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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	Project Lead	Degree - 5 Marks	5
		Diploma - 3 Marks	
		Certificate - 1 Mark	
qualification to			
the assignment)	Marketing	Degree - 5 Marks	5
	Specialist	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	

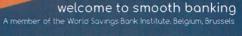
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2. Experience of Key Personnel (25)	10 or more Years - 10	10
Project Lead	Marks	
	5 to <10 Years - 5	
	Marks	
	<5 Years – 3 Marks	
Mandrakina Carasintisk	10 V F	-
Marketing Specialist	10 or more Years - 5 Marks	5
	5 to <10 Years - 3	-
	Marks	
	<5 Years - 2 Marks	
	TO TOURS ZIVIGITES	
PR Specialist	10 or more Years - 5	5
	Marks	
	5 to < 10 Years - 3	
	Marks	
	<5 Years - 2 Marks	
C1:- D:	10	_
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	10
, ,	Marks	
	5 to < 10 Years - 7	
	Marks	
	Below < 5 Years - 5	
	Marks	
3. Quality and Assurance	10 Marks	10
Demonstration of expert knowledge,		
professionalism and grit.	3 Marks	
Management Plan, Organogram and Methodology.		
4. Creativity and Value Add	15 Marks	15
creative concepts that are attractive,		
communicating, clear, and clean.	5 Marks	
Sub Total		80

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,	16-20 Marks	20
1 (1) (2) (2) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1	Coherent &		
	Seamless with		
	creative		
	value-add		
	- Less clear	10-15 marks	
	and less	the same for the same of the s	
	coherent	STATE STATE	
	with little		
10 (10 (2)	value add		
	- Incoherent	< 10 marks	
	and not		
	clear with		
	no value		
	add		

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 $Y = (Price of X/Price of Y) \times 20$

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 $= (125000/150000) \times 20$

= 16.66

 $Z = (Price of X/ Price of Z) \times 20$

 $= (125000/300000) \times 20$

= 8.33

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.

Kindly acknowledge receipt of the document. Email to procumentunit@bsb.bw cc to bratsatsi@bsb.bw and neotshiamo@bsb.bw

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