
EXPRESSION OF INTERES

HIRING SERVICES OF

“Designing of Firms / Companies”

FOR DESIGNING OF TRADE
PROMOTIONAL MATERIAL FOR TDAP

Expression of Interest

Services of Designing Firms / Companies Required for Designing of Trade Promotional Material

Trade Development Authority of Pakistan required services of reputable Designing Firms / Companies registered with Income Tax, Sales Tax, Services Tax Departments to design promotional material of exportable Products of Pakistan.

2. Detailed terms of reference, evaluation criteria and other related information for the purpose can be obtained from the address given below or can be downloaded from TDAP's website, www.tdap.gov.pk.
3. Single Stage, Two Envelop Procedure will be used for open competitive bidding. Interested Individuals/ Firms will submit their sealed bids comprising single package containing two separate envelopes. Each envelop shall contain separately the 'financial' and 'technical' proposals which will be clearly mentioned in bold and legible letters on respective envelopes to avoid any confusion.
4. Financial proposals should accompany a bid security equivalent to two per cent (2%) of the bid amount in the form of a Pay Order / Demand Draft in favor of "Accounts Officer TDAP".
5. Sealed tender documents shall be submitted latest by 11:00 A.M. on 25th May 2017 at the address given below. At the first stage, only technical proposals shall be opened on the same day at 12:00 Noon in the presence of representatives of the participating firms.
6. Trade Development Authority of Pakistan reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder (s) in accordance with the Procurement Rules.

Shakil Ahmed
Assistant Director
(PUBLICATION)
Tel: 021-99201502

BACKGROUND

1. Trade Development Authority of Pakistan (TDAP) is an official trade promotion organization with a mandate to promote Pakistani products in international markets. TDAP applies all modern methods for promotion of Pakistani products in international markets including distribution of product brochures to all concerned.

SCOPE OF SERVICES / TORs

2. The designing firm / company is required to design the “Product Brochures” as per the “International Standard” and the satisfaction of management of TDAP in following sectors:-

- i. Readymade Garments
- ii. Mango
- iii. Onyx & marble
- iv. Sports Goods
- v. Gems & Jewelry
- vi. Handicrafts
- vii. Dates
- viii. Carpet & Rugs
- ix. Auto Parts
- x. Fruits & Vegetables

3. The initial designed product brochures will be submitted by the firm to TDAP management for views / Comments (if any).

4. The firm is required to incorporate the suggestions made by TDAP management and resubmit to TDAP for approval. TDAP reserve the right to either approve the revised design or suggest other changes, deemed necessary.

5. The firm is required to abide by all rules / regulations especially copy right regulations while designing the products.

6. TDAP will not bear the cost of photography or any other activity carried out during the designing.

7. TDAP has the right to reject the design developed by the firm on any ground but will not be bound to give reasons of the rejection. However, company may be asked to develop the design on another theme.

8. The approved design will be the property of TDAP and the designing firm / company will not have any right to use the same for other purposes.

9. The firm will submit the color copies of the design and source file on USB so that the same may be sent for printing.

10. If, some changes / settings are required for printing, TDAP may ask the firm to do the same.

PAYMENT SCHEDULE

6. TDAP will make payment (s) of approved design (s) within 15 working days after submission of hard copy as well as source file subject to submission of required documents by Finance Section of TDAP (i.e. Invoice etc) after deduction of applicable taxes.

EVALUATION PROCESS

7. It is our intention to select the firm /Company that presents the best combination of experience, capacity and competence to cater the needs of TDAP. TDAP will examine and review the documents submitted for the consideration.

EVALUATION CRITERIA

S.no	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
1	<u>Profile</u>		<u>20</u>
1.1	<u>Years of Experience:</u>		<u>10</u>
	≤ 2 year	1	
	≥ 3 ≤ 6 years	3	
	≥ 7 ≤ 10 years	7	
	≥ 11 years	10	
1.2	<u>Profile of firm / company of total designing projects executed excluding sub – contractors/ special contract firms</u>		<u>10</u>
	≥ 1 ≤ 3 projects related with designing	5	
	≥ 4 ≤ 8 projects relates with designing	7	
	≥ 9 projects related with designing	10	
2	<u>Relevant Experience of Management and Team</u>		<u>20</u>
2.1	<u>Relevant experience and Qualifications of team/ employees proposed for the assignment</u>		
	Managerial		10
	Qualifications of managerial staff ≥ 2 ≤ 4 year experience in management fields.	3	
	Qualifications of managerial staff ≥ 4 ≤ 8 year experience in management fields.	7	
	Qualifications of managerial staff ≥ 8 year experience in management fields.	10	

	Technical		10
	Qualifications of proposed technical staff ≥ 2 ≤ 4 year experience in designing fields.	3	
	Qualifications of proposed technical staff ≥ 4 ≤ 8 year experience in designing fields.	7	
	Qualifications of proposed technical staff ≥ 8 year experience in designing fields.	10	
3	<u>Financial Strength of the Firm / Individual</u>		<u>10</u>
	Audited/certified accounts or statements showing cash balances greater than 1 Million and less than Rs. 5 million in the relevant year.	7	
	Audited/certified accounts or statements showing cash balances of more than Rs. 5 million in the relevant year	10	
4	Registration with any international Body / Forum / Society		<u>10</u>
	1 ≥ 2	5	
	≥ 3	10	
5	(PRESENTATION)		<u>40</u>
	Do not conform as per the Schedule of Requirements / TORs	0	
	Partially conform to the Schedule of Requirements / TORs	10 - 25	
	Fully conform to the Schedule of Requirements / TORs.	26 - 40	
Total			100

(Passing marks / score = 70%)

Note:

It is mandatory to obtain numbers / marks in each (Managerial & Technical) in the field of Relevant Experience. In case of failure to obtain the number in one or all above mentioned field of Relevant Experience may lead to dis-qualification.

The firm is required to obtain numbers / marks in presentation. In case of poor presentation and less than 20 numbers in presentation will also lead to disqualification.

INSTRUCTIONS ABOUT SUBMISSIONS AND KEY DATES

Five (5) copies of your proposal and all attachments and exhibits must be received by 1100 hrs PST on 25th May 2017 to TDAP. Send all proposals to the address listed below:

Shakeel Ahmed

(Assistant Director - Publication)

Trade Development Authority of Pakistan

5th Floor, Block – A, Finance & Trade Centre, Shahrah-e-Faisal, Karachi

Tel: 021-99201502