



**REQUEST FOR PROPOSAL: PROVISION OF COMMUNICATION
SERVICES TO DTCS**

DTCS 047-2021

TENDER SUBMISSION DATE: 30TH JULY 2021 @1200HRS

1. Introduction

Diamond Trading Company (DTC) Botswana is a 50/50 Joint Venture partnership between the Government of Botswana and De Beers. It is the world's largest and most sophisticated rough diamond sorting and valuing operation in the world. It sorts and values Debswana Diamond Company's rough diamond production and subsequently sells these to Okavango Diamond Company and De Beers.

2. Overview

DTCB intends to build its corporate image and awareness of its operations and CSI activities through providing information via various mediums of communications such as social media platforms, radio, newspapers, magazines, TV, electronic billboards, etc. Trade shows and other related educational events will also be among the activities DTCB intends to take part in.

DTCB's objective is to enlist a communications agency with the right competencies and experience in order to ensure that DTCB is well positioned through well-orchestrated Communication campaigns.

3. Scope of Work

The Agency will perform for **DTCB** all the activities customarily performed by a Communication Agency. These duties shall include but not limited to the following:

- i. Creation, production and execution of approved communications campaigns, inclusive of media plans.
- ii. Contracting various forms of media for communication purposes.
- iii. Supply photo checks of all outdoor media used.
- iv. Supply reports entailing press cut-outs (including media coverage), activities undertaken, costs, media schedules, etc.
- v. Manage DTCBs events.
- vi. Effectively communicate the DTCB's Corporate social responsibility activities.
- vii. Design all DTCB artwork.
- viii. Manage trade shows, customer events and branding work.
- ix. Develop and provide all creative designs, concepts and graphics for advertising purposes.
- x. Schedule regular briefings to management.
- xi. Produce the company's annual report (if need be) and the monthly newsletter.

- xii. Produce a corporate video and filming of DTCCBs events.
- xiii. Source corporate gifts and related promotional materials including memorabilia.
- xiv. Quarterly CSI and brand reports to cover all activities undertaken that quarter.
- xv. Conduct an Internal Communications Audit.
- xvi. Prepare monthly social media reports.
- xvii. Provide digital communication recommendations and deliver content appropriate for each channel.
- xviii. Drive effectiveness of digital communication strategy by continually monitoring channels and analytics while proactively ensuring in-house communication efforts aligned with current strategy.
- xix. Recommend new digital opportunities as appropriate, such as platforms, tools, trends etc.

4. Care and Diligence

4.1 The Agency shall exercise all skill, care and diligence in the execution of the services.

4.2 The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively

5. Obligation of DTCCB

5.1 Prepare all variation orders and additional works orders as required.

5.2 Process payment thirty (30) days from the date of invoice.

a. Period/Duration of the Service

- The period of engagement shall be two years.
- The agency will have to undergo a quarterly performance review of activities.

6. Staff

6.1 The agency shall submit to DTCCB the Curriculum Vitae (CV) of its key personnel to be deployed for the Account. Furthermore, no members of staff shall be withdrawn, or new staff provided without prior approval of DTCCB.

6.2 The Agency shall indicate the level of citizen involvement in terms of shareholding, directorship and management.

6.3 As part of your submission, the deliverable is to develop a 12 month Internal Communication or Social Media Campaign. Information to be relatable to the current environment (e.g. COVID -19).

7. Expertise

- 7.1 Bidder should demonstrate experience in the provision of similar assignment.
- 7.2 Bidder should provide abridged curriculum vitae detailing experience and qualification of key personnel to be used for this assignment.

8. Reference Sites

Prospective consultant is expected to provide the following:

- 8.1 Company names and Contact details where similar work is or has been carried out.
- 8.2 Nature and scope of the assignment.
- 8.3 Project Cost.

Please note that shortlisted bidders shall expect their client references to be contacted during the tender evaluation process.

9. Methodology and Approach

The bidder must provide a detailed description of their proposed methodology and approach including full description of deliverables.

10. Cost and Payment Schedule/Remuneration of the Agency

The tenderer is required to provide the following;

- 10.1 Breakdown of the fees for the assignment.
- 10.2 Details of all costs shall be submitted as part of the Tenderer's proposal. Details shall, inter alia, include options of hourly rates, production mark ups, retainer fees, etc.
- 10.3 Currencies in which Tenderers require payments to be made shall be stated.
All payments for local supply shall be made in Pula.
- 10.4 Please note that payments will only be made after completion of the proposed deliverables.

11. Company information

The following are required in your proposal;

- 11.1 The company/firm/consultant's profile – (when it was established, how long it has been operating, main line of business, the size of its operations in terms of manpower etc.).
- 11.2 Directors' / Partner's profiles
- 11.3 Contact details: Physical and postal addresses, telephone numbers and other related information.
- 11.4 Valid Tax Clearance certificates and Valid trading licenses.
- 11.5 Certificate of incorporation.

12. Tender Evaluation

Tender evaluation criteria are contained in **Annexure 1**.

13. Form of Tender

Tenderers are required to complete and submit form of tender contained in **Annexure 2**.

14. Submission of Proposal

Proposals must be emailed to oramopedi@dtcb.co.bw before the tender closing date on **30th July 2021 at 12h00**.

15. Enquiries prior to tender closing date

Enquiries or request for clarification regarding this tender must be submitted by email to **oramopedi@dtcb.co.bw**.

16. Authority of tender

The Tender must be signed by a person duly authorised to do so and evidence of the authority of the signatory must be provided.

17. Tender Validity

Tenders shall be valid for a period of ninety (90) days from the closing date.

18. Confidentiality

All documentation and any other information produced will be the intellectual property of DTCB exclusively and should be treated as confidential. No information obtained by the Service Provider as a result of the consultancy shall be given or applied to a third party without written consent from DTCB.

ANNEXURE 1 - EVALUATION CRITERIA

Bidders are advised that the following will be taken into account during tender evaluation. The evaluation shall be carried out in three stages:

Stage 1: Compliance

Stage 2: Technical Evaluation

Stage 3: Financial Evaluation

NB: Site visit/presentation to those that satisfied the technical stage.

STAGE 1: COMPLIANCE STAGE

For the proposal to be considered compliant, Bidders shall satisfy the following requirements:

- a) Submission of a Certified Copy of a Certificate of Incorporation
- b) Submission of a Certified Copy of a Valid Tax Clearance Certificate or Exemption thereof issued by BURS
- c) Submission of a Certified Copy of Share Certificate(s)
- d) Details of the Company's Director(s)

STAGE 2: TECHNICAL EVALUATION

- a) Compliant bids shall be evaluated to determine compliance to the set criteria.
- b) Technical evaluation shall account for 70% of the mark

The following shall be considered at this stage:

| Criteria | Weight (%) |
|---|-------------------|
| 1. Consultancy Firm years' of experience | 10 |
| 2. Key Personnel's curriculums vitae inclusive of their academic qualifications and relevant experience | 20 |
| 3. Written and traceable references from clients where similar service has been provided in the recent past | 10 |
| 4. Methodology and Approach | 30 |
| TOTAL | 70 |

STAGE 3: FINANCIAL EVALUATION

Technically compliant bids shall be considered for financial evaluation. This stage shall account for 30% of the marks. Bidders' proposed rates shall be evaluated against the Corporation's estimate to assess their reasonableness. Bidders should be certain that price quoted is accurate before submitting their bids. Under no circumstances will DTCB accept any request for price adjustment on grounds that an error/mistake has been committed.

ANNEXURE 2 – FORM OF TENDER

**Diamond Trading Company Botswana
Plot 63016, Airport Road
Block 8
Gaborone**

Having examined the invitation to tender (ITT) document the receipt of which is hereby duly acknowledged, we, the undersigned, offer to undertake the assignment in accordance with the tender documents for the sum of BWP.....(amount in figures).In words.....

If our tender is accepted, we undertake to commence the work within..... weeks from receipt of official purchase order and complete the work within.....weeks.

We agree to abide by this for a period of ninety (90) days from the date fixed for tender opening

We understand that you are not bound to accept the lowest or highest or any tender you may receive.

On behalf of the tenderer

Name:

Title:

Tel No.....

Email Address..... .

Date: