

04 June 2024

**TENDER REFERENCE: BSB/ICT&MIS/POU/004:2023-2024: A REQUEST FOR PROPOSAL FOR THE PROVISION OF MARKETING, PUBLIC RELATIONS AND ADVERTISING AGENCY SERVICES**

**ADDENDUM NO MK/001/2024**

This addendum is being issued in relation to the Request for Proposal (RFP) for the Provision of Marketing, Public Relations, and Advertising Agency Services. The intention of this addendum is to clarify the technical and financial evaluation process outlined in the RFP document.

**STAGE TWO: Technical Evaluation**

A technical evaluation will be carried out to determine the technical compliance with the specifications or the scope of supplies in the proposal document, and any submission which does not comply with the specifications will be disqualified. Only submissions that have passed in stage one shall undergo technical evaluation.

The matrix below will be used for evaluation of the following;

Criteria	Sub-Criteria		Marks
1. Key Personnel Qualification (20)(Relevant qualification to the assignment)	Project Lead	Degree - 5 Marks	5
		Diploma - 3 Marks	
		Certificate - 1 Mark	
	Marketing Specialist	Degree - 5 Marks	5
		Diploma - 3 Marks	
		Certificate - 1 Mark	
PR Specialist	Degree - 5 Marks	5	
	Diploma - 3 Marks		
	Certificate - 1 Mark		
Graphic Designer	Degree - 5 Marks	5	
	Diploma - 3 Marks		
	Certificate - 1 Mark		

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2. Experience of Key Personnel (25)		
Project Lead	10 or more Years - 10 Marks	10
	5 to <10 Years - 5 Marks	
	<5 Years - 3 Marks	
Marketing Specialist		
	10 or more Years - 5 Marks	5
	5 to <10 Years - 3 Marks	
	<5 Years - 2 Marks	
PR Specialist		
	10 or more Years - 5 Marks	5
	5 to < 10 Years - 3 Marks	
	<5 Years - 2 Marks	
Graphic Designer		
	10 or more Years - 5 Marks	5
	5 to < 10 Years - 3 Marks	
	<5 Years - 2 Marks	
Industry Experience of Bidder (10)		
	10 or more Years - 10 Marks	10
	5 to < 10 Years - 7 Marks	
	Below < 5 Years - 5 Marks	
3. Quality and Assurance		
Demonstration of expert knowledge, professionalism and grit.	10 Marks	10
Management Plan, Organogram and Methodology.	5 Marks	
	3 Marks	
4. Creativity and Value Add		
creative concepts that are attractive, communicating, clear, and clean.	15 Marks	15
	10 Marks	
	5 Marks	
<b>Sub Total</b>		<b>80</b>

**NB:** A bidder who scores **64** marks of Subtotal or above will be invited for presentation at BSB.

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5. Presentation	- Clear, Coherent & Seamless with creative value-add	16-20 Marks	20
	- Less clear and less coherent with little value add	10-15 marks	
	- Incoherent and not clear with no value add	< 10 marks	

### STAGE THREE (3): FINANCIAL EVALUATION (Quality & Cost-QCBS) - 80/20 ratio.

#### Basis of award

The most compliant bidder who achieves the highest combined weighted scores will be recommended for an award. To be determined by complete compliance of the bidder to specifications of the listed attributes items, together with the applicable CEE policies.

#### COST EVALUATION

Suppose three bidders X, Y and Z responded and their prices are given as follows

X = P125,000

Y = P150,000

Z = P300,000

The lowest bid is given the total score for Price, and other bidders given pro-rata percentages based on the lowest price Scores

X = 20 % which is the Maximum score  
Financial Score for

Y = (Price of X/ Price of Y) x 20

$$\begin{aligned} &= (125000/150000) \times 20 \\ &= 16.66 \end{aligned}$$

$$\begin{aligned} Z &= (\text{Price of X} / \text{Price of Z}) \times 20 \\ &= (125000/300000) \times 20 \\ &= 8.33 \end{aligned}$$

Suppliers who passed technical will have their prices evaluated as per criteria above and compared against the budget. Prices will be compared according to the ranking of the percentage scores in descending order against the budget. The supplier with the highest combined financial and technical score and whose price is within budget will be considered for award.

**NB:** The award shall also take into consideration other associated costs of implementing the project which may not necessarily be included in the calculations of determining the Total Combined weighted scores here above mentioned.

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