



COMPETITIVE BIDDING TENDER DOMESTIC (CBTD) 01-25

INVITATION TO COMPETITIVE BIDDING TENDER
FOR THE PROVISION OF ADVERTISING AGENCIES

Tender Closing Date: 03 April 2025



**BIDDING DOCUMENT FOR THE PROVISION OF ADVERTISING AGENCIES
PROCUREMENT REFERENCE NO: CBTD 01-25**

**Standard Bidding Document for the Provision of Advertising Agencies Procurement
Reference No: CBTD 01-25**

Procuring Entity: TelOne Zimbabwe

Date of Issue

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PART 1: BIDDING PROCEDURES

References:

Procurement Reference Number: CBTD 01-25 Preparation of Bids

You are requested to bid for the supply of the services specified in the Statement of Requirements below, by completing and returning the following documentation:

1. the Bid Submission Sheet in this Part;
2. the Statement of Requirements in Part 2;
3. A bid securing declaration in the format specified in this Part;
4. A copy of
 - i. Bid Securing Declaration
 - ii. Signed bid submission sheet (annexure A)
 - iii. Certificate of Incorporation
 - iv. Comprehensive company profile
 - v. CR6 showing company directors
 - vi. Current Tax Clearance Certificate
 - vii. Validity period of tender of 60 days (Bidders must state)
 - viii. The tender should have a table of contents with marked pages.

Failure to comply with the above documents will lead to automatic disqualification.

The standard forms in this document may be retyped for completion but the Bidder is responsible for their accurate reproduction. All pages of the Bid must be clearly marked with the Procurement Reference Number above and the Bidder's name and any reference number.

Number of bids allowed

No Bidder may submit more than one bid, either individually or as a joint venture partner in another Bid, except as a subcontractor. Where the procurement is divided into lots and packages, only one Bid can be submitted. A conflict of interest will be deemed to arise if bids are received from more than one Bidder owned, directly or indirectly, by the same person.

Clarification

Clarification of the bidding document may be requested in writing by any Bidder by 27 March 2025 and should be sent to:

The Procurement Management Unit Executive
TelOne
P O Box CY331, Causeway, Harare,
Zimbabwe Fax: 263 24 2795499

Email-; judith.meki@telone.co.zw; cladios.chenga@telone.co.zw;
desire.tavarwisa@telone.co.zw and procurement@telone.co.zw

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PART 1 BIDDING PROCEDURES

Validity of Bids

The minimum period for which the Bidder's bid must remain valid is 60 days from the deadline for the submission of bids.

Submission of Bids

Bids must be submitted in writing in a sealed envelope to the address below, no later than the date and time of the deadline below. It is the Bidder's responsibility to ensure that they receive a receipt confirming submission of their bid that has correct details of the Bidder and the number of the Bid.

The Bidder must mark the envelope with the Bidder's name and address and the Procurement Reference Number.

The bidder must submit one (1) original and two (2) copies of the tender document clearly marked as "original" and "copy". In the event of any discrepancy between them, the original shall govern. The original and all copies of the tender shall be typed or written in indelible ink and shall be signed by the bidder or a person/persons duly authorized to bind the bidder to the contract.

Late bids will be rejected. The Procuring Entity reserves the right to extend the bid submission deadline but will notify all potential bidders who have collected the bidding documents of the amended bid submission deadline.

Date of deadline: 03 April 2025

Deadline Time: 11.00hrs (Zim Time)

Submission address:

The Procurement Management Executive,
Tel-One, Procurement Management Unit, 8th Floor, Runhare House, 107 Kwame Nkrumah Ave, HARARE, ZIMBABWE

Means of acceptance:

The tender shall be enclosed in an envelope which shall be sealed and marked on the outside with the advertised tender number, description, closing date and time and must be hand delivered to the above stated address. Tender submission by Tele-fax/email shall not be accepted save for issue of queries.

Bid opening

Bidders and their representatives may witness the opening of bids online, which will take place through ZOOM on Thursday 03 April 2025 at 1100hrs (Zim time). The joining link will be provided in due course.

Withdrawal, amendment or modification of Bids

A Bidder may withdraw, substitute, or modify its Bid after it has been submitted by sending a written notice, duly signed by an authorized representative. However, no Bid may be withdrawn, substituted, or modified in the interval between the deadline for submission of Bids and the expiration of the period of Bid validity specified by the Bidder or any extension of that period.

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Delivery Requirements

The delivery period required (from the date of contract signing) and the final destination for delivery are as indicated in the Delivery Schedule in Part 2.

Evaluation of Bids

Bids will be evaluated using the following methodology:

1. **Preliminary evaluation** to confirm that all documents required have been provided, to confirm the eligibility of Bidders.

	Attributes	Compliance Status Compliant – C Not Compliant – NC
1.	Signed bid securing declaration (Annexure F)	
2.	Signed bid submission sheet (Annexure A)	
3.	Certificate of Incorporation or equivalent registration in the country of residence	
4.	Comprehensive company profile	
5.	CR 6 showing directors	
6.	Current Tax Clearance Certificate	
7.	Price Validity period which is 60 days (bidders should state)	
8.	Experience. At least one (2) written references showing not less than three (3) years proven experience in the advertising Industry.	
9.	Registration with Zimbabwe Association of Accredited Practitioners in Advertising (ZAAPA)	
10.	At least three written trade references from current contracts (in the form of official letters from client companies).	
11.	Registration with Zimbabwe Media Association (ADMA)	

2. Technical evaluation

The technical evaluation shall consider the bidder's compliance with the technical specifications of the tender. The table below shows the areas to be evaluated.

Technical specification

Forming the technical specifications is the Advertising Brief provided in **Annexure E** of this tender. Each bidder is required to produce and submit as the technical part of the tender response a sample of a 360degree campaign creative concept from the advertising brief for brand building.

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PART 1 BIDDING PROCEDURES

In response to the Brief, the prospective advertising agencies is required to develop a practical brand building campaign for TelOne. The campaign will be judged using the AIDA model:

- Attention
- Interest
- Desire
- Action

Other factors to be considered include:

- Level of creativity
- Adherence to Brand Manual
- Effectiveness of campaign
- Ability of the presentation to strengthen brand awareness and product usage
- Evidence of additional research other than information provided in the brief

3. **Financial evaluation** and comparison to determine the evaluated price of bids and to determine the lowest evaluated bid.

- (a) The bid price shall be considered at financial evaluation stage.
- (b) Delivery period to be stated.
- (c) Payment terms will be as agreed by both parties upon complete delivery.

Bids failing any stage will be eliminated and not considered in subsequent stages.

Evaluation criteria

The Procuring Entity's evaluation of a Bid will take into account, in addition to the Bid Price, the following criteria and methodologies.

- (a) **Delivery schedule:** The specified services are required to be delivered by the date indicated in the Delivery Schedule in Part 2. Bids offering delivery after the date shall be treated as nonresponsive.
- (b) **Deviation in payment schedule:** The payment schedule is stated in the Special Conditions of Contract (SCC) in Part 3. A Bidder may propose a deviation from the schedule and if the deviation is considered acceptable to the Procuring Entity, the Bid will be evaluated by calculating interest earned for any earlier payments involved in the terms outlined in the Bid as compared with those stipulated in the SCC, at the rate of interest indicated by the Reserve Bank of Zimbabwe on the closing date for submission of bids.

Eligibility and Qualification Criteria

Bidders must provide any available documentation and certify their eligibility in the Bid Submission Sheet. To be eligible, Bidders must

1. have the legal capacity to enter into a contract;
2. not be insolvent, in receivership, bankrupt or being wound up, not have had business activities suspended and not be the subject of legal proceedings for any of these circumstances;

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3. have fulfilled their obligations to pay taxes and social security contributions in Zimbabwe;
4. not have a conflict of interest in relation to this procurement requirement;
5. not be debarred from participation

Origin of Goods

All goods and related services must have as their country of origin an eligible country, as specified in the special conditions of the contract

Technical Criteria

The Technical Specifications Sheet details the minimum specification of the service required. The services offered must meet this specification, but no credit will be given for exceeding the specification.

Currency

Bids should be priced in USD Payable in local currency (ZWG)

Award of Contract

The tender will be awarded to at least one but not more than three lowest evaluated bids to specification. After the application of any additional evaluation criteria including any margin of preference, which is substantially responsive to the requirements of this bidding document will be recommended for award of contract. The proposed award of contract will be by issue of a notification of Contract of Award.

Right to Reject

The Procuring Entity reserves the right to accept or reject any Bids or to cancel the procurement process and reject all Bids at any time prior to contract award.

Corrupt Practices

The Government of Zimbabwe requires that Procuring Entities, as well as Bidders and Contractors, observe the highest standard of ethics during the procurement and execution of contracts. In pursuit of this policy;

1. the Procuring Entity will reject a recommendation for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract or been declared ineligible to be awarded a procurement contract.
2. any conflict of interest on the part of the Bidder must be declared.

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PART 1 BIDDING PROCEDURES

Annex A

Bid Submission Sheet

{Note to Bidders: Complete this form with all the requested details and submit it as the first page of your Bid. Attach the completed Statement of Requirements and any other documents requested in Part 1. Ensure that your Bid is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this Bid prevail over any attachments. If your Bid is not authorised, it may be rejected. If the Bidder is a Joint Venture (JV), the Bid must be signed by an authorized representative of the JV on behalf of the JV, and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized representatives.

Bidders must mark as "CONFIDENTIAL" information in their Bids which is confidential to their business. This may include proprietary information, trade secrets or commercial or financially sensitive information}.

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Subject of Procurement:

Name of Bidder:

Bidder's Reference Number:

Date of Bid:

We offer to supply the items listed in the attached Statement of Requirements, at the prices indicated on the attached Price Schedule and in accordance with the terms and conditions stated in your Bidding Document referenced above.

We confirm that we meet the eligibility criteria specified in Part 1: Procedures of Bidding.

We declare that we are not debarred from bidding and that the documents we submit are true and correct.

The validity period of our bid is: {days} from the date of submission.

We confirm that the prices quoted in the attached Price Schedule are fixed and firm for the duration of the validity period and will not be subject to revision, variation or adjustment.

Bid Authorised by:

Signature:

Name:

Position:

Date:(DD/MM/YY

Authorised for and on behalf of:

Company

Address:

.....

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PART 3 CONTRACT

ANNEX B

PART 2: STATEMENT OF REQUIREMENTS

Name of Bidder:

Bidder's Reference Number:

List of Goods and Price schedules

Currency of Bid: USD Payable in Local Currency (ZWG)

Please indicate Vat Inclusive/Exclusive accordingly where applicable

Item No	Description of Services	Quant ity	Unit Price
			<i>[to be provided by the Bidder]</i>
1	Hourly rate for Agency Creatives	1	
2	Mark Up % for Outsourced Work	1	

Bidders must confirm VAT status UNLESS OTHERWISE STATED PRICES WILL BE TAKEN TO INCLUDE VAT

Bidders to quote an absolute amount

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Annex C

Delivery Schedule

Name of Bidder:

Bidder's Reference Number:

{Note to Bidders: If the delivery period offered, or any other details, differ from the requirements below, this should be stated in your tender}.

Lot No	Description of Services	Quantity	Physical unit	Delivery Date Required by Procuring Entity and applicable INCOTERM	Bidder's offered Delivery period
				<i>(Competed by Procuring Entity)</i>	<i>(to be provided by the bidder)</i>
1.	Provision of Advertising Agencies	1	1	2 year contracts	

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Annex D

Technical Specification and Compliance Sheet

Name of Bidder:

Bidder's Reference Number:

The service provider must comply with following Technical Specifications and Standards:

ATTRIBUTE	MINIMUM REQUIREMENTS	Possible Score	Actual Weighted Score
1. Team Leader			
1.1 Team Leader Educational Qualifications	Relevant Commercial Degree or an equivalent qualification	2	
1.2 Team Leader Assignment related experience	At least 3 years' experience in Advertising Services	1	
1.3 Team Leader Work Environment and exposure	Specify work done for 2 Clients and the scope of works for each (Excluding TelOne)	2	
	Total Attribute 1	5	
2.0 Other Team Members			
2.1 Other Team members Assignment related experience	Any one member with at least 2 years experience.	2	
	Specify work done for 2 Clients and the scope of works for each (Excluding TelOne)	3	
	Total Attribute 2	5	
3.0 Methodology	Big Idea	4	
3.1 Level of Creativity	Original Campaign	3	
	Engaging Presentation	3	
	Total Attribute 3.1	10	
	Total 3.1		
3.2 Adherence to Brand Manual	Correct Logo and Elements	3	
	Logo Placement	3	
	Colour Coding	3	
	Correct Pay Offline	1	

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	Total 3.2	10	
3.3 Effectiveness of Campaign	Effective Call to Action	4	
	Prices, Packages and Offers	3	
	Correct Product	3	
	Total 3.3	10	
3.4 Ability of Presentation to strengthen Brand Awareness and usage	Product Key Attributes	5	
	Unique selling proposition	5	
	Total 3.4	10	
	Grand Total For Attribute 3 Methodology	40	
4. Evidence of additional research other than information provided in the brief	Items not indicated in brief	5	
	Correct Contact details	5	
	Total Attribute 4	10	
5. Experience of the Firm			
5.1 Print:	Actual Press cutting(one) showing flighted advert in the past 12 Months	10	
5.2 Outdoor:	Picture and location of sample of current billboard (one)	10	
5.3 Electronic:	Sample of either Radio or Television advert(one) that has been flighted in either Radio or Television	10	
5.4 Direct Marketing:	Brief description of at least one event covered for previous clients and reference	5	
5.5 Event Management:	Brief description on at least one event covered for previous clients and reference	5	
	Grand Total for Attribute 5	40	
	GRAND TOTAL	<u>100</u>	

Bidders are required to include technical literature to positively support the details provided in column c.

The minimum technical score mark shall be 75%

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ANNEX E

TELONE ADVERTISING AGENCY BRIEFCORPORATE

Brand

- TelOne

Background

- TelOne is a fixed telecommunications service provider that is 100% owned by the Government of Zimbabwe. TelOne's core business is to provide voice, data and Internet connectivity.
- TelOne product range currently includes the following:
 - TelOne Voice:** offers the largest landline network in Zimbabwe; Prepaid Voice and Postpaid service as well as Voice over Internet Protocol (VoIP)
 - TelOne Broadband:** is a Tel One brand that offers a wide range of internet and related services. Services offered by Tel One include Home Broadband; Leased Line Internet, Domain hosting and registration
 - TelOne Satellite:** is a cost effective, efficient and error free mode of communication that utilizes global standard technology to ensure a service delivery capability that includes voice, data and video services.
 - TelOne Wholesale:** TelOne's Infrastructure and Wholesale Division which is Zimbabwe's biggest provider of bulk Internet in Zimbabwe; an Internet Access Provider (IAP) offering services to telecommunications operators and internet service providers (ISPs).
 - TelOne Centre for Learning:** is a training college that offers Diploma and Certificate studies in Information and Communication Technology (ICT). TelOne's Centre for Learning (TCFL) nurtures creativity, innovation, new ways of working, interacting and learning that appeals to tech savvy individuals.
 - TelOne Msasa Factory:** is responsible for manufacturing and repair of telecommunications equipment.
 - TelOne Value Added Services:** TelOne offers a whole range of value added services which include DEOD, Teltrack etc

Challenge

- The Ad-Agency is to brainstorm and come up with brand building campaign for Tel One, TelOne Voice, TelOne Broadband, TelOne Satellite, TelOne Centre for Learning, TelOne Wholesale and TelOne Msasa Factory. The concept should effectively highlight the lowest cost that the product offers to its customers. The concept catch phrase should highlight cost as a competitive advantage to the target audience.
- The Ad-Agency is to come up with a 360 degree calendar concept

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Expectations

The advert should be of high quality and

- Portray a strong TelOne, TelOne Voice, TelOne Broadband, TelOne Satellite, TelOne Centre for Learning, TelOne Wholesale and TelOne Msasa Factory brand product identity.
- Communicate TelOne as cost sensitive service provider.

Declaration by the Accounting Officer

I declare that the procurement is based on neutral and fair technical requirements and bidder qualifications.

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Bid-Securing Declaration

{The Bidder must fill in this Form in accordance with the instructions indicated, where it has been stated in the Bidding Procedures that a Bid-Securing Declaration is a requirement of bidding}.

Procurement Reference number: CBTD 01-25

Date:[date (in day, month and year format)]

Bidder's Reference Number:

To: *{full name of Procuring Entity}*

We, the undersigned, declare that:

We understand that, according to the terms and conditions of your bidding documents, bids must be supported by a Bid-Securing Declaration.

We accept that we may be debarred from bidding for any framework agreement with a Procuring Entity in Zimbabwe for a period of time to be determined by the Authority, if we are in breach of our obligation(s) under the bidding conditions, because:

- (a) we have withdrawn our Bid during the period of Bid validity; or
- (b) having been notified of the acceptance of our Bid by the Procuring Entity during the period of bid validity, we fail or refuse to execute the framework agreement.

We understand this Bid Securing Declaration will expire if we are not the successful Bidder, either when we receive your notification to us of the name of the successful Bidder, or twenty-eight days after the expiration of our Bid, whichever is the earlier.

Signed :	Name:
In capacity of:	Date: (DD/MM/YY)
Duly authorised for and on behalf of:	
Company:	
Address:	
.....	
Corporate Seal (where appropriate)	

{Note: In case of a Joint Venture, the Bid Securing Declaration must be in the name of all the partners to the Joint Venture that submits the Bid.