



23rd June, 2022

RFP NO: K R A / H Q S / N C B - 0 8 8 / 2 0 2 1 - 2 0 2 2: PROVISION OF INTEGRATED MARKETING AND COMMUNICATION SERVICES FOR A PERIOD OF TWO (2) YEARS.

S/No	Clarification	KRA RESPONSE																								
1.	<p>Following our Pre-Bid Conference earlier today, please see below areas of clarification for Tender No. KRA/HQS/RFP-088/2021-2022 - Provision of Integrated Marketing and Communication Services For a Period Of Two (2) Years:</p> <p>1. Can a bidder choose to submit a bid for only one lot? If so, please clarify how the evaluation will be done. Currently, the tender document provides that "The Technical scores and the pitch scores for both LOT I and LOT II shall be combined and prorated to 80.</p>	<p>Bidders are advised that they can bid for the lot they are comfortable with. Award shall be per lot.</p> <p>Evaluation shall be independent per lot as follows;</p> <p>Lot 1:</p> <p>Criteria of Evaluation</p> <table border="1" data-bbox="686 1187 861 1960"> <thead> <tr> <th>Description</th> <th>Maximum Score</th> <th>Cut off Score</th> </tr> </thead> <tbody> <tr> <td>Mandatory</td> <td>Met</td> <td>Met</td> </tr> <tr> <td>Technical Evaluation</td> <td>80</td> <td>50</td> </tr> <tr> <td>Pitch</td> <td>20</td> <td>10</td> </tr> </tbody> </table> <p>Combined technical and Pitch scores shall be prorated to 80% while the financial score shall carry 20%</p> <p>Lot 2:</p> <table border="1" data-bbox="351 1187 526 1960"> <thead> <tr> <th>Description</th> <th>Maximum Score</th> <th>Cut off Score</th> </tr> </thead> <tbody> <tr> <td>Mandatory</td> <td>Met</td> <td>Met</td> </tr> <tr> <td>Technical Evaluation</td> <td>75</td> <td>50</td> </tr> <tr> <td>Pitch</td> <td>25</td> <td>15</td> </tr> </tbody> </table> <p>Combined technical and Pitch scores shall be prorated to 80% while the financial score shall carry 20%</p>	Description	Maximum Score	Cut off Score	Mandatory	Met	Met	Technical Evaluation	80	50	Pitch	20	10	Description	Maximum Score	Cut off Score	Mandatory	Met	Met	Technical Evaluation	75	50	Pitch	25	15
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	<p>The evaluation of the responsive bids will take into account technical factors, demonstration of system functionality by bidders in addition to financial factors. An Evaluated Bid Score (B) will be calculated for each responsive bid using the following formula, which permits a comprehensive assessment of the bid price and the technical merits of each bid: the below formula shall be used for the financial evaluation,</p> $B = \frac{C_{low}}{C} \cdot X + \frac{T}{T_{high}} (1 - X)$ <p>where:</p> <p>C = Evaluated Bid Price - as provided on the Financial Proposal Submission Form - provision of integrated marketing and communication services for a period of two (2) years</p> <p>C_{low} = the lowest of all Evaluated Bid Prices among responsive bids</p> <p>T = the total Technical Score awarded to the bid</p> <p>T_{high} = the Technical Score achieved by the bid that was scored highest among all responsive bids</p> <p>X = weight for the Price as specified in the BDS (i.e. 0.2)</p> <p>The bid with the highest Evaluated Bid Score (B) among responsive bids shall be termed the Lowest Evaluated Bid and is eligible for Contract award</p>
<p>2.</p>	<p>Kindly clarify whether the evaluation of the financial proposals will be done jointly for both lots. Currently, the Financial Proposal Submission Form provided in the tender document requests for costs for both lots and asks for a total cost for both.</p>
<p>3</p>	<p>Will the financial evaluation be made on the consultant fees only, and therefore just the bidder's retainer fees for the duration of the contract? Or will it be done on both</p>

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	retainer costs and third-party costs for the duration of the contract? Kindly clarify.	The awarded bidder shall be required to competitively source for 3rd party services. Three quotations from different vendors shall be presented to the Authority. Quotation will then be subjected to market survey prior to approval.
4	Please clarify which mandatory documents are required for this tender. Are they the ones captured on page 34 under "Form Tech-7: Mandatory Support Documents" or the ones listed on Page 18 of the document?	Bidders are advised that the Mandatory requirements are under SECTION 2 (B). DATA SHEET, 22.1 in page 18
5	The tender document indicates that there is a provision for online tender opening on item 20.1 of the Data Sheet, but also indicates that there will be a physical opening for the same. Are these two options going to be available?	Bidders are advised that the Tender Opening Exercise will require Physical bidder presentation though bidders attendance is not mandatory requirement.
6	Kindly provide a scoring criterion for the pitch presentations to help with the structure of the same.	Bidders are advised that the qualified bidders shall be provided with Pitch Evaluation Criteria and the scoring per criteria three days prior to the Pitch presentation.
7	On Page 25 of the bid document, under part 4 headed Organizational experience, we need to provide written and certified references, Kindly share what form of certification that the references should take.	Bidders are advised that the requirement has been amended to read; "Two (2) references complete with the latest 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). Certified commendation letters are acceptable."
8	On the same page , part 6 titled Staff, what documented proof should we attach showing that our firm has the 10 staff members requested ?	Bidders are advised that the requirement has been amended to read; "The firm must have at least three (3) regular and experienced staff qualified and experienced in Public Relations or Communications, to handle PR and Public Affairs Advisory assignments. The staff should have diploma in Public Relations or Communications from a recognized institution. Attach CVs and academic/professional certificate of diploma and above (2 marks)."

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9	On page 25 under part 3, number ii. for the Proof of success in implementation of the above PR strategies, can we attach recommendation letters as proof of success?	Bidders are advised that the criteria on page 21, under Specific experience of the firm related to the assignment, item no. 3, (ii) is clear.
10	Please let us know if two bid bonds will be required if a bidder decides to submit proposals for the two lots for TENDER NO. KRA/HQS/RFP-088/2021-2022 - PROVISION OF INTEGRATED MARKETING AND COMMUNICATION SERVICES FOR A PERIOD OF TWO (2) YEARS	Bidders are advised that the tender requires one bid security of Kshs 200,000.00 regardless of the lots bided for Lots bidder for.
11	The mode at which the flash disks requested on the tender will be submitted and by when.	Bidders are advised that the flash disks should be enclose in an envelope and well labeled with the tender reference number and description then be deposited in the tender security box on or before the tender closure date and time with the bid security or in a different envelope
12	CVs templates provided whether they can be amended of the bidder can adopt their own format	Bidders are advised to use their own templates to enable them to provide all the required relevant staff information is provided.
13	Whether the bidders can submit their own format of costs since the provided breakdown of remuneration file is not clear.	Bidders are required to use summary of costs schedule under FORM FIN- 2 on page 41 of the Request for Proposal document.
14	EXTENSION OF TENDER CLOSING DATE	
	PREVIOUS TENDER CLOSING DATE	
	28 th June, 2022 at 11.00 am Times Tower	7 th July, 2022 at 11.00 am Times Tower
	<p>Note:</p> <p>Bidders are advised to:</p> <ul style="list-style-type: none"> • Acknowledge receipt of this addendum published and uploaded on the KRA Website on 20th June, 2022. • Align their bid security to be valid upto and including 6th July 2023. 	

Handwritten signature and date: 24/06/2022.

The clarification form part of the bidding document and is binding to the bidder. All other terms and conditions of the tender remain the same.

Regards,


Benson Kiruja

For: Deputy Commissioner - Supply Chain Management

