



BID CLARIFICATION MATRIX NO.1

FOR

CONSULTANCY ON CONTENT DEVELOPMENT, COMMUNICATIONS AND RELATED SERVICES

TENDER NUMBER: PRQ20240841

21ST JANUARY 2025

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TENDER TITLE: CONSULTANCY ON CONTENT DEVELOPMENT, COMMUNICATIONS AND RELATED SERVICES

TENDER NUMBER: PRQ20240841

This clarification matrix forms an integral part of the tender document and therefore, *must be considered* carefully considered by service providers in preparation and submission of bids.

It is divided into two sections: -

1. Section 1 contains the clarifications to queries raised and requested through the official bidding clarification email address (that is procurement@trademarkafrica.com).
2. Section 2 contains general tips on how to prepare and submit a competitive bid.

All communications must be directed to the procuring entity, Trademark Africa through procurement@trademarkafrica.com as provided for in the tender document.

SECTION 1: QUERIES AND RESPONSES

These clarifications are for those queries sought by bidders in line with the RFP of the tender document:

S/No.	Query	Response	Status (closed/ open/ pending)
1.	Is there an indication of the overall budget available for this assignment?	The budget range is USD 300,000K - 350,000K	Closed
2.	Should communication costs (e.g., expenses related to events) be included in the "project expenses" table? If so, could you provide additional details regarding the number and size of communication activities to be organized (e.g., the number of events) to facilitate accurate cost estimation?	<p>The State Department will pay for core event expenses when they are convened including conference facilities and refreshments.</p> <p>The consulting firm will be required to maintain presence at these events to execute communications-related tasks.</p> <p>It is reasonable that the State Department expenses may:</p> <ul style="list-style-type: none">• one approx. 100 participant event monthly• two approx. 25 participant events per week.• The State Department may also be invited to four other events of approx. 80 people monthly.	Closed

3.	When we password-protect the Technical and Financial proposals, do we share the password via email, or will the procurement team contact us separately to request access?	For the technical proposal password, please share as you submit the proposals. TMA Procurement will request the financial proposal password later as evaluations progress.	Closed
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SECTION 2: TIPS ON HOW TO PREPARE AND SUBMIT A COMPETITIVE BID

1. Administrative: -

- 1.1 Correct language (with translation/s where different language is used);
- 1.2 Timelines complied with;
- 1.3 Full response to tender requirements;
- 1.4 Attachment of required documents as per the bid instructions such as:
 - 1.4.1 Registration certificate/s;
 - 1.4.2 Tax compliance/ registration;
 - 1.4.3 Professional registrations such as that for engineers, architects, environmentalists, accountants, supply chain experts, etc;
 - 1.4.4 Power of attorney; and
 - 1.4.5 Audited accounts for the years requested.
- 1.5 Accurate sealing/ naming of bids envelopes; and
- 1.6 Timely submissions (no last minute rush!).

2. Technical: -

- 2.1 Very good methodology:
 - 2.1.1 Good work-plan.
 - 2.1.2 Understanding of TORs.
- 2.2 Evidenced based experience;
- 2.3 Excellent proposed team of experts/ personnel;
- 2.4 Compliant structure of bid;
- 2.5 Signed CVs of proposed experts/ personnel alongside declaration by individual of her/ his CV not being used by any other firm within the same bid especially where cross-bidding is barred;
- 2.6 Keen attention on high/ important technical requirements/ qualifications areas & scoring more;
- 2.7 Quality assurance of the bid;
- 2.8 Well arranged, titled and easy to read proposal;
- 2.9 Defined jargon where used;
- 2.10 Demonstrated creativity and uniqueness of the technical bid;

3. Financial: -

- 3.1 Inclusion of taxes when advised to.
- 3.2 Fair pricing.
- 3.3 Signed submission form/s.

4. Post-award: -

- 4.1 Positive due diligence.
- 4.2 Accurate bid information.
- 4.3 Good performance (quality, cost, quantity, etc.) on award of contract.

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