



REQUEST FOR PROPOSALS (RFP)

PROVISION OF BRAND MARKETING, ADVERTISING, COMMUNICATION AND PUBLIC RELATIONS SERVICES

RFP NO: KAA/OT/MKT/1532/2018-2019

**KENYA AIRPORTS AUTHORITY
P.O. BOX 19001 – 00501
NAIROBI, KENYA**

Tel: + 254 020 661 2000

Url: www.kaa.co.ke

Email: tenders@kaa.co.ke

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**SECTION I
INVITATION TO TENDER**

DATE 4TH JUNE 2019

RFP NO. KAA/OT/MKT/1532/2018-2019

**TENDER NAME: REQUEST FOR PROPOSAL BRAND MARKETING,
ADVERTISING, COMMUNICATION AND PUBLIC RELATIONS
SERVICES.**

I.1 The Kenya Airports Authority invites proposals for the following Consultancy services for: **PROVISION OF BRAND MARKETING, ADVERTISING, COMMUNICATION AND PUBLIC RELATIONS SERVICES** through a Request for Proposal process.

More details of the services are provided in the Terms of Reference herein.

I.2 The Request for Proposal (RFP) includes the following documents;

Section I	-	Letter of Invitation
Section II	-	Information to Consultants Appendix to Consultants Information
Section III	-	Technical Proposal
Section IV	-	Financial Proposal
Section V	-	Terms of Reference
Section VI	-	Standard Forms

I.3 Interested eligible firms may obtain further information and inspect the tender documents at the Kenya Airports Authority Headquarters at JKIA, 2nd Floor, office of the GM (Procurement & Logistics) from 8.00 am to 5.00 pm local time, Monday to Friday except lunch time between 1.00 pm and 2.00 pm and on public holidays.

A complete set of tender documents in English language may be obtained by interested candidates upon payment of non-refundable fees of Kenya Shillings One Thousand Only (Kshs. 1,000/-) or an equivalent amount in freely convertible currency in cash or Bankers cheque payable to the Managing Director, Kenya Airports Authority. However, the tender document can also be downloaded from Kenya Airports Authority website (www.kaa.go.ke) or Public Procurement Information Portal at www.ppip.go.ke free of charge and thereafter bidders can forward their company's details to tenders@kaa.go.ke.

I.4 Prices quoted should be net inclusive of all taxes and delivery costs, must be in Kenya Shillings or an amount in a freely convertible currency and shall remain valid one hundred and twenty (120) days from the tender submission deadline.

1.5 Completed tender documents serialized from the first to the last page including all the attachments are to be enclosed in plain sealed envelopes marked with Tender Reference Name and number and be deposited in the Tender Box at Kenya Airports Authority Headquarters building, 2nd floor, Airport North Road, or be addressed to:-

**The Managing Director,
Kenya Airports Authority,
Kenya Airports Authority Headquarters Building,
Airport North Road,
P. O. Box 19001-00501,
NAIROBI.**

Email: tenders@kaa.go.ke

and be deposited in the tender box located on the 2nd Floor of Kenya Airports Authority Headquarters, so as to be received **on or before 21st June 2019 at 11.00 am** and shall be valid for a period of 120 days after bid submission. **Late bids shall be rejected.** Bids shall be opened soon after in the presence of bidders representatives who choose to attend at the Conference Room, 1th floor, KAA HQ's Building

1.7 A pre-bid briefing will be held on **13th June 2019 at 11:00 a.m.** in the Conference Rom, KAA Data Centre. Bidders are invited to attend.

1.8 Any additional information, addendums or clarifications in respect to this tender will be available in our KAA website www.kaa.go.ke. All bidders are advised to regularly check the website during the bidding period.

1.9 Canvassing for the tender by the tenderer or by proxy shall lead to automatic disqualification of their tender

**GM(PROCUREMENT & LOGISTICS)
FOR: MANAGING DIRECTOR/CEO**

SECTION II – INFORMATION TO CONSULTANTS (ITC)

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SECTION II: - INFORMATION TO CONSULTANTS (ITC)

2.1 Introduction

- 2.1.1 The Kenya Airports Authority will select a consulting firm or consortium of consultants under a lead consultant among those invited to submit proposals or those who respond to the invitation for proposals in accordance with the method of selection detailed under this section and consistent with the regulations.
- 2.1.2 The consultants are invited to submit a Technical Proposal and a Financial Proposal, or a Technical Proposal only, as specified in the Appendix "ITC" for consulting services required for the assignment named in the said Appendix.
- 2.1.3 The consultants must familiarize themselves with local conditions and take them into account in preparing their proposals. To obtain first-hand information on the assignment and on the local conditions, consultants are encouraged to liaise with the Client regarding any information that they may require before submitting a proposal and to attend a pre-proposal conference where applicable. Consultants should contact the officials named in the Appendix "ITC" to arrange for any visit or to obtain additional information on the pre-proposal conference. Consultants should ensure that these officials are advised of the visit in adequate time to allow them to make appropriate arrangements.
- 2.1.4 The Procuring entity will provide the inputs specified in the Appendix "ITC", assist the firm in obtaining licenses and permits needed to carry out the services and make available relevant project data and reports.
- 2.1.5 Please note that (i) the costs of preparing the proposal and of negotiating the Contract, including any visit to the Client are not reimbursable as a direct cost of the assignment; and (ii) the Client is not bound to accept any of the proposals submitted.
- 2.1.6 The procuring entity's employees, committee members, board members and their relatives (spouses and children) are not eligible to participate.
- 2.1.7 The price to be charged for the tender document shall not exceed Kshs. 1,000/=
- 2.1.8 The procuring entity shall allow the Tenderer to review the tender document free of charge before purchase or downloading from the Authority's website.

2.2 Clarification and Amendment of RFP Documents

- 2.2.1 Consultants may request a clarification of any of the RFP documents only up to seven [7] days before the proposal submission date. Any request for clarification must be sent in writing by paper mail, cable, telex, facsimile or electronic mail to the Client's address indicated in the Appendix "ITC". The Client will respond by cable, telex, facsimile or electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited consultants who intend to submit proposals.
- 2.2.2 At any time before the submission of proposals, the Client may for any reason, whether at his own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail, cable, telex, electronic mail or facsimile to all invited consultants and will be binding on them. The Client may at his discretion extend the deadline for the submission of proposals.

2.3 Preparation of Technical Proposal

- 2.3.1 The Consultant's proposal shall be written in the English Language.
- 2.3.2 In preparing the Technical Proposal, consultants are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.
- 2.3.3 While preparing the Technical Proposal, consultants must give particular attention to the following:
- (i) If a firm considers that it does not have all the expertise for the assignment, it may obtain a full range of expertise by associating with individual consultant(s) and/or other firms or entities in a joint venture or sub-consultancy as appropriate. Consultants shall not associate with the other consultants invited for this assignment. Any firms associating in contravention of this requirement shall automatically be disqualified.
 - (ii) For assignments on a staff-time basis, the estimated number of professional staff-time is given in the Appendix. The proposal shall however be based on the number of professional staff-time estimated by the firm.

- (iii) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or have an extended and stable working relationship with it.
- (iv) Proposed professional staff must as a minimum, have the experience indicated in Appendix, preferably working under conditions similar to those prevailing in Kenya.
- (v) Alternative professional staff shall not be proposed and only one Curriculum Vitae (CV) may be submitted for each position.

2.3.4 The Technical Proposal shall provide the following information using the attached Standard Forms;

- (i) A brief description of the firm's organization and an outline of recent experience on assignments of a similar nature. For each assignment the outline should indicate *inter alia*, the profiles of the staff proposed, duration of the assignment, contract amount and firm's involvement.
- (ii) Any comments or suggestions on the Terms of Reference, a list of services and facilities to be provided by the Client.
- (iii) A description of the methodology and work plan for performing the assignment.
- (iv) The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member and their timing.
- (v) CVs recently signed by the proposed professional staff and the authorized representative submitting the proposal. Key information should include number of years working for the firm/entity and degree of responsibility held in various assignments during the last ten (10) years.
- (vi) Estimates of the total staff input (professional and support staff staff-time) needed to carry out the assignment supported by bar chart diagrams showing the time proposed for each professional staff team member.
- (vii) A detailed description of the proposed methodology, staffing and monitoring of training, if Appendix "A" specifies training as a major component of the assignment.

(viii) Any additional information requested in Appendix “A”.

2.3.5 The Technical Proposal shall **NOT** include any financial information.

2.4 Preparation of Financial Proposal

2.4.1 In preparing the Financial Proposal, consultants are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section IV). It lists all costs associated with the assignment including. If appropriate, these costs should be broken down by activity.

2.4.2 The Financial Proposal should clearly identify as a separate amount, the local taxes, duties, fees, levies and other charges imposed under the law on the consultants, the sub-consultants and their personnel, unless Appendix ITC specifies otherwise.

2.4.3 Consultants shall express the price of their services in Kenya Shillings or any other easily convertible currency.

2.4.4 Commissions and gratuities, if any, paid or to be paid by consultants and related to the assignment will be listed in the Financial Proposal submission Form.

2.4.5 The Proposal must remain valid for 150 days after the submission date. During this period, the consultant is expected to keep available, at his own cost, the professional staff proposed for the assignment. The Client will make his best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, the consultants shall agree to the extension.

2.5 Submission, Receipt, and Opening of Proposals

2.5.1 The original proposal (Technical Proposal and, if required, Financial Proposal; see paragraph 1.2) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialled by the persons or person authorized to sign the proposals.

2.5.2 For each proposal, the consultants shall prepare the number of copies indicated in Appendix ITC. Each Technical Proposal and Financial Proposal shall be marked “**ORIGINAL**” or “**COPY**” as appropriate. If

there are any discrepancies between the original and the copies of the proposal, the original shall govern.

2.5.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked “**TECHNICAL PROPOSAL**,” and the original and all copies of the Financial Proposal in a sealed envelope clearly marked “**FINANCIAL PROPOSAL**” and warning: “**DO NOT OPEN WITH THE TECHNICAL PROPOSAL**”. Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and other information indicated in the Appendix “ITC” and be clearly marked, “**DO NOT OPEN, EXCEPT IN PRESENCE OF THE OPENING COMMITTEE.**”

2.5.4 The Technical and Financial Proposals must be delivered at the submission address on or before the time and date stated in the Appendix “ITC”. Any proposal received after the closing time for submission of proposals shall be returned to the respective consultant unopened.

2.5.5 After the deadline for submission of proposals, the Proposal shall be opened immediately by the opening committee in the presence of the consultants’ representatives who choose to attend.

2.6 Proposal Evaluation General

2.6.1 From the time the bids are opened to the time the Contract is awarded, if any consultant wishes to contact the Client on any matter related to his proposal, he/she should do so in writing at the address indicated in the Appendix “ITC”. Any effort by the firm to influence the Client in the proposal evaluation, proposal comparison or Contract award decisions may result in the rejection of the consultant’s proposal.

2.7 Evaluation of Technical Proposal

2.7.1 The evaluation committee appointed by the Accounting Officer shall evaluate the proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria as follows:

Technical evaluation	Points
CVs of the technical team or and the individual consultants.	25
Specific experience of the firm	25
Adequacy of the proposed Methodology and Work Plan in responding to the Terms of Reference	30
Pitching	20
Total Points	100

Each responsive proposal will be given a technical score (S_t). A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Appendix "ITC".

2.8 Public Opening and Evaluation of Financial Proposal

2.8.1 After Technical Proposal evaluation, the proposals that will not meet the minimum qualifying mark or considered non-responsive to the RFP and Terms of Reference will not be evaluated further.

2.8.2 The evaluation committee will determine whether the financial proposals are complete (i.e. Whether the consultant has costed all the items of the corresponding Technical Proposal and correct any computational errors. The cost of any unpriced items shall be assumed to be included in other costs in the proposal. In all cases, the total price of the Financial Proposal as submitted shall prevail.

2.8.3 While comparing proposal prices between local and foreign firms participating in a selection process in financial evaluation of Proposals, firms incorporated in Kenya where indigenous Kenyans own 51% or more of the share capital shall be allowed a 10% preferential bias in proposal prices. However, there shall be no such preference in the technical evaluation of the tenders. Proof of local incorporation and citizenship shall be required before the provisions of this sub-clause are applied. Details of such proof shall be attached by the Consultant in the financial proposal.

2.8.4 The formulae for determining the Financial Score (S_f) shall, unless an alternative formulae is indicated in the Appendix "ITC", be as follows:-

$$S_f = 100 (F^M/F)$$

where S_f is the financial score; FM is the lowest priced financial proposal and F is the price of the proposal under consideration. Proposals will be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T =the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; $T + P = 1$) indicated in the Appendix. The combined technical and financial score, S, is calculated as follows: - $S = S_t \times T \% + S_f \times P \%$. The firm achieving the highest combined technical and financial score will be invited for negotiations.

- 2.8.5 The tender evaluation committee shall evaluate the tender within 21 days from the date of opening the tender unless extended otherwise as provided in the Public Procurement and Assets Disposal Act 2015.
- 2.8.7 Contract price variations shall not be allowed for contracts not exceeding one year (12 months).
- 2.8.8 Where contract price variation is allowed, the variation shall not exceed 25% of the original contract price.
- 2.8.9 Price variation requests shall be processed by the procuring entity within 30 days of receiving the request.

2.9 Negotiations

- 2.9.1 Negotiations will be held at the same address as “address to send information to the Client” indicated in the Appendix “ITC”. The aim is to reach agreement on all points and sign a contract.
- 2.9.2 Negotiations will include a discussion of the Technical Proposal, the proposed methodology (and work plan), staffing and any suggestions made by the firm to improve the Terms of Reference. The Client and firm will then work out final Terms of Reference, staffing and bar charts indicating activities, staff periods in the field and in the head office, staff-months, logistics and reporting. The agreed work plan and final Terms of Reference will then be incorporated in the “Description of Services” and form part of the Contract. Special attention will be paid to getting the most the firm can offer within the available budget and to clearly defining the inputs required from the Client to ensure satisfactory implementation of the assignment.
- 2.9.3 Unless there are exceptional reasons, the financial negotiations will not involve the remuneration rates for staff (no breakdown of fees).

2.9.4 Having selected the firm on the basis of, among other things, an evaluation of proposed key professional staff, the Client expects to negotiate a contract on the basis of the experts named in the proposal. Before contract negotiations, the Client will require assurances that the experts will be actually available. The Client will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff were offered in the proposal without confirming their availability, the firm may be disqualified.

2.9.5 The negotiations will conclude with a review of the draft form of the Contract. To complete negotiations the Client and the selected firm will initial the agreed Contract. If negotiations fail, the Client will invite the firm whose proposal received the second highest score to negotiate a contract.

2.9.6 The procuring entity shall appoint a team for the purpose of the negotiations.

2.10 Award of Contract

2.10.1 The Contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify other consultants on the shortlist that they were unsuccessful and return the Financial Proposals of those consultants who did not pass the technical evaluation.

2.10.2 The selected firms are expected to commence the assignment on the date and at the location specified in Appendix ITC.

2.10.3 The parties to the contract shall have it signed within 30 days from the date of notification of contract award unless there is an administrative review request.

2.10.4 The procuring entity may at any time terminate procurement proceedings before contract award and shall not be liable to any person for the termination.

2.10.5 The procuring entity shall give prompt notice of the termination to the Tenderers and on request give its reasons for termination within 14 days of receiving the request from any tenderer.

2.10.6 To qualify for contract awards, the tenderers shall have the following:

- (a) Necessary qualifications, capability experience, services, equipment and facilities to provide what is being procured.
- (b) Legal capacity to enter into a contract for procurement
- (c) Shall not be insolvent, in receivership, bankrupt or in the process of being wound up and is not the subject of legal proceedings relating to the foregoing.
- (d) Shall not be debarred from participating in public procurement.

2.11 Confidentiality

2.11.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the winning firm has been notified that it has been awarded the Contract.

2.12 Corrupt or Fraudulent Practices

2.12.1 The procuring entity requires that the consultants observe the highest standards of ethics during the selection and award of the consultancy contract and also during the performance of the assignment. The tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

2.12.2 The procuring entity will reject a proposal for award if it determines that the consultant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

2.12.3 Further a consultant who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating in public procurement in Kenya.

Appendix to Information to Consultants (ITC)

The following information for procurement of consultancy services and selection of consultants shall complement or amend the provisions of the information to consultants, wherever there is a conflict between the provisions of the information to consultants and the provisions of the appendix, the provisions of the appendix herein shall prevail over those of the information to consultants.

Clause Reference

The name and address of the Client is:

**KENYA AIRPORTS AUTHORITY
P.O. BOX 19001 – 00100,
TEL: +254 20
6611000/6612000
Mob: 0722 205061-8
NAIROBI, KENYA**

2.1.1 The method of selection is:
QUALITY AND COST BASED SELECTION (QCBS)

2.1.2 Technical and Financial Proposals are requested: **YES** No

The name, objectives, and description of the assignment are:

**REQUEST FOR PROPOSAL FOR THE PROVISION OF BRAND
MARKETING, ADVERTISING, COMMUNICATION AND PUBLIC
RELATIONS SERVICES.**

A pre-proposal conference will be held on 13th June 2019 at 10.00 am in the Data Centre Conference room, at KAA head office.

2.1.3 The name(s), address(es) and telephone numbers of the Client's official(s) are:

**GENERAL MANAGER
PROCUREMENT & LOGISTICS
P.O. BOX 19001 – 00100,
TEL: +254 20 6611000/6612000
Mob: 0722 205061-8
E-MAIL: tenders@kaa.go.ke**

The Client will provide the following inputs:

- All data statistics and information required for the assignment.

2.1.5 These RFP documents are to be sold at a cost of Kenya shillings one thousand only (Kshs. 1,000.00) and free if downloaded from the Authority's website at [KAA website \(www.kaa.go.ke\)](http://www.kaa.go.ke) or [Public Procurement Information Portal at www.ppip.go.ke](http://www.ppip.go.ke)

2.2.1 Consultants may request a clarification of any of the RFP documents only up to three [3] days before the proposal submission date

2.3.3

- (i) Consultants are **ALLOWED** to associate with **other** qualified **Consultants**

- (ii) The contract will be for a term of **three (3) years** subject to satisfactory performance.
- (iii) The minimum required experience of the lead consultant is 5-year a lead consultant

- (iv) One alternate professional shall be allowed for each position. The CV of the alternate should be attached.
 - (v) The Consultants must be free from any conflict of interest.
 - (vi) Consulting firms and proposed consultants must not have been blacklisted by international body for any malpractice.
- 2.4.2 Taxes: The Tenderer will pay for all the local taxes, duties, fees, levies and other charges applicable in Kenya. The financial proposal should therefore include any taxes payable in Kenya.
- 2.4.3 Consultants shall express the price of their services in **Kenya Shillings** or any other easily **convertible currency**.
- 2.4.5 The Proposal must remain valid for **120 DAYS** after the submission date.
- 2.5.2 Consultants must submit an original and **ONE** additional copy of each proposal.
- 2.5.3 The proposal submission address is:
**THE MANAGING DIRECTOR,
KENYA AIRPORTS AUTHORITY,
P. O. BOX 19001-00501,
TEL: +254 20 6611000/6612000
Mob: 0722 205061-8
NAIROBI, KENYA.**
- Information on the outer envelope should also include:
CAA/OT/MKT/1532/2018-2019
- 2.6.1 *The address to send information to KAA is as per the tender notice.*

2.7.1 EVALAUTION CRITERIA
A. TENDER RESPONSIVENESS (MANDATORY)

The submission of the following items will be required in the determination of the Completeness of the Bid. Bids that do not contain these documents will be declared non responsive and shall not be evaluated further. (These documents are mandatory);

CLAUSE	REQUIREMENTS	REMARKS
Eligibility	Tenderers should have experience in and provision of Brand Marketing, Advertising and Public Relations	<i>Bidder to provide business profile</i>
Cost of Tendering	Tender price Ksh1,000/- or downloaded at no cost from the Authority's website www.kaa.go.ke	<i>Bidders to Comply</i>
Tender Security	Bidders to provide a Tender security of Five Hundred Thousand Shillings (Ksh500,000/=). The Tender Security shall remain valid for 150 days after opening of bids and shall be in form of; <ul style="list-style-type: none"> • Cash • Bankers cheque • A Bank Guarantee • Insurance Company Guarantee. The company must be approved by the Authority (i.e. PPRA) 	<i>Bidders to Comply</i>
Tender Validity	Tenders shall remain valid for 120 days from opening date.	<i>Bidders to Comply</i>
Opening of Tenders	Tenders shall be opened on 21st June 2019 at 11.00 am	<i>Bidders to Comply</i>
Preliminary Examination and Responsiveness	<p>Mandatory Requirements</p> <p>The bids shall be evaluated on their responsiveness to preliminary requirements as set out in the tender document;</p> <p>I. <u>Tender completeness</u></p> <ul style="list-style-type: none"> • Provide copy certificates of Registration / Incorporation • Provide copy of Valid KRA Tax compliance Certificate. • Tender Security of Kshs. 500,000/- valid for 150 days. • Power of Attorney • Provide a valid business permit • Copy of current CR12. Where one or more of the shareholders is a company (beneficial ownership), the CR12 of such a company shall be provided • Separate technical and financial proposal (the bidder should serialise all the pages) <p>All tenderers to complete and duly sign the following form</p>	<i>Bidders to Comply</i>

	<ul style="list-style-type: none"> Confidential Business Questionnaire (Provide details of Company's Director's and their shareholdings) <p>II. <u>Membership Certificates</u></p> <ul style="list-style-type: none"> Membership of Advertising Practitioners Association (APA) for Advertising Agencies in good standing for the last 3 years and or any internationally recognized bodies.(attach certificate of membership) Membership of Public Relations Society of Kenya (PRSK) or Marketing Society of Kenya (MSK) in good standing for the last 3 years or any internationally recognized bodies. . (attach certificate of membership) <p>III. <u>Financial capability</u></p> <ul style="list-style-type: none"> Bidders shall proof that they have the financial ability to undertake contract by demonstrating ability to access liquid assets of not less than Kshs.10,000,000, by way of Bankers Letter, Certified bank statement for the last three months, Letters of credit or bank overdraft from reputable financial institution specific to this tender. Amount must be stated in the letter.
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NB: FAILURE TO SUBMIT ANY OF THE ABOVE DOCUMENTS WILL LEAD TO AUTOMATIC DISQUALIFICATION FROM FURTHER EVALUATION

Technical evaluation criteria

The minimum technical score required to progress to pitching stage is 60 out of 80 marks as stipulated in the tables below for each lot;

	Description	Marks
I.	<u>Firm Suitability (20 marks)</u>	
I.	<u>Company profile</u>	No marks

2.	<p><u>Specific experience of the firm related to the assignment: (Total Score 9)</u></p> <p>i. Development of Public Relations, Advertising, Branding Marketing and Communication Strategy <i>Submit profiles of at least three (3) projects executed that include development of an Integrated Marketing Communication strategy; creative, media and PR (3 marks)</i></p> <p><i>Attach copy of LPO/LSO/ Invoice/ project completion certificate/ Signed Contract for above mentioned projects (3 marks)</i></p> <p>ii. Execution of Integrated Marketing Communications Campaign (PR, Brand Marketing, Advertising and Communication). Covering Public Relations and Communication strategy/designing of artworks/ production of adverts for various media including print, TV, radio, outdoor, digital etc., and BTL branded collateral materials for at least 3 distinct clients. <i>Submit copies of artworks and final edits of TV and radio adverts produced (3 marks)</i></p>	9
3.	<p><u>Organizational Experience (Total Score 6)</u></p> <p><i>Written and certified three (3) references complete with telephone and email addresses. These should include a brief explanation of the kind of work undertaken and results realized within the last five years (2 marks for each reference).</i></p>	6
4.	<p><u>Awards (Total Score 5)</u></p> <p>Award Winning Marketing and advertising strategies: Bidder should have won recognized awards for their</p>	5

	<p>creative work. Attach Copy of Award Certificates from the body responsible for the award ceremony.</p> <ul style="list-style-type: none"> • Awards for >3 citations = 5 Marks • Awards for 2 citations = 3 Marks • Awards for 1 citation = 2 Marks • No Awards = 0 Marks 	
II.	<p>CV of the proposed staff (25 marks) Qualification and Competence of Staff: Bidder must provide CVs of key personnel who will be involved in the project;</p>	
	<p>I. Brand or Marketing Strategy Director: (Total Score 10)</p> <ul style="list-style-type: none"> i. Bachelor's Degree in Marketing and Business Development or any other relevant fields. (Attach a copy of the certificate) (4 marks) ii. At least 5 years' experience in Brand Advisory role (Attach detailed and signed Curriculum Vitae) (5 years or more -3marks, Less than 5 years-0) iii. Membership to relevant professional bodies e.g. MSK. (3 mark) 	10
	<p>2. Client Account Director; (Total Score 5)</p> <ul style="list-style-type: none"> i. Bachelor's Degree in Administration, Marketing, Communication or any other relevant fields. (Attach copy of the original certificate) (2 marks) ii. At least 5 years of managing similar client accounts (Attach detailed and signed Curriculum Vitae) (5 years or more-2marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark) 	5
	<p>3. PR or Media Director: (Total Score 5)</p> <ul style="list-style-type: none"> i. Bachelor's Degree in PR, marketing, communication or any other relevant fields (Attach copy of the original certificate) (5 marks) ii. At least 5 years' experience in media strategy, planning and managing advertising (Attach signed detailed Curriculum Vitae) (2 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark) 	5

	<p>4. Creative Head/Director; (Total Score 5)</p> <ul style="list-style-type: none"> i. Diploma or Degree in Design, Production, filming, communication or any other relevant fields. Attach copy of certificate (2 marks) ii. At least 5 years' experience as creative head/director. Attach a detailed and signed Curriculum Vitae (5 years or more-2 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 marks) 	5
III	<p>Adequacy of the proposed Methodology and Work Plan in responding to the Terms of Reference will be evaluated on how the consultant proposes to address the areas listed below (35 marks); (1 mark for each point unless specified);</p>	
	<p>Public Relations and Public Affairs Services (Total Score 9)</p> <ul style="list-style-type: none"> i. Mitigate public policy threats and opportunities that affect the KAA brand ii. Innovative adaptability to deliver diverse PR results in a dynamic environment including crisis communication iii. Strategic and credible media relation tactics iv. Research, forecast and evaluate the effects of public policy on KAA using public sources, socioeconomic environmental analysis and networks v. Monitor all KAA news and editorial coverage in all media and give content analysis that informs strategic decision making vi. Fully organise and attend KAA events to ensure factual representation of KAA's agenda as well as coverage in all media/publicity platforms vii. Set strategic PR and Communications plans in publicizing and safeguarding the KAA Brand viii. Proactively partner with strategic stakeholders to uphold and safeguard KAA's reputation ix. Publicise Corporate Social Responsibility Initiatives to enhance KAA's reputation. 	9

	<p>Branding Marketing (Total Score 9)</p> <ul style="list-style-type: none"> i. Rebranding and Positioning of the KAA Products and Services. ii. Implementation of the KAA Brand Strategy in line with the KAA Corporate Strategy. iii. Review and update all the KAA brand manuals iv. Ensure uniformity across all KAA merchandize. v. Innovation and adaptability to deliver and standardise the KAA look and feel at all airports. vi. Measure and track the KAA Brand Equity vii. Create initiatives that increase brand ownership among employees. viii. Fully organize, manage and attend KAA events to ensure uniformity, standardization and create a positive image. ix. Set strategic marketing plans in promoting and safeguarding the KAA brand. 	
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Advertising Services (Total Score 7)

- i. Conceptualisation, development and execution of effective and impactful advertising campaigns for all KAA brands both internally and externally.
- ii. Conceptualisation and production of audio- visual materials such as documentaries, TVCs, infomercials, radio adverts, animated videos e.t.c.
- iii. Design and layout of advertisements for print media (for newspapers, magazines etc.), electronic and interactive media.
- iv. Create platforms and marketing content for online engagement (digital marketing)
- v. Conceptualizing, designing and ensuring quality control on production of all branded collateral materials including indoor and outdoor branding and promotional materials; brochures, leaflets/fliers, various banners, folders, pens, notebooks, gift bags, stationery for the Authority.
- vi. Provide media strategy, planning and media buying services in support of all KAA's advertising when required.
- vii. Ensure strategic and impactful placement of the communication material in appropriate media platforms for effective running of KAA's advertising campaigns.

NB: The Agency must always use fresh ideas for creating advertisements. It must neither use old tactics nor copy the campaigns of other products or corporate entities.

Media Management Services (Total Score 5)

- i. Ensure effective communication through research based target audience mapping, media analysis, media buy and placement;
- ii. Keep the Authority abreast with any changes related to the media landscape to enable the

	<p>Authority to make informed decisions on platforms to consider.</p> <ul style="list-style-type: none"> iii. Propose strategies that will enhance the Authority's media presence. iv. Design an external communications stakeholder map for KAA v. Provide Media Monitoring and Evaluation Services for the authority. <p>Internal Communication Services (Total Score 5)</p> <ul style="list-style-type: none"> i. Design an internal communications stakeholder map for KAA ii. Conduct an internal communications audit of KAA and its impact on the business iii. Design high responsive feedback channels available for use by all KAA staff iv. Conceptualize, design and actualize/execute a communication strategy blueprint that will increase employee awareness of KAA's strategic direction v. Create a tool to measure the impact of internal communications both immediate and long-range impacts. 	
	Total (Cut off 60 marks)	80

Bidders who will meet the cut off score of the technical evaluation will be invited to pitch. The pitching will carry a maximum score of 20 and a cut off score of 10 marks.

PITCH BRIEF

AIRPORTS RE-BRANDING _ (20Marks)

This pitch will be based on the following brief;

Background

Over the past 10 years there has been a step change in the way airports want to be perceived. Leading airports are no longer satisfied to be facilitation points for passengers, they strive to be so much more; brand entities and destinations in their own right.

The role of customer experience in the airport's value chain has grown exponentially. In order to satisfy the passenger's needs of a sense of belonging to a community, airports have adopted a new strategy to promote local values. They are creating a memorable experience using local design and motives. Showcasing the local essence through design and creating a feeling of physical and social connection with the surrounding.

Contemporary airports have been successful in adopting a branded approach to their operations. This approach creates a sense of place within and through the airport since airports are the natural gateways and often the first point of contact with the local destination.

Current situation

Branding of Kenya's Airports - Nairobi, Western and Coastal Airports

Kenya Airports Authority (KAA) is seeking to re-brand its various Airports.

The impetus for this branding exercise is to bring our airports in line with international trends where airports occupy the position of distinct destination brands, contributing brand equity to the cities in which they are hosted. This branding of airports shall also clearly separate the brand of the Kenya Airports Authority from disparate airport brands, allowing Kenya Airports Authority to carry out its singular mandate of as a facilitator and administrative authority of aerodromes nationally.

Terms of Reference for the Pitch:

1. Develop a brand positioning strategy that shall clearly position and differentiate each of the airport sub-brands
2. The rebranding should take into account the different regions that our airports are located in. i.e.

Nairobi Region–	JKIA, Willson Airport
Coastal Region –	MIA, Malindi, Ukunda, Lamu
Western Region-	KIA, EIA, Lokichogio, Lodwar, Garissa, Isiolo

3. Airports within a region should ideally have same positioning and some similarity without compromising the individual airport identity.

4. The new Airport Identities should subtly link to the mother brand (KAA)
5. Design new brand identities (logos, taglines, colours, etc.) for each of the airports and apply the design to all relevant collateral materials.
6. Develop detailed implementation roadmaps for each regional airports
7. Develop an Integrated Brand Marketing Strategy to communicate the new sub-brands to internal and external consumers, with specific activities and costs for each region.

Pitch Evaluation Score: (20 points)

- 1: Concept/design/applications development – **(10 marks)**
- 2: Implementation Roadmap – **(3 marks)**
- 3: Marketing/Communication strategy – **(7 marks)**

Note:

For more details on the Pitch refer to **“SECTION V: TERMS OF REFERENCE”**

SECTION III: TECHNICAL PROPOSAL

Notes on the preparation of the Technical Proposals

3.1 Preparing the technical proposals the consultant is expected to examine all terms and information included in the RFP. Failure to provide all requested information shall be at the consultants own risk and may result in rejection of the consultant's proposal.

3.2 The technical proposal shall provide all required information and any necessary additional information and shall be prepared using the standard forms provided in this Section.

3.3 The Technical proposal **shall not include any financial information.**

3.4 The technical proposal shall contain the following: -

- i. Submission letter
- ii. Capability statement/firm's references
- iii. Particulars of the consultant firm or consultant including Curriculum Vitae (CV)
- iv. Comments and suggestions of the consultant on the terms of reference, personnel, facility and other requirements to be provided by the procuring entity.
- v. Description of the methodology and work plan/ execution plan for performing the assignment
- vi. Any proposed staff to assist in the assignment.
- vii. Consultancy services activities times' schedule.
- viii. Reference sites for previous similar works- Written and certified References from at least three (3) existing clients complete with telephone & email addresses.

B. TECHNICAL EVALUATION CRITERIA (80marks)

NB: The Technical proposal **shall not include any financial information.**

Technical evaluation will be in accordance with Appendix to Information to Consultants (ITC) Section 2.7.1.

The marks given for technical evaluation is 80 marks and the marks given for the Pitch is 20 marks giving a total of 100. The marks awarded to the bidders will be weighted out of 80 being the overall for technical score with a cut-off score of 60 marks.

C. OVERALL TENDER EVALUATION CRITERIA

The tender evaluation criteria is weighted as follows; -

Criteria	Maximum Score
Tender Responsiveness	Mandatory
Weighted Technical specifications scores	80
Weighted Financial	20
Totals	100

SECTION III- TECHNICAL PROPOSAL

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I. TECHNICAL PROPOSAL SUBMISSION FORM

[Date]

To: [Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for

_____ [Title of consulting services depending on the lot
being responded to] in accordance with your Request for Proposal dated
_____ [Date] and our Proposal.

We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope.

We understand you are not bound to accept any Proposal that you receive.

We remain,

Yours sincerely,

_____ [Authorized Signature]:

_____ [Name and Title of Signatory]:

_____ [Name of Firm]:

_____ [Address]:

2. FIRM'S REFERENCES

Relevant Services Carried Out in the Last Five Years That Best Illustrate Qualifications

Using the format below, provide information on each assignment for which your firm either individually, as a corporate entity or in association was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff provided by Your Firm/Entity(profiles):
Name of Client:		Clients contact person for the assignment:
Address:		No of Staff-Months; Duration of Assignment:
Start Date (Month/Year)	Completion Date (Month/Year)	Approx. Value of Services in Kshs or US\$
Name of Associated Consultants. If any:		Professional staff time
		Staff provided by Associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of project:		
Description of Actual Services Provided by Your Staff:		

Firm's Name: _____

Name and Title of Signatory; _____

3. COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE AND ON DATA, SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT (SECTION V).

Responses/Comments should be given in the same order as contained under Section V (Terms of Reference), using the same sub-headings and numbering:

Background Information

Service Requirements

Proposed Methodology and Tools

Mobilization Period

Reporting

Duration of the Project

Project Plan

Potential Issues/Risks

Terms of Payment

4 DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

5. TEAM COMPOSITION AND TASK ASSIGNMENTS

i. Technical/Managerial Staff

Name	Position	Task

ii. Support Staff

Name	Position	Task

SECTION IV: - FINANCIAL PROPOSAL

Notes on preparation of Financial Proposal

The Financial proposal prepared by the consultant should list the costs associated with the assignment. These costs normally cover remuneration for staff, subsistence, transportation, services and equipment, printing of documents, surveys etc., as may be applicable. The costs should be broken down so as to be clearly understood by the procuring entity.

The financial proposal shall be in Kenya Shillings and shall take into account the tax liability and cost of insurances specified in the request for proposal.

The financial proposal shall contain the following.

- i. Submission letter indicating total fees
- ii. Summary of costs
- iii. breakdown of price per activity

The financial proposal should be prepared using the Standard forms provided in this part.

FINANCIAL SCHEDULE FOR PROVISION OF INTEGRATED MARKETING COMMUNICATIONS SERVICES (The Scope of services will cover brand marketing, Advertising and Communication)

Payment for 3rd party costs will be made based on actual invoices and must be approved by Kenya Airports Authority before they are incurred.

The price schedule below is to be used by the tenderers to give their pricing for Media Management Services and 3rd party/agency services not covered by the monthly retainer based on the understanding of the TORs.

NO	CATEGORY	ITEM	UNIT PRICE (Ksh)	AGENCY COMMISSION (IF ANY) AS A %	V.A.T 16% (Ksh)	TOTAL COST (Ksh)
I	MEDIA BUYING (AGENCY TO ATTACH THE RATE CARDS)					
		Electronic Media (TV)				
		• 30 Seconds				
		• 45 Seconds				
		• 60 Seconds				
		Print Media (News Papers-Full Color Adverts)				
		• Full page.				
		• Half Page.				
		• Quarter Page.				
		Radio				
		• 30 Seconds.				
		• 45 Seconds.				
		• 60 Seconds.				
		Documentary				
		• 5 Minutes.				
		• 10 Minutes.				
		Magazines –(Industry Related Full Color Adverts)				
		• Full Page.				
		• Half Page.				
		• Quarter Page.				

NO	CATEGORY	ITEM	UNIT PRICE (Ksh)	AGENCY COMMISSION (IF ANY) AS A %	V.A.T 16% (Ksh)	TOTAL COST (Ksh)
2	DOCUMENTARY//INFORMERCIAL/ NEW MEDIA/BUMPERS					
		Production Costs up to 5 minutes				
		Production Costs up to 10 minutes				
		Production Costs up to 15 minutes				
		Editing of existing documentary per hour				
3	CREATIVE COSTS					
		30 Secs Radio-Complete				
		45 Secs Radio-Complete				
		1 Minute Radio-Complete				
		30 Secs TVC-Video Complete				
		45 Secs TVC-Video Complete				
		1 Minute TVC-Video Complete				
		Development of a Jingle				
4	CREATIVE PHOTOGRAPHY					
		Per shoot hourly				
	PURCHASE OF IMAGES					
		This will be a direct reimbursement with no commission charged (bidders to provide cost invoice) per Image.				
5	VIDEOGRAPHY /PHOTOGRAPHY SERVICES					
		Per Hour				
		Per Day				
6	Event management					
		For over 300				
		Between 100-300				
		Below 100				

Service providers are free to add more services on the list based on their experience and understanding of the TORs and the rebranding brief as outlined in the pitch. The additions will not be subject for the evaluation but for the Authority's information.

SECTION IV - FINANCIAL PROPOSAL STANDARD FORMS

PROVISION OF BRAND MARKETING ADVERTISING COMMUNICATIONS AND PUBLIC RELATION SERVICES.

NB: The consultant will be paid a quarterly retainer for the duration of the contract.

1. FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

To: _____

[Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for **Brand Marketing, Communications and Public Relation Services** in accordance with your Request for Proposal dated (_____) [Date] and our Proposal. Our attached Financial Proposal is for **per annum** for amounts totalling

(_____) [Amount in words and figures] inclusive of the taxes.

We remain,

Yours sincerely,

_____ [Authorized Signature]:

_____ [Name and Title of Signatory]:

_____ [Name of Firm]:

_____ [Address]:

2. SUMMARY OF COSTS

Costs	Currency in Kshs.	Amount(s)
Subtotal		
Taxes		
Total Amount of Financial Proposal inclusive of Taxes		_____
**Kindly give a breakdown of the line items adding up to the total amount of the Financial Proposal.		

BUDGET.

1. The total annual budget for provision of the above services includes Agency fees, third party costs, creative costs and taxes.
2. The budget for each financial year will run as per the approved budgets under the marketing votes, namely branding, business promotion and Marketing Advertising, Corporate Advertising and CSR.

SECTION V: - TERMS OF REFERENCE FOR OVERALL CONTRACT SCOPE

INTRODUCTION

1. Services:

- **KAA's** mandate is to provide facilitative infrastructure for aviation services between Kenya and the outside world

2. KAA's PRODUCTS

➤ **International Airports**

- Jomo Kenyatta International Airport
- Moi International Airport
- Eldoret International Airport
- Kisumu Airport

➤ **Domestic Airports**

- Wilson Airport
- Malindi Airport
- Lokichoggio Airport
- Wajir Airport
- Isiolo Airport

➤ **Airstrips**

- Ukunda Airstrip
- Manda Airstrip
- Kakamega Airstrip
- Kabunde Airstrip
- Suneka Airstrip
- Nyaribo Airstrip
- Nanyuki Airstrip
- Lodwar Airstrip
- Garissa Airstrip
- Kitale Airstrip

3. TARGET GROUPS

KAA's key communication target groups

i) Business to Business

- Airlines
- Airport Businesses/stakeholders
- Aviation Industry
- Potential interest groups
- KAA business partners and associates – local and international

ii) Business to consumer

- Passengers e.g. Business, leisure, transiting etc
- Visitors to the Airports i.e. meeters and greeters
- Members of staff
- General public

All communication shall be executed in such a way that it pre- empts and counters any publicity intended to portray the Authority negatively while, deliberate efforts will also be made to marketing the Authority's services and facilities.

4. MEDIA Channels – Local, Regional, Continental and International

- Press briefing and releases
- Broadcast – Television, videos, documentaries
- Electronic – website
- Sponsorships – social events, conferences, seminars etc
- Print – brochures, airport guides, magazines, staff newsletter, dailies etc.
- Promotional items
- Corporate events
- Social media

5. ISSUES TO COMMUNICATE

The Agencies shall communicate the following issues: -

- Rebranding of KAA's Products
- Mother Brand and Sub-Brands Rebranding activities
- Reorganization/upgrading of JKIA and other sub brands
- Development of the Airport projects
- Aviation trends and developments
- Upgrading of Airports facilities and services to international standards in the KAA portfolio.
- Community and social responsibility projects.
- KAA as a customer driven organization
- Environmental management
- ISO Certification/ process automation
- Profiling and attractiveness of New Airports and Terminals

6. OBJECTIVES

3.1 Objectives of Brand marketing/Advertising and Communications Services

The principal objective of the consultancy is to provide effective and efficient advertising programmes to enhance the levels of awareness and confidence of KAA's products among the various stakeholders (internal and external). The extent of the consultancy includes but is not limited to:

- Undertake an end line brand audit on the KAA Corporate brand and other service brands that belong to the authority.
- Develop a brand architecture and framework that aligns to KAA's strategy in line with the Corporate Strategic Plan.
- Conceptualisation, development and execution of effective and impactful advertising campaigns for all KAA brands.
- Develop and implement Advertising/Communication strategies for the sub brands and for the corporate brand.
- Create and enhance awareness of the existing successful programmes that the KAA has in place.
- Conceptualisation and production of audio-visual materials such as documentaries, TVCs, infomercials, radio adverts, animated videos, etc.
- Design and layout of advertisements for print media (for newspapers, magazines etc.), electronic and interactive media.
- Conceptualizing, designing and ensuring quality control on production of all branded collateral materials including indoor and outdoor branding and promotional materials; brochures, leaflets/fliers, various banners, folders, pens, notebooks, gift bags, stationery, etc, for the Authority.
- Monitor and analyse the value of various KAA campaigns
- Monitor adverts to ensure proof of advertising.
- Fully manage and attend KAA events to ensure factual representation of KAA's agenda.
- Develop and oversee implementation of promotional and advertising programs to effectively market and communicate the KAA offer
- Develop and oversee implementation of interactive and informative online marketing activities to promote the KAA offer over the internet.

The Agency must always use fresh ideas for creating advertisements. It must neither use old tactics nor copy the campaigns of other products or corporate entities.

3.2 Objectives of Media Management Services

Media Management services will include the following;

- Provide media strategy, planning and media buying services in support of all KAA's advertising campaigns when required.
- Propose appropriate media platforms for effective running of KAA's advertising campaigns.
- Keep the Authority abreast with any changes related to the media landscape to enable the Authority to make informed decisions on platforms to consider for advertising campaigns.
- Propose strategies that will enhance the Authority's media presence.
- Work within the guidelines of the Government Advertising Agency.

3.3 Objectives of Internal Communication Services

These will include but not limited to the following:

- Design an internal communications stakeholder map for KAA
- Define the KAA internal target audience
- Conduct an internal communications audit of KAA and its impact on the business
- Establish the KAA staff communication needs and design methodologies to meet those needs
- Develop creative communication concepts that increase employee awareness of KAA's Brand strategic direction
- Create a tool to measure the impact of internal communications both immediate and long-range impacts
- Conceptualisation, development and execution of effective and impactful internal advertising campaigns for all KAA brands
- Conceptualisation and production of audio and visual materials such as documentaries, infomercials, internal radio adverts, podcasts, v-logs, infographics, animated videos for internal use to enhance brand awareness and corporate standardization.

7. Deliverables/Outputs

The output will be required in form of:

1. Complete a detailed marketing analysis to advice on KAA Sub-brand positioning and identity.
2. Work with KAA resource in formulating Communications agenda.
3. Work with KAA to generate the stakeholder map with its communication linkages
4. Prepare creative strategies and advertising plans for various projects.
5. Develop and implement media advertising plans.
6. Prepare and submit detailed weekly status reports.
7. Prepare and submit monthly comprehensive reports on status of various KAA branding and communications projects.
8. Prepare and submit comprehensive campaign reports after two weeks of completion of each campaign.
9. Quarterly and half year reviews on the status of KAA reputation and emerging issues.
10. Delivery of internal communications analytics reports
11. Timely delivery of internal campaign materials
12. Daily advisory on arising issues that affect KAA reputation.
13. Weekly detailed media monitoring report.
14. A monthly comprehensive report on status of KAA reputation.
15. A quarterly presentation on the status of KAA reputation and emerging issues.
16. Work with KAA resource in formulating agenda setting opinion pieces.
17. Publication of KAA agenda through press conferences and press releases.

5. Contents of the Proposal

The Proposal should include the following contents;

1. Introduction and background in relation to the rendering of the specific services.
2. Interpretation of the above Terms of Reference
3. At least 3 case studies of previous work done demonstrating the services for a Government Agency or private company as mentioned above. The case studies should cover the following;
 - a. Description of the service provided
 - b. Model of project implementation plan in relation to the services provided.

6. Project Timeline

Proposed commencement date will be immediately after contracting. The overall consultancy period is expected to last for three years with a possible extension of one more year subject to satisfactory performance.

7. Responsibilities of the Client and the Consultant

Responsibilities of the Consultant

- Undertake the implementation of the project as per the Project Objectives and Scope.
- Familiarize with the KAA Corporate Strategy and marketing Plan and align the project towards the outlined strategic objectives.
- Provide sufficient responses to the ToRs.
- Provide information about referees, experience, past assignments and capacity on a timely basis when required to do so
- Enter into a Non-Disclosure Agreement with the Authority
- Provide a dedicated, competent and reliable team for the project and consult KAA of any changes in staff in good time.
- Avail the project team on-site as and when required.
- Bear costs of project information, documentation and reporting.
- Clear work plan and methodical approach for the implementation of identified projects.
- Keep KAA updated at all times on new market trends affecting the account.
- Adhere to the regulations and policies of the Authority.

Responsibilities of KAA

- Orientation of the Consultant(s) after tender award.
- Avail resource team to liaise with the Consultant
- Support for the project (Consultant) from Senior Management.
- Sensitization of staff on the project for maximum co-operation.
- Timely provision of information and policies and quick turn-around time on communication.
- Timely payment of the Consultant's price upon satisfactory conclusion of the agreed deliverables.
- Prompt interventions in the event of challenges encountered during the project implementation.

8. Reporting

The successful bidders will report and give regular updates to the General Manager- Marketing and Business Development as may be designated on a day to day basis.

The bidders will prepare and submit weekly reports (or at such other intervals as may be agreed

from time to time) on their specific services, on the project activities progress in line with the implementation plan.

9. Potential Risks

The bidders should be able to identify potential risks/issues that will require special attention indicating the level of interventions and /or involvement required from KAA and or other parties with proposed mitigating measures.

SECTION VI: STANDARD FORMS

CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars indicated in Part I and either Part 2 (a), 2 (b) or 2 (c) and 2 (d) whichever applies to your type of business.

You are advised that it is a serious offence to give false information on this Form.

Part I – General

Business Name _____

Location of business premises; Country/Town _____

Plot No _____ Street/Road _____

Postal Address _____ Tel No _____

Nature of Business _____

Current Trade License No _____ Expiring date _____

Maximum value of business which you can handle at any time: K. pound _____

Name of your bankers _____

Branch _____

Part 2 (a) – Sole Proprietor

Your name in full _____ Age _____

Nationality _____ Country of Origin _____

*Citizenship details _____

Part 2 (b) – Partnership

Give details of partners as follows:

	<i>Name in full</i>	<i>Nationality</i>	<i>Citizenship Details</i>	<i>Shares</i>
1
2
3

Part 2(c) – Registered Company:

Private or public.....

State the nominal and issued capital of the Company-

Nominal Kshs.....

Issued Kshs.....

Give details of all directors as follows:

Name in full . Nationality. Citizenship Details*. Shares.

1.
.....

2.
.....

3.
.....

4.
.....

Part 2(d) – Interest in the Firm:

Is there any person / persons in (Name of Employer) who has interest in this firm? Yes/No..... (Delete as necessary)

I certify that the information given above is correct.

.....
(Title)

.....
(Signature)

.....
(Date)

* Attach proof of citizenship

REPUBLIC OF KENYA

SAMPLE CONTRACT FOR CONSULTING SERVICES

SAMPLE CONTRACT FOR CONSULTING SERVICES

**SMALL ASSIGNMENTS
LUMP-SUM PAYMENTS CONTRACT**

This Agreement, [hereinafter called “the Contract”) is entered into this _____[Insert starting date of assignment], by and between _____[Insert Client’s name] of [or whose registered office is situated at] _____[insert Client’s address](hereinafter called “the Client”) of the one part AND _____[Insert Consultant’s name] of [or whose registered office is situated at] _____[insert Consultant’s address](hereinafter called “the Consultant”) of the other part.

WHEREAS the Client wishes to have the Consultant perform the services [hereinafter referred to as “the Services”, and

WHEREAS the Consultant is willing to perform the said Services, NOW

THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
 - (i) The Consultant shall perform the Services specified in Appendix A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract.
 - (ii) The Consultant shall provide the personnel listed in Appendix B, “Consultant’s Personnel,” to perform the Services.
 - (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Appendix C, “Consultant’s Reporting Obligations.”

- 2. Term**

The Consultant shall perform the Services during the period commencing on _____[Insert starting date] and continuing through to _____[Insert completion date], or any other period(s) as may be subsequently agreed by the parties in writing.

3. Payment

A. Ceiling
For Services rendered pursuant to Appendix A, the Client shall pay the Consultant an amount not to exceed _____
_____ [Insert amount]. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.
Schedule of Payments

B.
The schedule of payments is specified below (Modify in order to reflect the output required as described in Appendix C.)

Kshs _____ upon the Client's receipt of a copy of this Contract signed by the Consultant;

Kshs _____ upon the Client's receipt of the draft report, acceptable to the Client; and

Kshs _____ upon the Client's receipt of the final report, acceptable to the Client.

Kshs _____ Total

C. Payment Conditions

Payment shall be made in Kenya Shillings unless otherwise specified not later than thirty [30] days following submission by the Consultant of invoices in duplicate to the Coordinator designated in Clause 4 here below. If the Client has delayed payments beyond thirty (30) days after the due date hereof, simple interest shall be paid to the Consultant for each day of delay at a rate three percentage points above the prevailing Central Bank of Kenya's average rate for base lending.

4. Project

Administration

A. Coordinator.
The Client designates _____ [insert name] as Client's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for payment.

B. Reports.
The reports listed in Appendix C, "Consultant's Reporting Obligations," shall be submitted in the

course of the assignment and will constitute the basis for the payments to be made under paragraph 3.

- 5. Performance Standards** The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.
- 6. Confidentiality** The Consultant shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.
- 7. Ownership of Material** Any studies, reports or other material, graphic, software or otherwise prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.
- 8. Consultant Not to be Engaged in certain Activities** The Consultant agrees that during the term of this Contract and after its termination the Consultant and any entity affiliated with the Consultant shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.
- 9. Insurance** The Consultant will be responsible for taking out any appropriate insurance coverage.
- 10. Assignment** The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.
- 11. Law Governing Contract and Language** The Contract shall be governed by the laws of Kenya and the language of the Contract shall be English Language.
- 12. Dispute Resolution** Any dispute arising out of the Contract which cannot be amicably settled between the parties shall be referred by either party to the arbitration and final

decision of a person to be agreed between the parties. Failing agreement to concur in the appointment of an Arbitrator, the Arbitrator shall be appointed by the chairman of the Chartered Institute of Arbitrators, Kenya branch, on the request of the applying party.

FOR THE CLIENT

FOR THE CONSULTANT

Full name; _____ Full name; _____

Title: _____ Title: _____

Signature; _____ Signature; _____

Date; Date; _____

LETTER OF NOTIFICATION OF INTENTION TO ENTER INTO A CONTRACT

Address of Procuring Entity

To: _____

RE: Tender No. _____

Tender Name _____

This is to notify that the contract/s stated below under the above mentioned tender have been awarded to you.

1. Please acknowledge receipt of this letter of notification signifying your acceptance.
2. The contract/contracts shall be signed by the parties within 30 days of the date of this letter but not earlier than 14 days from the date of the letter.
3. You may contact the officer(s) whose particulars appear below on the subject matter of this letter of notification of award.

(FULL PARTICULARS) _____

SIGNED FOR ACCOUNTING OFFICER