

**GOVERNMENT OF PAKISTAN  
MINISTRY OF COMMERCE**

**Request for proposals**

**HIRING OF CONSULTANCY MEDIA FIRMS FOR IMAGE BUILDING AND  
ENHANCING DIGITAL FOOTPRINT**

**Introduction**

Ministry of Commerce duly acknowledges the importance of the social media platforms for creating a positive perception and building narrative in the current times. In order to keep pace with the changing media dynamics, the ministry intends to invite proposals from qualified Media Consultancy Firms to provide comprehensive media services for image building / dissemination of information and enhancing digital footprint / visibility of the Ministry's initiatives. This RFP outlines our requirements and expectations for potential vendors.

**Background and Justification**

Ministry of Commerce is primarily responsible for highlighting and promoting Pakistan's trade and investment potential, export opportunities and tourism potential. Recognizing the importance of national image and international perception for sustained economic growth, an important initiative 'Emerging Pakistan' was taken in 2017 to highlight Pakistan's positive image and competitive advantage as an investment destination. Digital footprint / presence was one of the key components of the said initiative to disseminate information about initiatives taken by the Ministry and events organized by various forums for promotion of trade and investment. Since in-house capacity for outlining and executing an effective media strategy is limited, the services of professional Media Consultancy Firms are required for image building and maintaining digital visibility of the Ministry's initiatives and activities.

**Scope of work**

The selected Media Consultancy Firm will be responsible for developing a comprehensive media strategy for image building and enhancing digital footprint / visibility of the Ministry of Commerce, track and analyze the performance of media campaigns and recommend adjustments to optimize media campaigns' effectiveness.

**Terms of Reference (TORs)**

The selected Media Consultancy Firm is expected to perform the following tasks:-

- Advising the Ministry for building a narrative and positive perception
- **Building concept for image development**
- Highlighting Pakistan's potential for trade and investment
- Attracting foreign markets through image building of Pakistan
- Continuously updating 'Emerging Pakistan' website

- Highlighting the events organized by Pakistan’s Trade Missions abroad
- Disseminating information about initiatives taken by the Ministry
- Wide circulation of the platforms and facilities provided by the MOC
- Digital visibility of the high-level meetings and activities
- Managing social media accounts of the Ministry
- **Providing event management services to the Ministry on need basis**
- **Providing Media management services to the Ministry**

## **Deliverables / Tools**

- Preparation of videos for highlighting trade potential of Pakistan
- Preparation of online banners **& documents** that promote Pakistan’s Export Industry
- Creation of content like articles, blogs, social media posts, videos and photographs
- Preparation of reports that show how well the campaign is performing, such as website traffic and social media engagement etc.
- Media coverage of the Ministry’s initiatives, activities and engagements
- Creating interest and collecting information from potential customers or supporters
- Highlighting high level meetings and their outcomes on social media platforms
- **Placement of selected Firm’s HR in the Ministry for continuous support**
- **Preparation of presentations / talking points to be delivered at various forums**
- **Brand image of Pakistan on Social Media platforms**
- **Developing and maintaining a separate website**
- **Social Media marketing**
- **Brand ambassador / vloggers / bloggers for Pakistan image**
- **Any other work / task given by the Ministry of Commerce**

## **General Instructions**

- i. All interested bidders shall respond via-email and in hard copy to the address mentioned in the advertisement within fifteen (15) days of its publication in the press. All Firms will receive an ‘acknowledgement of receipt’ email. Only shortlisted companies / firms will be contacted for further dealings.
- ii. **More than one Firm will be selected for execution of a specific task.**
- iii. The Ministry will invite the short-listed Firms to further view their presentations and fine-tune their proposals in detail.
- iv. It is expected that such meeting will take place in the first ten days of August, 2024 in Islamabad and attendees will be advised of the structure of the meeting and requirements thereof.

## **Request for Proposal conditions**

This section sets out the terms and conditions upon which the RFP has been advertised and on which the sealed bids will be submitted.

- i. The interested Firms must have Experience for executing performance marketing campaigns on social media platforms.**
- ii. The interested Firms must have experience of creating dashboards for monitoring campaigns.**
- iii. All Firms that submit a response to the RFP shall be deemed to have accepted these conditions.
- iv. The Ministry shall not bind itself to accepting the proposal with the lowest cost and / or rates. It shall be the combination of excellent technical strength, experience, team, proven record of success as well as solid financial proposal.
- v. No contract for supply of services which are the subject of this RFP shall be formed with any vendor(s) until such time that a written contract(s) for the supply of these services have been agreed upon and formalized by both parties.
- vi. The contract duration is expected to start from Mid-August and would be valid for three months, further extendable on satisfactory performance and impact evaluation.
- vii. The cost of responding to this RFP and all associated costs shall be borne exclusively by the vendors, including any subsequent costs incurred by attending any meetings in connection with the proposal.
- viii. All interested parties acknowledge and agree that this RFP and any documents / appendices relating thereto are confidential. It is hereby agreed that nothing shall be divulged to any third party, any information relating to the RFP. All Parties accept that this confidentiality is binding on all employees and officers and their agreements to abide by this condition is guaranteed.
- ix. The Ministry may at its absolute discretion terminate the RFP/ evaluation process at any time and for any reason, in which case they will notify all Firms in writing, but do not have any obligation to provide reasons for the termination of the RFP and the evaluation process.
- x. This Ministry may, at its absolute discretion de-select Firms, at any point, from the RFP process and in this event, shall provide reasons of this de-selection. This must be based on transparency and fairness.
- xi. The Firms acknowledge that the Ministry of Commerce focal person for this RFP must retain all documents submitted in response to this RFP to review and analyze all responses fairly and to comply with its obligations relating to accountability and record keeping. Notwithstanding the above, the ownership and intellectual property rights (IPRs) in the information contained in the proposal documents shall remain vested in the Firm until they are hired; in that case all materials and IPRs stand automatically transferred to the Ministry of Commerce focal person for the RFP.
- xii. These tender conditions, and any subsequent contract agreed by the successful party(s) shall be governed by and interpreted in accordance with the Laws of Pakistan and the Pakistani Courts shall have jurisdiction for the resolution of any dispute arising thereof.
- xiii. Evaluation and shortlisting of the Firms shall be based on the criteria as per PPRA Rules.

## **General terms and conditions**

1. RFP No.	-----
2. Issue Date	18 <sup>th</sup> July, 2024
3. Title	Hiring of Media Consultancy Firms for Image Building and Enhancing Digital Footprint
4. Issuing Office	Section Officer (HR-I) Ministry of Commerce, 5 <sup>th</sup> Floor, “A” Block, Pak Secretariat, Islamabad. Email: ddcommercedivision@gmail.com 0092-51-9201011
5. Deadline for Questions and Clarifications	Each bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email mentioned above or in writing delivered to the Issuing Office no later than the ten days after the publication of the advertisement. All questions received will be compiled and answered in writing and distributed to all interested bidders.
6. Deadline for Receipt of Proposal	Sealed Proposals are due within 15 days of the publication of advertisement.
7. Contact Person	Section Officer (HR-I), Ministry of Commerce
8. Anticipated Award Type	The Ministry anticipates issuing a Firm Fixed Price Purchase Order. This is only the anticipated type of award and may be changed as a result of negotiations. Issuance of this RFP in no way obliges the Ministry to award a purchase order and bidders will not be reimbursed for any costs associated with the preparation of their bid.
9. Basis for Award	An award will be made to the responsible bidder whose bid is responsive to the terms of the RFP and is most appropriate, considering price or/and other factors included in the RFP. Award will be based on the criteria as per the RFP.
10. General Instructions to Bidders	<ul style="list-style-type: none"><li>• Late offers will be rejected except under extraordinary circumstances at the Ministry’s discretion.</li><li>• Submission of Proposal must be in English.</li><li>• Proposal must be signed and stamped by the bidder.</li><li>• Bidder shall confirm in writing that the Bidder fully understands that their Proposal must be valid for a period of ninety (90) days by signing the Cover Letter.</li><li>• Offers must show unit price, extensions, and total price. All items, services, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees.</li><li>• Bidder are asked to specify the available resources.</li></ul>

	<ul style="list-style-type: none"> <li>• Proposal must be received on company letterhead by or before the date indicated above in sealed condition. Proposal received after this date may not be considered.</li> <li>• A Bidder must provide fixed prices, inclusive of all applicable tax. Tax at source will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier.</li> <li>• The Ministry of Commerce is not liable for any cost incurred during preparation, submission or negotiation of an award for this RFP. The costs are solely the responsibility of bidder.</li> <li>• Only those bids will be considered which are prepared in legible writing and are absolutely clear and unambiguous. Any unavoidable cutting/over writing must be signed and stamped by authorized signatory of the bidders.</li> <li>• Submission of Proposal against this RFP would automatically mean that supplier agrees to all the terms and conditions mentioned in this RFP.</li> <li>• Arithmetical errors will be rectified on the following basis: <ul style="list-style-type: none"> <li>. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected.</li> <li>. If there is a discrepancy between words and figures the amount in words shall prevail.</li> </ul> </li> </ul> <p>If the bidder does not accept the correction of errors, its Proposal will be rejected.</p>
11. Invoice Payment and General Sales Tax(GST)	<ul style="list-style-type: none"> <li>• Payment will be made upon delivery of services and made in PKR.</li> <li>• Where applicable, bidders should include Sales Tax (G/S ST), customs duties (if items are imported) as separate lines on the invoice.</li> </ul>
12. Compliance with Terms and Conditions	Bidders shall be aware of the general terms and conditions for an award resulting from this RFP. The selected bidders shall comply with all Representations and Certification of Compliance as required.
13. Bidders Agreement with Terms and Conditions	The completion of all RFP requirements in accordance with the instructions in this RFP and submission to the Ministry of a quote will constitute an offer and indicate the bidder's agreement to the terms and condition in this RFP and any attachments hereto. Issuance of this RFP in no way obliges the Ministry of Commerce to award a purchase order, nor does it commit the Ministry to pay any costs incurred by the bidder in preparing and submitting the quote. The Ministry has the rights to increase or decrease the goods and services mentioned in this RFP.
14. Determination of Responsibility	<p>The Ministry will not enter into any type of agreement with a vendor prior to ensuring the vendor's responsibility. When assessing a vendor's responsibility, the following factors are taken into consideration:</p> <ol style="list-style-type: none"> <li>1. Provide copies of the required business licenses to operate in the host country.</li> <li>2. Ability to comply with required or proposed delivery or performance schedules.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Having adequate financial resources to deliver goods or the ability to perform the required service.</li> <li>4. Ability to comply with required or proposed delivery or performance schedules.</li> <li>5. Have a satisfactory past performance record.</li> <li>6. Have a satisfactory record of integrity and business ethics.</li> <li>7. Be qualified and eligible to perform work under applicable laws and regulations.</li> </ol> <p>Will communicate effectively and timely if any determination of responsibility terms cannot be met or delayed.</p>
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<b>Additional Information</b>		
<b>No.</b>	<b>Description</b>	<b>Terms</b>
1.	Proposal	Prices for each item must be quoted. GST and customs (if imported) should be as separate lines on the invoice. Offers must show unit prices, extensions, and total price. All items, services, spare parts, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees. The quoted prices should be valid for 90 days.
2.	Payment terms	Payment will be made upon delivery of services and submission of an invoice in PKR.

### **Descriptive Literature**

Descriptive literature for the quoted proposed services may be required. Descriptive literature means information (e.g. cut sheets, illustrations, drawings, **brochures**, etc) that is submitted as part of an offer. Any discrepancy between written technical specifications in the RFP and the literature must be clearly explained.