachi: <ul style="list-style-type: none"> ○ More than 2 employees ○ 2 employees <p><i>Will be verified from the detailed list provided in 3.1. Please share the profile of each of the above.</i></p>	2 1	2	
	TOTAL MARKS		25	

SECTION – D

PITCH PRESENTATION BY THE AGENCY (IN PERSON)

(Maximum marks 100)

Presentation Time: 30 min (maximum)

EVALUATION CRITERIA FOR PITCH PRESENTATION (SECTION D)

A panel of experts will gauge the pitch presentation on the following criteria:

Clarity / Understanding of IBA	Clarity / Understanding of Scope	Proposal Quality/ Strategic depth	Internal team capability to handle proposal/Showcasing	Total
25	25	25	25	100

Those bidders who qualify the Mandatory Qualification Criteria may collect/obtain the broader topics for the pitch presentation from the Procurement Department.

Note: The firm scoring less than 70% in each technical evaluation (Sections B, C, D) will be considered non-responsive and financial proposals will be returned unopened.

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A) RELEVANT EXPERIENCE

Provide three (3) references, that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

Reference No. 1:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Telephone: _____ Email: _____

Date and Type of Service(s) Provided: _____

Reference No. 2:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Telephone: _____ Email: _____

Date and Type of Service(s) Provided: _____

Reference No. 3:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Telephone: _____ Email: _____

Date and Type of Service(s) Provided: _____

Stamp & Signature

8. Bidding Data

- A. **Name of Procuring Agency:** Institute of Business Administration, Karachi
- B. **Brief Description of Works:** Hiring of Marketing/Communication Services
- C. **Procuring Agency's address:** IBA Main Campus, University Enclave, Karachi
- D. **Amount of Bid Security:** - Bid Security of 2% of the total amount/cost will be submitted along with Tender Documents in the shape of PAY ORDER / DEMAND DRAFT only in the name of Institute of Business Administration, Karachi
- E. **Period of Bid Validity (days):** 90 (Ninety Days)
- F. **Performance Security Deposit:** Successful bidder should provide 5% Performance Security of the total value of the Work Order in the form of a Pay Order or bank guarantee before submission of the invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract.
- G. **Deadline for Submission of Bids along with time:** The last date of submitting the Tender Document in sealed envelopes is March 28, 2024, by 3 PM in the Office of the Security Office Gate # 4, IBA Main Campus, University Enclave, Karachi. The Tender will be opened on the same day at 12:30 PM in the presence of representatives who may care to attend.
- H. **The venue, Time, and Date of Bid Opening:** The tender will be opened on March 28, 2024, at 12:30 PM at IBA Main Campus, University Enclave, Karachi.
- I. **Schedule of Work & Time Line:** The schedule of work and timeline will be framed with mutual consultation of the concerned Department and the Service Provider. However, the Service Provider is liable to abide and strictly adhere to the Schedule of Work and Timeline provided by the IBA
- J. **Liquidity damages:** - 2% liquidity damages of the total amount will be imposed per month for which the contractor failed to complete work within the execution period.
- K. **Deposit Receipt No:** _____ **Dated:** _____
Amount (in words and figures): _____
Pay Order / Demand Draft #: _____, **Amount: Rs.** _____
Drawn on Bank: _____, **Dated:** _____

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9. Terms & Conditions

The following terms of the supply are agreed by the firms or companies:

1. Competent Authority reserves the right to change/alter/remove any item.
2. **Termination:** Upon the termination of this agreement, the service provider shall be permitted to remove all its devices and equipment which may have been placed at premises from the time to time.
3. **Submission of Invoices:** Invoices should be submitted to the Procurement Department.
4. **Advance Payment:** Advance Payment is subject to Bank Guarantee.
5. **Validity of Bid:** Validity is for ninety (90) days.
6. **Company Profile:** The company Profile is attached to this document.
7. **Rules, Regulations & Policies:** Will be governed following the SPPRA.
8. **Price/Rate:** must be quoted on Tender Form only and submitted in a sealed envelope.
9. **General Sales Tax:** will be paid on applicable items only by the company/firm/agency.
10. **Arbitration:** In case of any dispute, difference or question which may at any time arise between the parties hereto or any person under them, arising out in respect of this letter of intent or this subject matter hereof shall be referred to the Registrar of the IBA and CEO of the company/firm/agency for arbitration/settling of the dispute, failing which the decision of the court law in the jurisdiction of Karachi binding to the parties.
11. **Performance Security:** Successful bidder should provide 5% Performance Security of the total value of the Work Order in the form of a Pay Order or bank guarantee before submission of the invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract / Warranty, whichever is longest.
12. **Government tax(es), levy(es) and charges(s):** It will be charged at actual as per SRO.
13. **Rights:** IBA reserves the right to accept or reject any or all tender(s) or terminate proceedings at any stage following the rules & regulations framed by SPPRA. IBA also reserves the right to issue a Purchase Order for any single item to different lowest responsive bidders or issue a Purchase Order for all the items to any lowest responsive bidder.
14. **RFP Document:** Tender Document available at the Office of Head of Procurement, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi.
15. **Discourage Child Labor:** All staff must have CNIC and mentioned to discourage work through child labour.
16. **Environmentally Friendly Procedure:** The agency must ensure Environmentally Friendly procedures of manufacturing and avoid the use of Toxic material.
17. **Stamp Duty:** 0.35% against the total value of Work Order will be levied accordingly.
18. **Currency:** All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
19. **Active Taxpayer:** Companies shall maintain their status as active/filer taxpayers with taxation authorities while rendering services to IBA, Karachi.
20. **Delivery Time:** The items should be delivered within the time frame from the date of acceptance of the Purchase Order.
21. **Conditional /Optional / Alternate Bids:** Such bids will not be accepted.
22. **Envelopes:** Separate Envelopes of Technical Proposal, Financial Proposal & Bid Security should be further enclosed in an envelope & seal of Company should be affixed on opening flaps.

Stamp & Signature

It is hereby certified that the terms and conditions have been read, agreed upon and signed.

M/s _____

Contact Person _____

Address _____

Tel # _____ Fax _____

Mobile _____ Email _____

Stamp & Signature