

22 May 2024

Responses to the Inquiries Regarding RFP No: BSB/RFP/PU/MKT/006/2024/25

Question/Query	Response	Attachments (if any)
There is mention of some returnable documents that typically come with the tender document but aren't present on this one (authority of signatory and form of acceptance and offer)	See attached.	
The marking sheet and the highest possible score of 80 don't tally	80 marks for the technical evaluation is marked on the submitted proposal covering (creativity (20 marks)), Personnel Capacity (Team Complement (10), Qualification (10) and Experience (10) - (30), Industry Experience (10 marks) - Total 60 marks and the Presentation (20 marks)	
First line item that says "Proposal", what is meant by that?	The "Proposal" typically refers to the document submitted by a bidder in response to the tender invitation. document outlines the bidder's offer, including their proposed solution, pricing, terms and conditions, timeline, and any other relevant details required by the tendering authority.	
The second line item that says creativity, what is meant by that? it's confusing because at the bottom of the marking sheet under 'Presentation' segment there is mention of	The level of creativity must be well reflected at both the submitted proposal and during the presentation	

creativity so we wonder if this is somehow repetitio		
There is mention of costs under integrated communications case study, what costs are these as our understanding us that the only costs submitted are for a retainer, kindly clarify for us-	If possible, it will be helpful to show indicative costs/budgets where possible e.g when using one of the previous similar works you did as a case study.	
Kindly clarify how could this be a two-envelope proposal if the Form of Offer and Acceptance. is lumped with other. STAGE ONE: Preliminary Examination for Compliance attachments.	In a two-envelope system, the first envelope (technical proposal) should not contain any financial information. Bidders must indicate that they have attached the financial proposal.	
On the Proposal document, <i>Section 7, Under Stage TWO: Technical Evaluation</i> Given that 'Marketing' is a broad field encompassing various specializations such as Sales, Research, Digital Marketing, Public Relations, Events, Brand Management, and more, could you please specify if there is a particular specialization that is of priority for this role? For instance, is BSB looking for a Strategy Specialist, Research Specialist, or any other specific expertise within the marketing domain?	We expect a Marketing Specialist to handle and be conversant with planning, strategy planning and execution, management, research, brand management and all the other areas within the marketing field space	

In accordance with BSB brand guidelines, is it possible to get a copy of the BSB Visual Identity guideline to assist in the development of our proposal?	Marketing can provide the information if it can assist bidders with sufficient proposals	

Regards