

Invitation to submit Proposals for Hiring of Communication & PR Firm

A public sector company requires the services of Communication and PR Firms having well established reputation, professionally sound, experienced and well versed with modern electronic and print media concepts to act, perform and promote various projects in domestic and in international markets.

The interested parties must provide the following details in their proposals:

- Company/firm profile specifying the corporate status with documentary evidence thereto;
- Relevant experience and past performance;
- Capabilities with respect to qualified human resource and other professional personnel's;
- Financial position;
- List of existing cliental;
- Brief description of the methods to be employed for delivery of services in accordance with the terms of reference;
- Timelines for performance of services;
- Monthly Reporting mechanism;

For evaluation, following rules shall apply:

- The procuring agency shall adopt single stage two envelope procedure;
- The evaluation shall be done on the basis of the: past and present experience (max. 15 score); available human resource (max. 15 score) and individual expertise (max. 30 score); past and existing cliental (max. 15 score); and capability to perform the services in accordance with the terms of reference (max. 35 score);
- The scores are to be granted as per level of excellence transpired from the documents provided by the applicant Companies/firms to the procuring agency;
- The applicant companies/firms' financial proposals should be opened only when its technical proposal is accepted for further proceedings obtaining maximum of 70 scores;
- The procuring agency shall judge individually the capacity of each company/firm to deliver the required services in accordance with terms of reference;
- The evaluation criteria provided herein is supplementary to each other providing value for each Rupee spent and transparency;
- The financial proposals of unsuccessful Company/Firm shall be returned unopened;
- The Company/Firm having lowest financial bid shall become successful;
- Only the successful Company/Firm shall be contacted for negotiation of contract; and
- The procuring agency shall have right to cancel the whole process before acceptance of any proposal without assigning any reason whatsoever;

Interested parties should submit their proposals at P.O. Box # 514 GPO Islamabad within fifteen (15) days from the date of publication of this invitation to submit proposals.