

Request for Proposal Form

Tender Name: e-Services Campaign زعل وخضرا

Request for Proposal for: Production and implementation for e-services Campaign.

Tender Number: 2018/ع م ل/1

Proposal Deadline: 2018/04/01

1. Introduction:

Ministry of Information and Communications Technology (MOICT) is soliciting proposals from qualified bidders to supply the following Promotion activities for *e-Government e-services promotion*, زعل وخضرا campaign:

Number	Item	QTY/(One Month)
1	Main Bridges Banners	8

2	TV Ads	15
3	Radio Spots	120
4	Internet web banner (Google Banners)	9
5	Roll up Banners	40
6	3X2 Spot sign	100

Responses to this request for proposal (RFP) must conform to the procedures, format and content requirements outlined in this document.

Deviation from procedures, format and content requirements will be considered grounds for disqualification.

2. Scope of work:

2.1: The scope of work of this tender is that MOICT seeks to conduct a campaign to promote Jordan e-Government e-services ; through a campaign called "زعل وخضرا" under this engagement MOICT will provide you with (TV ads, Radio Ads, and Master Creative) so the winning bidder should plan and execute and adapt the promotional campaign referring to the media plan provided upon official request from MoICT and based on the price provided from the bidder.

All [زعل وخضرا Campaign services] must meet MOICT technical specifications defined in this RFP.

2.2: The Winning bidder must deliver the required services within [(one month)] as of the date of signing the purchase order (contract) and the delivery will be at [the Ministry of Information and Communications Technology (MOICT) warehouses for the promotional materials component].

3. Technical Specifications and Details:

The winning bidder is required to perform the activities mentioned below, noting that any additional related activities needed for the delivery of Promotional Materials Production and Printing services, Installation/uninstallation and Promotional campaign services for Jordan E-government Program shall be provided by the winning bidder and its cost should be included in the Bill of quantity submitted by the bidder:

Component 1: Promotional Materials (Printing)

- a. Implementing timeline: Set exact implementation timeline for promotion activities (printing) and demonstrate dependencies and deliverables to be implemented.
- b. The winning bidder will also be responsible for production and printing of all promotional materials.

-Bridge Banners

-Roll up Banners

- Spot sign 3X2

- c. Samples from the materials should be provided and accepted by MOICT on CD
- d. The winning bidder shall provide all communications materials in High quality
- e. Winning Bidder should be responsible for installing all (Bridge Banners and Spot Sign) on the provided Locations and Remove all promotional material from the streets when the campaign ends

Component 2: Promotion Campaign (Materials Installation/uninstallation, TV Ads, Radio Spots, Google web Banners)

- a. Implementing plan: Set exact implementation plan for promotion campaigns activities and Promotion materials installation and demonstrate dependencies and deliverables the plan should include details regarding:
 - Campaign strategy and timelines.
 - Key Messages.
- b. Media buying plan: The winning bidder should propose a media plan, list of distribution channels (TV Channels, Radio stations, outdoor Ads...etc.)
- c. In case the bidder has any other ideas or recommendations to present, it should be mentioned in the bidder's technical proposal.

Master Creative design, Audio and TV Ad will be provided from MOICT to the winning Bidder

Locations for spot signs and Bridge Banners will be provided from GAM (Greater Amman Municipality for Free

4. General Terms and Conditions:

This RFP is subject to the Supplies Regulation no.(32) for the year 1993, and the Tender instructions issued pursuant to its no. (1) For the year 2008 and their amendments.

5. Special Terms and Conditions:

5.1: guarantees:

- **Bid Security (Tender Bond) :** Bidders shall submit a bid Security (Tender Bond) on a form similar to the attached format in Jordanian Dinars (3%) of the total value of the financial proposal submitted by the bidder – Annex\3. The bond will be in the form of a certified cheque or bank guarantee from a reputable registered bank, located in Jordan, selected by the bidder. The bidder shall ensure that the (tender bond)/ bid security shall remain valid for a period of 90 days after the bid closing date.
- **Performance Bond:** The winning bidder is required to submit a performance bond of (10%) of the total value of the supplies amount awarded to him within the duration mentioned in the award notification letter and before signing the Purchase_Order (Contract) on a form similar to the attached format to guarantee that the winning bidder shall perform all works required in accordance with the Purchase Order's (contract's) technical specifications and requirements – Annex\4 (the duration of this guarantee must fit with the implementation of the purchase order (contract)). This guarantee shall be released after final hand over and

5.2: Financial Terms:

Bidders should take into consideration the following general financial terms when submitting their proposals

- All prices should be quoted in Jordanian Dinars including all costs, expenses, profits, governmental fees and taxes, in addition to sales tax for the bidders registered in the general sales tax , and others. Prices should be specified for each item.
- The bidder shall bear all costs associated with the preparation and submission of its proposal and MOICT will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the proposal process.
- The bidders shall furnish detailed information listing all commissions and gratuities, if any, paid or to be paid to agents relating to this proposal and to contract execution if the bidder is awarded the contract. The information to be provided shall list the name and address of any agents, the amount and currency paid and the purpose of the commission or gratuity. Any proposal not accompanied by an acceptable proposal

security (tender bond) shall be rejected by the tendering committee as being non-responsive pursuant to RFP.

- The proposal security of the successful bidder will be returned after signing the Purchase Order (Contract) and furnishing the required performance security.
- The proposal security may, in the sole discretion of the tendering committee, be forfeited:
 - If the bidder withdraws its proposal during the period of proposal validity as set out in the RFP; or
 - In the case of successful bidder, if the bidder fails within the specified time limit to sign the Purchase Order (contract); or furnish the required performance security as set out above.
- The winning bidder has to pay the fees of the RFP advertisement issued in the newspapers.
- The MOICT is not bound to accept the lowest bid and will reserve the right to reject any bids without the obligation to give any explanation.
- Bidders must take into consideration that payments will be as specified in the tender documents under annex (1) and shall be paid after the successful fulfillment and acceptance of the scope of work defined for the services by MOICT.
- The MOICT takes no responsibility for the costs of preparing any bids and will not reimburse any Bidder for the cost of preparing its bid whether successful or otherwise.
- General Sales Tax must be specified in the offer for the bidders registered in the general sales tax or it will be assumed as part of the total value of the bid submitted by the bidder.

5.3: Legal Terms:

Bidders should take into consideration the following general legal terms when preparing their proposals:

- The bidders shall not submit alternative proposal. Alternative proposals will be returned unopened or unread.

- The proposal shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract. The latter authorization shall be indicated by duly-legalized power of attorney and a certified copy of this authorization is to be attached to technical proposal. All of the pages of the proposal, except un-amended printed literature, shall be initialed by the person or persons signing the proposal.

The Ministry requires that all parties to the contracting process observe the highest standard of ethics during the procurement and execution process. Ministry will reject a proposal for award if it determines that the Bidder has engaged in corrupt or fraudulent practices in competing for the contract in question.

Corrupt Practice Means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

Fraudulent Practice Means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of government of Jordan, and includes collusive practice among Bidders (prior to or after proposal submission) designed to establish proposal prices at artificial non-competitive levels and to deprive government of Jordan of the benefits of free and open competition.

- Bidder shall not contact MOICT, or its employees, members of the tendering or the technical committees on any matter relating to its proposal to the time the contract is awarded. Any effort by a bidder to influence MOICT, its employees, members of the tendering or the technical committees or the tendering committee in the tendering committee's proposal evaluation, proposal comparison, or contract award decision will result in rejection of the bidder's proposal and forfeiture of the proposal security.
- A business registration certificate should be provided with the proposal.
- The laws and regulations of The Hashemite Kingdom of Jordan shall apply to awarded contracts.

- Proposals shall remain valid for period of (90) days from the closing date for the receipt of proposals as established by the Tendering Committee.
- The Tendering Committee may solicit the bidders' consent to an extension of the proposal validity period. The request and responses thereto shall be made in writing or by fax. If a bidder agrees to prolong the period of validity, the proposal security shall also be suitably extended. A bidder may refuse the request without forfeiting its proposal security; however, in its discretion, the tendering committee may cease further review and consideration of such bidder's proposal. A bidder granting the request will not be required nor permitted to modify its proposal, except as provided in this RFP.
- MOICT reserves the right to accept, annul or cancel the bidding process and reject all proposals at any time without any liability to the bidders or any other party and/withdraw this tender without providing reasons for such action and with no legal or financial implications to the Government of Jordan.
- MOICT reserves the right to disregard any bid which is not submitted in writing by the closing date of the tender.
- MOICT reserves the right to enforce penalties on the winning bidder in case of any delay in delivery as defined in accordance with the terms set in the Supplies Regulation no.(32) for the year 1993, and the Tender instructions issued pursuant to its no. (1) For the year 2008 and their amendments
- All prices should be listed in **the Bidder's financial proposal.**

Bidders must fill out, stamp and duly sign form of bid attached to this RFP under (Annex 2) and enclose it in their proposals. Proposals that do not include this signed format are subject to rejection as being none responsive.

- The winning bidder will be expected to provide a single point of contact to which all issues can be escalated. MOICT will provide a similar point of contact.
- No proposal may be withdrawn in the interval between the proposal submission deadline and the expiration of the proposal validity period. Withdrawal of a proposal during this interval will result in forfeiture of the bidder's proposal security.

5.5: Tender value:

Bidders should fill and sign the following table:

1.1 Component 1: Promotional Materials Production and Printing

MOICT will pay only for the actual materials produced as requested and agreed upon with the winning bidder during project implementation. MOICT will not pay for materials that are not requested.

Serial number	Item short description	unit	Quantity	Unit Price JD			Total Price JD	
				In numbers		In words	J D	Fills
				JD	Fills			
1	Creative Execution							
a)	Roll Up Banners	No.	40					
b)	Spot sign 3X2 (الدواوير) والإشارات الحيوية)	No.	100					
c)	Bridge Banners	No.	8					

1.2 Component 2: Promotional Campaigns

Serial number	Item short description	unit	Quantity	Unit Price JD		Total Price JD	
				In numbers	In words	J D	Fills
4.	Media Buying						
I	TV Ads (Jordan TV) 3 episodes as the following : first one: 1.55 min second one: 1 min Third one : 1 min	No.	15				
II	Radio Spots -32 to 42 seconds Prime time spots(Hala FM, Rotana,) 2 Ads per day 2 on peak times	No.	120				
III	Internet / Web Banners html5 animated (1 month) (وكالة عمون، (الوكيل، خبرني، you tube) 8000 Click	No.	9				
Total in figures							
Total in words							

* Price should include all costs, Overheads, profits, fees and taxes including sales tax. for the bidders registered in the general sales tax, ...etc.

5.6: Bidders qualifications:

- a. Provide minimum three different references for similar campaigns for the last two years
- b. Describe bidder's qualifications in designing executing and managing promotional campaigns in the last three years
- c. Describe bidder's qualifications in developing, producing and designing promotional materials in the last three years
- d. Describe approach in selecting most effective media direction

5.7: Administrative procedures and requirements:

5.7.1: Response procedures:

All inquiries with respect to this RFP are to be addressed to the Ministry of Information & Communications Technology local tenders committee in writing by mail, e-mail, fax, or handed to the secretary of tenders committee with the subject "e-Government Portal Promotional Campaign". All inquiries can be addressed to e-govcampaign@moict.gov.jo by .../.../2012 (the date determined according to the tender invitation / announcement) . Responses will be sent in writing no later than .../.../2012. Questions and answers will be shared with all Bidders' primary contacts..

5.7.2: Response Format: Bidder's written response to the RFP must include:

(a) : The Technical Proposal

The Technical proposal should include:

- **Introduction (Company Profile)**

Promotional Materials (Printing)

- f. Implementing timeline: Set exact implementation timeline for promotion activities (printing) and demonstrate dependencies and deliverables to be implemented.
- g. Samples from the materials should be provided and accepted by MoICT on CD
- h. Commitment from The Winning Bidder for installing all (Bridge Banners and Spot Sign) on the provided Locations and Remove all promotional material from the streets when the campaign ends

Promotion Campaign:

- a. (Implementing plan: Set exact implementation plan for promotion campaigns activities and Promotion materials installation and demonstrate dependencies and deliverables the plan should include details regarding:
 - Campaign strategy and timelines.
 - Key Messages.
- b. Media buying plan: The winning bidder should propose a media plan, list of distribution channels (TV Channels, Radio stations, outdoor Ads...etc.)
- c. Provide minimum three different references for similar campaigns for the last two years
- d. Describe bidder's qualifications in designing executing and managing promotional campaigns in the last three years
- e. Describe bidder's qualifications in developing, producing and designing promotional materials in the last three years

(b) : The Financial proposal:

- The financial proposal should include a cost summary. The cost summary must provide a fixed price for the required supplies in Jordan Dinars for the overall scope of work including all expenses, overheads, profits, fees and taxes including sales tax ...etc. . The bidder should submit the "Form of Bid" Annex.3 Annexed to this RFP duly filled and signed by the bidder.
- The financial proposal should include supplies value attached to this RFP duly filled and signed by the bidder's authorized representative.

(c): Bid Security: as Annex.3.

5.7.3: Response Submission:

- Bidders must submit their proposals to this RFP to the secretary of local or procurement tenders committee\ Tendering & procurements Department at the Ministry of Information and Communications Technology no later than 14:00 pm of .../.../.....

Tendering Department – 3rd floor

Ministry of Information and Communications Technology

8th circle

P.O. Box 9903

Amman 11191 Jordan

Tel: 00 962 6 5805741\641\607

Fax: 00 962 6 5861059

- Proposals should be submitted in a well-sealed and wrapped envelope clearly marked, as follows:

“ tender name”, Tender number 2018/ل م ع /1) — **Technical Proposal, ” Financial Proposal and Bid Security.**

- This envelop should contain 2 hard copies of the Financial and Technical Proposals (1 original and 1 copy) and the original copy of the Bid Security.

- the hard copy marked as original will be considered the official copy and in case of contradiction between the original and the copy, the original copy shall prevail. Proposals may be withdrawn or modified and resubmitted in writing any time before the submission date. Regardless of method of delivery, the proposals must be received by the MOICT no later than 14:00 pm of .../.../..., -Late submissions will not be accepted,

-MOICT will not be responsible for premature opening of proposals not clearly labeled.

5.7.4: Response Evaluation:

All responses to the RFP will be evaluated and the winning proposal will be selected on the basis of “Lowest best evaluated value that complies with tender technical specifications as a minimum” and in accordance with the Supplies Regulation no.(32) for the year 1993, and the Tender Instructions issued pursuant to it no. (1) For the year 2008 and their amendments.

Proposals shall be reviewed by the Tendering Committee at the Ministry and evaluated in accordance with basis mentioned above.

The Ministry of Information and Communications Technology reserves the right not to select any offer. The Ministry of Information and Communications Technology also assumes no responsibility for costs of bidders in preparing their submissions.

Annex No. (1)

الدفعات*

يدفع الطرف الأول (وزارة الاتصالات وتكنولوجيا المعلومات) الدفعات المستحقة للطرف الثاني (المتعهد) كامل قيمة اللوازم الواردة في أمر الشراء (الاتفاقية) بعد انجاز كامل الاعمال المشمولة به. والمطلوبة في وثائق العطاء / RFP واستلام كافة المواد المطلوبة في العقد و بعد تركيبها والموافقة عليها من قبل الفريق الاول بموجب محضر استلام نهائي.

Annex No. (2)

نموذج تقديم عرض العطاء (المناقصة)

معالي وزير الاتصالات وتكنولوجيا المعلومات

(1) بناءً على دعوة العطاء رقم (/ 200) ووفقاً للتعليمات والشروط العامة والخاصة ومواصفات المرفقة بها وجميع الوثائق الخاصة بالعطاء. فإني أقدم عرضي وأوافق على أن أقوم بتقديم كل أو بعض اللوازم (خدمات أو مواد) المعروضة بالأسعار والشروط ومواصفات المبينة في هذا العرض وإتمامها وصيانتها وضمان عيوب التصنيع فيها وفقاً لشروط ومواصفات العطاء. وإني ألتزم بأن يظل هذا العرض قائماً لمدة (90) يوماً اعتباراً من تاريخ إيداع العروض وأفوض السيد () بتمثيل مؤسستنا / شركتنا في كافة الإجراءات والتبليغات المتعلقة بهذا العرض لدى دائرتكم.

رقم السجل التجاري:..... الرقم الضريبي:.....

الاسم التجاري:.....

اسم صاحب الشركة:.....

الغرض حسب السجل التجاري:.....

العنوان:.....

البريد الإلكتروني:.....

ص.ب:.....

الرمز البريدي:.....

هاتف:.....

فاكس:.....

الخلوي :

الختم والتوقيع

المرفقات (أين فيما يلي جميع المرفقات التي يتكون منها عرضي):-

Annex No. (3)

سند كفالة دخول عطاء

البنك

سند كفالة دخول عطاء

السادة : وزارة الاتصالات وتكنولوجيا المعلومات

الفرع :

التاريخ : / / 200م

تاريخ الاستحقاق :

رقم الكفالة :

تحية وبعد،

يكفل البنك فرع

السادة / المناقص.....

بمبلغ () دينار فقط

سارية المفعول لغاية

وذلك لدخول العطاء رقم (/ 200)

الخاص بشراء

ويتعهد البنك بتمديد سريان الكفالة لتغطي مدة سريان العرض وبدفع قيمة الكفالة إليكم أو أي جزء منها عند أول مطالبة خطية منكم، وذلك خلال فترة سريانها، علماً بأن أي مطالبة ترد إلى البنك يجب أن تكون في أو قبل موعد إستحقاقها، وتصبح الكفالة ملغاة بعد إنتهاء مدتها 0

توقيع الكفيل / مصرف

المفوض بالتوقيع

التاريخ

Annex No. (4)

سند كفالة حسن تنفيذ

البنك

سند كفالة حسن تنفيذ

السادة : وزارة الاتصالات وتكنولوجيا المعلومات

الفرع :

التاريخ : / / 200م

رقم الكفالة :

تحية وبعد،

يكفل البنك فرع

السادة / المتعهد

وذلك ضماناً لحسن تنفيذ قرار الإحالة رقم (/ 200) الخاص بالعتاء رقم (/ 200)

بمبلغ () دينار فقط

هذه الكفالة غير مشروطة وغير قابلة للنقض وسارية المفعول لغاية

يتعهد البنك بدفع قيمة هذه الكفالة بمجرد ورود أول طلب منك وبغض النظر عن معارضة المتعهد أو الغير ودون اجراء أي تقاص ودون اشتراط تقديم أي شهادات أو الحصول على حكم قضائي أو أي شرط اخر.

يتعهد البنك بتمديد سريان هذه الكفالة أو دفع قيمتها إليكم أو أي جزء منها عند أول مطالبة خطية منكم بالتمديد أو الدفع، وذلك خلال فترة سريانها، ولا تلغى هذه الكفالة خلال فترة سريانها إلا بكتاب رسمي من وزارة الاتصالات وتكنولوجيا المعلومات.

وفي حالة تخلف البنك عن دفع قيمة هذه الكفالة أو أي جزء منها لوزارة الاتصالات وتكنولوجيا المعلومات لدى طلبها فإن البنك يفوض معالي محافظ البنك المركزي بناءً على طلب معالي وزير الاتصالات وتكنولوجيا المعلومات بقيدتها على حسابه الجاري لدى البنك المركزي ولحساب الخزينة0

توقيع الكفيل/مصرف :

المفوض بالتوقيع :

بحضور وشهادة :

التاريخ :

COPY NOT FOR SALE