

PROCUREMENT REGULATORY AUTHORITY OF ZIMBABWE

STANDARD REQUEST FOR EXPRESSIONS OF INTEREST

for the

Selection of Non- Consultancy Services

June 2020

**REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF NON-CONSULTING SERVICES
(Firms Selection)**

Advertising and Marketing Consultancy Services

The Securities and Exchange Commission of Zimbabwe (SECZ) invites reputable advertising and marketing agencies interested in developing an advertising strategy and providing advertising and marketing services for the Commission.

The services will involve developing and managing an advertising strategy and carrying out related activities as and when required.

[SCZ/2020/CFMD/01]

The Securities & Exchange Commission of Zimbabwe wishes to engage consulting services relating to developing and managing an advertising strategy and carrying out related activities as and when required.

The objective of the advertising agency, therefore, will be to provide comprehensive advertising and marketing services to the Commission and will be expected to manage the advertising spend and produce the expected outcome.

The campaign will involve formulating an advertising strategy which will culminate in the following:

i) Production of communication and advertising material for print, radio and television. The agency will be responsible for media placement and management.

ii) Creation and management of all digital and social media platforms.

iii) Production of short infomercial videos as well as branded material and branded literature,

iv) Event management.

vi) Managing national and regional road shows and advertising campaigns.

The agency will be engaged on an ad hoc basis.

The Securities & Exchange Commission of Zimbabwe now invites eligible consulting firms ("Consultants") to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria are:

1. Submit samples of past projects (similar) preferably in size and scope, quality of work and efficiency and proof of ability to work in stringent timelines.
2. Complete organisational portfolio with supporting documents such as company profile, with Directors' CVs, company registration and tax clearance forms
3. Submit Methodology of conducting and delivering service and a detailed timeline of delivery of project.
4. Indicate availability to carry out the advertising and media campaign during the period of June to the end of May 2021.
5. At least 5 years' experience in creative advertising and copywriting, video production and other relevant media services
6. *Membership of a recognised Advertising/ Marketing Association.*

The following documents should be submitted in support of the information provided:

1. Registration with the Procurement Regulatory Authority of Zimbabwe (PRAZ) as well as with a local advertising association.
2. Complete organisational portfolio with supporting documents such as company profile, with Directors' CVs, company registration and tax clearance forms.

Short-listed Consultants will be invited to submit detailed technical and financial proposals, as described in Part 1 of the Request for Proposals Procedures in the Standard Request for Proposals for the Selection of Consultancy Services.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the procedures specified in Part VIII of the Public Procurement and Disposal of Public Assets Act [*Chapter 22:23*] and Part VI of the Public Procurement and Disposal of Public Assets (General) Regulations, 2018 (Statutory Instrument 5 of 2018). Short-listed Consultants will be invited to submit their proposals on a separate document based on the Standard Request for Proposals for the Selection of Consultancy Services and the Consultant submitting the successful proposal will be engaged on the contractual terms set out in that document and in the General Conditions of Contract for Consultancy Services. Copies of the Act and Regulations and the standard documentation are available on the website of the Procurement Regulatory Authority of Zimbabwe.

This opportunity is open to all Consultants who meet the criteria for eligibility as stated in Section 28 of the Act and who have the nationality of an eligible country as defined in Clause 1.10 of the General Conditions of Contract for Consultancy Services. The Consultant and its sub-consultants must provide personnel who are citizens of eligible countries.

Participation in this bidding procedure is restricted to Zimbabwean bidders. Participants should produce the following documentation as evidence of their nationality:

1. *Certificate of Incorporation.*
2. *Memorandum of Association*
3. *CR14*
4. *Tax Clearance Certificate*

The method of selection will be *Quality and Cost Based Selection*.

Further information can be obtained at the address below during office hours.

A Consultant may submit only one expression of interest. The expression of interest must be submitted in a clearly marked envelope and deposited in the tender box whose location is Securities and Exchange Commission, Smatsatsa Office Park, Ground Floor, Block C, Borrowdale Road, Borrowdale by 1000 hours on Friday 5 June, 2020. Late expressions of interest will be rejected.

The Procurement Management Unit
Ground Floor, Smatsatsa Office Park,
Borrowdale Road. Borrowdale.
Tel: + 263 242 870042-46, 48-49, 80-81
E-mail: tenders@seczim.co.zw
Web site: www.seczim.co.zw

Letter for submission of expression of interest

To: *{Insert name of Procuring Entity}*

With reference to your invitation for expressions of interest for *{insert subject and proposal reference number}*, we express our interest in bidding for a contract to provide these services.

We provide the following information in relation to the short-listing criteria:

1. Qualifications and experience of the firm: *{Insert relevant information}*.
2. Availability of appropriate skills among staff: *{Insert relevant information}*.
3. Other short-listing criteria: *{Insert relevant information}*.

We submit the following documents in support of this information *{list any documents that were requested in the invitation for expressions of interest; if no documents were requested, delete this paragraph }*.

{Delete whichever of the following statements do not apply:}

1. This firm will be the sole provider of the requested consultancy services. **or**
2. We propose to provide the requested consultancy services as part of a joint venture with *{provide the name of the joint venture partner and details of the contribution the partner would make to the required consultancy services}*. **Or**
3. We propose to engage as sub-contractors *{provide the name of the sub-contractor and details of the contribution the sub-contractor would make to the required consultancy services}*.

{In the case of 2 or 3 above} We confirm that the firm mentioned above has agreed to be associated with this expression of interest.

{Name and postal and physical address of firm submitting the expression of interest, together with name of contact person and contact details, including telephone number and e-mail address. The firm's website address should be provided, if available.}