SOS CHILDREN’S VILLAGES KENYA

TENDER NAME: PRE-QUALIFICATION OF BRAND PROMOTION AND MARKETING COMPANIES

PRE-QUALIFICATION NO: REF NO: SOSCVKE/NO/001/2020

1. TENDER NOTICE

PREQUALIFICATION OF BRAND PROMOTION & MARKETING COMPANIES

SOS Children’s Villages Kenya (SOS CV KE) is a Non-Governmental Organization focused on supporting children and young people without parental care and those at risk of losing it. SOS Children Villages collaborate with like-minded organisation, institutions, philanthropists and individuals to mobilize local support for its programs.

SOS Children’s villages Kenya invites applications for pre-qualification from interested and eligible firms who shall be called upon from time to time and as need arises to give quotes/proposals for various promotional and marketing activities for the organization.

The scope of work will vary on case by case but will include but not limited to:

- Conducting variety of promotional activity in major cities of Kenya
- Recruitment of the team that can represent SOS CV brand in a professional way.
- Development of strategic marketing strategies and Conduct customised trainings on behalf of SOS CV for target achievement
- Conducting of activation sessions for individual givers and promote brand loyalty.
- Sponsorship activations and event marketing

All questions and answers regarding this prequalification should be asked and will be responded through the email: Nationaloffice.procurement@soskenya.org

Duly completed pre-qualification documents in plain sealed envelopes clearly marked with the Tender name and Prequalification number should be deposited at the tender box located at the SOS CHILDREN’S VILLAGES KENYA National office physical address at GATE 7, MARCUS GARVEY ROAD, OFF ARGWINGS KODHEK, HURLINGHAM, P.O. BOX 40653-00100, NAIROBI, KENYA

To be received on or before 6th October, 2020 at 1600 hrs.:
PRE-QUALIFICATION INSTRUCTIONS

1.1 Introduction

SOS Childrens’ villages Kenya would like to invite interested and eligible promotional and marketing companies who shall be called upon from time to time and as need arises to give quotes and or proposals for various brand promotional and marketing activities.

1.2 Pre-qualification Objective

The main objective is to develop a database of reliable and competent companies to provide services as and when required.

1.3 Term

Successful companies will be prequalified for a period not exceeding 3 years.

1.4 Invitation of Pre-qualification

Suppliers registered with Registrar of Companies under the Laws of Kenya are invited to submit their PRE-QUALIFICATION documents to SOS Children’s Villages Kenya so as to be pre-qualified for submission of quotations / proposals. The prospective suppliers are required to supply mandatory information as required in this document in order to qualify for pre-qualification.

1.5 Experience

Prospective suppliers and contractors must have successfully carried out similar services with other reputable institutions and/or organization.

1.6 Pre-qualification Document

Prospective candidates are urged to read the prequalification document carefully and fill ALL necessary forms and provide ALL information as requested.

2. PRE-QUALIFICATION EVALUATION AND SELECTION CRITERIA

2.1 Registration and legal bonding documents

- Attach a Certificate of registration or incorporation
- Attach Tax compliance certificate from KRA.
- Attach any other relevant industry specific certifications

2.2 Experience

- Attach at least three reference letters signed and stamped by client of similar work successful completed within the last 3 years, preferably from INGOs. The letter should have contact information (phone and email) of the client, value of contract and period of contract.
- Attach other evidence of experience in similar brand promotional/marketing consultancies in the last 3 years e.g. LPOs, LSOs, service contracts, service completion certificates etc.
• Attach a list of clients you have served for similar promotional/marketing consultancies within the last 3 years indicating name of client, contact details-phone and email, value of contract, period of consultancy, status-whether complete or ongoing or expected completion date

2.3. Financial Position

• Attach audited financial statements for the past three years.
• Attach a summary/analysis of your audited financial statements indicating your turn over and cash flows for the period; attach the balance sheet and profit and loss statements for the last three years
• Attach letters of reference from the bankers/financiers regarding your credit position or financial support.

2.4 Additional Due Diligence

SOS CV KENYA may choose to engage in additional due diligence processes with a particular company. The purpose of these processes is to ensure that SOS CV KENYA prequalifies only reputable, ethical, responsible companies with solid financials and the ability to meet its requirements. Additional due diligence may take the form of the following processes (though it is not limited to):

● Reference Checks
● Supplier’s facility visits
● Further analysis of audited financial statements
● Determination of relations and affiliations between offerors
● Presentations-online or physical

Other appropriate documented method giving SOS CV KENYA increased confidence in the supplier’s ability to perform.

ANNEXES: Please read and complete the annexes 1 and 2 below and submit together with your prequalification documents.

ANNEX 1: CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars in part 1 and 2(a), 2(b) or 2 (c) whichever apply your type of business.

You are advised that it is a serious offence to give false information on this form

Part 1 –GENERAL

Business Name.............................................................................................................

Location of business premises....................................................................................

Plot no......................................................................................Street/Road..................

Postal address.................................................Tel No........................................
Nature of business

Current trade License No: Expiring date:

Maximum value of business which you can handle at any one time: Kshs:

Name of your bankers: Branch:

Part 2 (a): Sole proprietorship

Your name in full: Age:

Nationality: Country of origin:

*Citizenship details:

Part 2 (b): Partnership

Given details of partners as follows:

<table>
<thead>
<tr>
<th>Partner 1</th>
<th>Partner 2</th>
<th>Other(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Names</td>
<td></td>
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<tr>
<td>Nationality/Citizenship</td>
<td></td>
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</tr>
<tr>
<td>Shares</td>
<td></td>
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</tr>
</tbody>
</table>

Part 2 (c) – Registered Company

Private or public:

State the nominal and issued capital of company

Nominal Kshs:

Issued Kshs:

Given details of all directors as follows:

<table>
<thead>
<tr>
<th>Director 1</th>
<th>Director 2</th>
<th>Other(s)</th>
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<tr>
<td>Shares</td>
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</table>
ANNEX 2: SWORN STATEMENT

Having studied the pre-qualification information for the above consultancy we/I hereby state:

a) The information furnished in our application is accurate to the best of our knowledge.

b) That in case of being pre-qualified we acknowledge that this grants us the right to participate in due time in the submission of a proposal or quotation on the basis of provisions in the tender or RFQ documents.

c) We enclose all the required documents and information required for the pre-qualification evaluation.

Date .................................................................

Applicant’s Name .................................................................

Represented by .................................................................

Signature .................................................................

(Full name and designation of the person signing and stamp or seal (must be a person with authority to sign on behalf of the company e.g director))