



Kenya Airports Authority

Head Office, Airport North Road
P.O Box 19001-00501 Nairobi, Kenya.
Tel: +254- 020- 822 111/ 6611000/6612000
Fax: +254-020- 822078, 827304.
Email: info@kaa.go.ke
www.kaa.go.ke

KAA/OT/RFP/0088/2023-2024

20th November, 2023

To: All Tenderers

**RE: FRAMEWORK CONSULTANCY FOR PROVISION OF
LOT 1: MARKETING AGENCY
LOT 2: COMMUNICATION SERVICES
FOR KENYA AIRPORTS AUTHORITY.**

TENDER NO. KAA/OT/RFP/0088/2023-2024

ADDENDUM NO. 2

The following are tender clarifications/addendum issued regarding the above tender in accordance to instructions to tenderers clause 9.1 of the bidding document for the referenced tender.

NO.	INQUIRY	RESPONSE
I.	<p>As per ITT 6.2 that states that</p> <p><i>"Marketing Department will provide Project Data, Strategic Plan, Marketing/Communication Plan, Airport Service Quality Reports, Marketing Manuals etc. to facilitate the preparation of the Proposal and any other relevant information deemed necessary on request."</i></p> <p><i>We would like to request the following reports to enable us prepare our bid accordingly. Looking forward to your prompt feedback. Thank you.</i></p> <p><i>i. Project Data</i></p> <p><i>ii. Strategic Plan</i></p> <p><i>iii. Marketing/Communication Plan</i></p> <p><i>iv. Airport Service Quality Reports</i></p> <p><i>v. Marketing Manuals</i></p> <p><i>vi. Any other relevant information</i></p>	<p>Provided as attachments.</p>

2.	<p>As a follow-up to the below email, we wish to request the below KAA documents listed in the tender document to enable us prepare our bid. Thank you very much.</p> <ol style="list-style-type: none"> 1. Communication Plan 2. CSR policy 3. Communication Policy 4. Media Plan 5. Marketing Plan 6. Brand Manual 7. Signage Manual 8. Retail Manual 9. Product Audit Reports 10. Service Quality Survey Reports 11. ASQ Recognition Plan 	<p>Provided as attachments.</p>
3.	<p>Please clarify if it is mandatory to apply for both lots in Tender NO: KAA/OT/RFP/0088/2023-2024.</p> <p>LOT 1: MARKETING AGENCY</p> <p>LOT 2: COMMUNICATION SERVICES</p>	<p>Bidders are hereby informed that it is NOT mandatory for Bidders to bid for both Lots.</p> <p>Bidders are however, informed that Award will be bases on either one or both Lots.</p>

The closing/opening date is hereby extended to **30th November, 2023 from 23rd November 2023 at 11.00 a.m.**

Kindly ensure your tender is valid for a period of **126 days** from the NEW closing/opening date of **30th November, 2023 at 11.00. a. m.**

This addendum forms part of the bidding document and is binding on all bidders. All other conditions remain the same.


Enitan Okidi

Ag.GM (PROCUREMENT AND LOGISTICS)
For: MANAGING DIRECTOR/CEO