

Expression of Interest (EOI)

For

Hiring of Marketing Consultancy Firm

To

Create and implement marketing strategies and plans for a newly established public sector commercial concern

Ref No: 2613/TG-1/Hiring Firm/Com/HIT

5 September 2019

Heavy Industries Taxila

Request for Expression of Interest (EOI)

Heavy Industries Taxila government owned military industrial complex invites Expression of Interest (EOI) from the consultant firms who are on Active Taxpayers List of the Federal Board of Revenue for the services to **create and implement marketing plan and strategy for a newly established public sector commercial concern.** Method of selection will be **Quality and Cost Based Selection.**

Expression of Interest documents containing detailed terms and conditions etc. are available in the office of the Deputy Assistant Director (Marketing, Sales and Export Commercial Directorate). Price of the EOI documents is Rs. 5000. EOI documents can also be downloaded from PPRA website i.e. www.ppra.org.pk.

The expression of interest, prepared in accordance with the instructions in the EOI documents, must reach at Heavy Rebuild Factory HRF (T) Gate no 1 on or before **1000 hrs, on 23 Sep 2019**. The expression will be opened the same day at Tender Opening Cell, Commercial Directorate. This advertisement is also available on PPRA website at www.ppra.org.pk.

Engr, Sher Ayyaz
Deputy Assistant Director
(Marketing Sales and Export)
Commercial Directorate,
Heavy Industries Taxila.
051-9315033/62917
dmnp@hit.gov.pk

1. Introduction. An amendment in the Gazette of Pakistan Act No XII of 1997 of HIT Board is under process, whereby the HIT is likely to be authorized to form a private / public limited company to market and sell products and services and to perform all such other commercial activities.
2. Aims & Objectives. The objective of the consultancy is to seek professional opinion to make and implement comprehensive strategies and plans for Heavy Industries Taxila for the effectiveness of the scheme, both in terms of financial and physical progress, in meeting its objectives and to suggest measures for midcourse correction for marketing system improvement and better utilization of the resources. The contracted firm will be responsible to formulate a comprehensive Marketing Plan, keeping in view the Scope / Milestones / Objectives mentioned as **Anx 'A'**.
3. EOI Fees. A non-refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of a demand draft or a pay order drawn in favour of Director Commercial "Heavy Industries Taxila" has to be submitted along with the EOI response. EOI proposal received without or with inadequate EOI fee shall be liable to get rejected.
4. Venue & Deadline for Submission of Proposal. The proposal, in its complete form in all respects as specified in the EOI, must be submitted to Heavy Industries Taxila at the address specified herein earlier. In exceptional circumstances and at its discretion, Heavy Industries Taxila may extend the deadline for submission of proposals by issuing an amendment (As per original advertisement), in which case all rights and obligations of Heavy Industries Taxila and the consultant firms previously subject to the original deadline will thereafter be subjected to the deadline as extended.
5. Validity of Offer.
 - a. The EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by Heavy Industries Taxila.
 - b. Only registered suppliers/persons who are on active taxpayer list (ATL) of FBR are eligible to supply good/services to government departments. The bidder will submit certificate to this regard along with the EOI.

6. **Instructions to Consultants.** The EOI is to be submitted in the manner prescribed below. The information as detailed below is to be submitted in two hardcopies in separately sealed envelopes:-

- a. Applicant's EOI as per Format-1.
- b. Organizational Contact Details as per Format-2.
- c. Experience of the organization as per Format-3.
- d. List of three (03) experts/ consultants on payroll as per Format-4.
- e. Financial strength of the company as per Format-5.
- f. Additional information as per Format-6.
- g. Declaration as per Format-7.
- h. Power of Attorney in favour of "Authorized Signatory" with long and short signatures of authorized person.

7. The consultants are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the consultant's risk and may result in rejection of the proposal.

8. **Qualification Criteria.** Following will be the minimum pre-qualification criteria. Each eligible consultant should meet all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated:-

S. No.	Pre-qualification Criteria	Supporting Compliance Document
a.	The applicant shall be a registered firm/ company/ partnership/ proprietorship firm.	Copy of Certificate of incorporation and/or Partnership Deed.
b.	The firm should be in the business of providing similar consultancy services for at least three years.	Supporting Certificates.
c.	The firm has to be profitable and should not have incurred loss in any of the last 3 consecutive financial years	Audited financial reports of last three years

d.	The firm should have an annual turnover of Rupees 10 million in each of the last three consecutive financial years.	Bank statements of last three financial years.
e.	The firm shall have experience of providing:- (1) Three or more similar completed consultancy services to government / autonomous bodies. (2) Three or more similar completed consultancy services to private sector.	Copy of Work Order / Contract
f.	The consultancy firm should have at least three full time consultants on its pay rolls.	Certificate by the audit firm or Company's Secretary.
g.	The firm should not be blacklisted by any Government organization.	Certificate signed by the authorized signatory.
h.	Income Tax Registration Certificate.	Copy of the certificate to be enclosed.

9. Evaluation Criteria and Method of Evaluation

- a. Screening of EOIs shall be carried out as per eligibility/qualification conditions mentioned in this document and based on verification of testimonials submitted.
- b. EOI will be evaluated for shortlisting inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of the firm and presentation / proposal to the selection committee.
- c. The firms may be required to make a presentation, if required, to a selection committee show-casing their proposals.
- d. Heavy Industries Taxila will take up references and reserves the right to pay due heed to the firm's performance and experience.
- e. The shortlisted firms will be issued Request for Proposal (RFP) Documents and may be required to submit proposals according to the method of procurement mentioned in the RFP.

10. **Response.** The firms must ensure that their EOI response is submitted as per the formats attached with this document. Application in sealed cover super scribed, as **“EOI for Hiring of Marketing Consultancy Firm”**.

11. **Conflict of Interest**

- a. Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidding Firm to inform Heavy Industries Taxila, detailing the conflict in writing as an attachment to this EOI proposal.
- b. Heavy Industries Taxila will be the final arbiter in cases of potential conflicts of interest. Failure to notify Heavy Industries Taxila of any potential conflict of interest will invalidate any verbal or written agreement.
- c. A **“Conflict of Interest”** is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular firm is successful. Actual and potential conflicts of interest must be declared by a person involved in a procurement process.

12. **Condition under which EOI is issued.** The EOI is not an offer and is issued with no commitment. Heavy Industries Taxila reserves the right to withdraw EOI and or vary any part thereof at any stage. Heavy Industries Taxila further reserves the right to disqualify any firm, should it be so necessary under PPRA rule 18, at any stage.

13. **Last date of submission of EOI.** The last date of submission of EOI is 15 Sep 2019, 1000 hrs.

FORMATS FOR SUBMISSION:

FORMAT – 1

APPLICANT’S EXPRESSION OF INTEREST

To,

Sub: Submission Of Expression Of Interest For Hiring Of Marketing Consultancy Firm To Create And Implement Marketing Strategies And Plans For A Newly Established Public Sector Commercial Concern

Dear Sir

In response to the Invitation for Expressions of Interest (EOI) published on -----
----for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. List of experts / consultants on payroll at least 3 (Format-4)
4. Financial strength of the organization (Format-5)
5. Additional information (Format-6)
6. Declaration (Format-7)

Sincerely Yours,

Signature of the applicant [Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

FORMAT – 2

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ partnership firm	
4.	Whether the firm has been blacklisted by any government organization? If yes, details thereof.	
5.	Address of registered office with telephone no. & fax	
6.	Address of offices in other cities	
7.	Contact Person with telephone no. & e-mail ID	

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association (If any) in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT – 3

Experience in Related Fields						
Overview of the past experience of the Organization in all aspects related to similar assignments						
S. No	Items	Number of Assignments during last 3 years	Order Value of each assignment in Millions in PKR. (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)		
1	Experience of Assignments of similar nature					
1.1	Experience in carrying out similar assignments in Public sector.					
1.2	Experience in carrying out similar assignments in Private sector.					
Signature of the applicant Full name of applicant Stamp & Date						

FORMAT – 4

List of experts/consultants on payroll (at least 3)				
S. No	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				
4.				
5.				
6.				

Note: Please attach detailed CVs of the consultants

Signature of the applicant
Full name of applicant

Stamp & Date

FORMAT – 5

Financial Strength of the Organization					
S. No	Financial Year	Whether profitable Yes/NO	Annual net profit (in PKR Millions)	Overall annual turnover (in PKR Millions)	Any other detail to support
1	2016-17				
2	2017-18				
3	2018-19				
Note: Please enclose auditor's certificate in support of your claim.					

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT – 6**Additional Information**

1. List all enclosures (Supporting documents) related to the previous sections.

S.NO	Description	No. of pages

2. Additional information to support the eligibility as per Section 7 (Not more than 2 pages).

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT -7

Declaration

We hereby confirm that we are interested in competing for the Consultancy Services to Create and implement marketing strategies and plans for a newly established public sector commercial concern

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.

ANNEXURE-A**SCOPE FOR WORK ANALYSIS****1. Objective**

The consultant firm will be responsible for the making and implementation of plans and strategy for marketing, communications, knowledge management, branding and outreach activities etc. The plan and strategy will be centered on the core of the business and what services and products could be offered by the Heavy Industries Taxila or its commercial company to be established in due course of time. The consultant is expected to help create a detailed marketing plan, determine the marketing message, and identify the appropriate marketing mix to get the message out. The marketing consultant firm should be skilled and knowledgeable in consumer behavior and marketing process. It must have the ability to identify the HIT's target market; and position its products or services offering, in a way that will interest consumers and make them want to buy. The marketing consultant firm should be able to not only think creatively but analytically. They must be able to not only be creative but to be able to gain results from that creativity.

2. Scope. The desired scope is as under:-

- a. **Marketing Plan – A Basic Req.** A good marketing plan covers to attract and retain customers under the available budget. Prep of marketing plan is a specialized job and often got done through hiring of marketing consultants. Essentials are as under:-

- (1) **Be Honest and Unbiased.** The biggest mistake companies make is not developing their plan from the perspective of their buyers. Instead they develop the plan based on their emotions of their business. Take yourself out of your shoes and put on your buyers' shoes. How do they view your products, services, industry, competition, and you? If you can be brave and look at everything from your buyers' perspective, you will develop a much more effective plan.

(2) **Clearly Define your Buyers' Personas**

- (a) The temptation will be to generalize the target. Ask more questions about who they really are. This will help us determine better ways to reach them. Here are some questions to ask:-
- i. What is their demographic information?
 - ii. What job do they have and what level of seniority are they?
 - iii. What does a day in their life look like?
 - iv. What pain points do they have?
 - v. What do they value most?
 - vi. What are their goals?
 - vii. Where do they go for info?
 - viii. What experience are they looking for when shopping for our products and services?
 - ix. What are their most common objections to our product or service?

(3) **Clearly Identify the Competition**

- (a) Who are our direct competitors?
- (b) Who are our indirect competitors?
- (c) What are their strengths?
- (d) What are their weaknesses?
- (e) What is the definition of their products and services?
- (f) What are the benefits of their products and services?
- (g) What is the lifespan of their products and services?
- (h) How does their pricing compare to ours?
- (i) What is the quality of their product and services?
- (j) Are there any restrictions to their products and services?
- (k) Where are their products and services purchased?
- (l) Where are they used?

(4) **Clearly Define Products and Services**

- (a) What are our strengths?
- (b) What are our weaknesses?
- (c) What is the definition of our products and services?
- (d) What are the benefits of our products and services?
- (e) What is the lifespan of our products and services?
- (f) How does our pricing compare to our competitors?
- (g) What is the quality of our product and services?
- (h) Are there any restrictions to our products and services?
- (i) Where are our products and services purchased?
- (j) Where are they used?
- (k) When are our products and services purchased?
- (l) How frequently are they purchased?
- (m) What is our trade area by geography and population?
- (n) Are there any technological threats that pose a threat to our business?
- (o) Why do people currently not buy from us?
- (p) Why do they buy from us?
- (q) What are our peak selling times of the year?

(5) **Clearly Define the Goals**

- a. What is our short term sales goal?
- b. What is our long term sales goal?
- c. What are the possible obstacles that could prevent us from reaching this goal?
- d. What is our annual target rate of growth?
- e. Clearly define our sales process.
- f. Identity each step our buyers and we go through together.
- g. What is their buying cycle?
- h. How do they initially come into contact with us?
- i. How many times do they have contact with us before buying?
- j. Is this the same answer for our competition?
- k. What follow up do we do?

(6) Clearly Define the Current Marketing and Advertising

- a. Do we have marketing research?
- b. Do we engage in public relations activities?
- c. Do we use an advertising agency?
- d. Is all our marketing interconnected and focused?
- e. What forms of media are we using?
- f. Which one are the most and least effective?
- g. What is the quality of our creative assets?
- h. Do we have a slogan?
- i. Is our marketing projecting the perception we want of our company?
- j. Do our buyers currently share this perception?
- k. What was the most and least successful advertising we ever did?

(7) Clearly Define the Marketing and Advertising Budget

- (a) The average marketing and advertising budget is 3.5-5% of annual gross sales. This number may be more or less depending on our industry:-
 - (i) What percentage of sales was used for marketing and advertising last year?
 - (ii) If this number is less than the industry average, it may not be financially responsible to immediately increase it to the industry average. Gradual increases may make more sense until our budget is up to industry standards.
 - (iii) If it is over the industry average, there may be an opportunity to decrease our advertising and marketing budget while maintaining the same effectiveness.

(8) Clearly Define the Plan's Execution

- (a) Define the responsibilities for media buying.
- (b) Define the workflow for how leads are handled.
- (c) Define the workflow for follow up.
- (d) Set dates for evaluating the performance of the plan.