



BID CLARIFICATION MATRIX

TENDER FOR

**CONSULTANCY SERVICES TO DEVELOP A ROUTE-TO-MARKET STRATEGY FOR IMPROVING EXPORT
PERFORMANCE IN HORTICULTURE**

TENDER NUMBER: PRQ20240951

FEBRUARY 2025

TRADEMARK AFRICA

CONSULTANCY SERVICES TO DEVELOP A ROUTE-TO-MARKET STRATEGY FOR IMPROVING EXPORT PERFORMANCE IN HORTICULTURE. - [Tender Number: PRQ20240951]

SECTION 1: QUERIES AND RESPONSES

This section contains queries requested by bidders and responses provided against each in relation to **Consultancy Services to Develop A Route-To-Market Strategy For Improving Export Performance In Horticulture [Tender Number: PRQ20240951]**. All queries must be submitted to procurement@trademarkafrica.com ONLY. TMA shall not answer any query relating to this tender seven days or less prior to the submission deadline.

S/No.	Clause No. as per IFB	Point of Enquiry	Clarifications Required	Response	Status (closed, open or pending)
1.	RFP	Eligibility criteria	<p>•Section 7 states that “TMA permits Consultants (firms, including JVs and their members) from all countries to offer consulting services for TMA-financed projects.” However, the Qualifications and Experience section specifies that “The firm must be legally registered and established in Kenya.” If a bidder is a global firm with registered offices in the United States and India. Could you kindly confirm whether we are eligible to bid as the primary applicant? If not, would we be eligible to bid as part of a consortium with a Kenyan-registered firm?</p>	<p>TMA invites consultants from all countries to offer consulting services for TMA-financed projects. It is not limited to only firms registered in kenya.</p>	Closed

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, 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-biding 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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