

**STANDARD BIDDING DOCUMENT FOR THE PROVISION OF ADVERTISING  
AGENCY**

**Procurement Reference Number: HL/COMP/04/2024**

# **HOMELINK (PRIVATE) LIMITED**

**STANDARD  
BIDDING  
DOCUMENT**

**for the  
Provision of Advertising  
Agency**

**STANDARD BIDDING DOCUMENT FOR THE PROVISION OF ADVERTISING AGENCY**

**Procurement Reference Number: HL/COMP/04/2024**

**Standard Bidding Document for the Procurement of: Advertising Agency**

**Procurement Reference No: HL/COMP/04/2024**

**Procuring Entity: Homelink (Private) Limited**

**Date of Issue: 4 October 2024**

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AGENCY**

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## PART 1: BIDDING PROCEDURES

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### Preparation of Bids

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

1. the Bid Submission in this Part (*SIGNED*);
2. Valid NSSA Clearance
3. Current Tax Clearance Certificate
4. A copy of Certificate of Incorporation
5. CR14
6. CR6

You are advised to carefully read the complete Bidding Document before preparing your Bid. 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.

### 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. 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 up to 9 October 2024 and should be sent to

The Assistant Manager-Procurement

Homelink (Private) Limited

4<sup>th</sup> Floor Hardwicke House

72-74 Samora Machel Avenue

Harare

Or emailed to [amuzvuru@homelink.co.zw](mailto:amuzvuru@homelink.co.zw)/[rfq@homelink.co.zw](mailto:rfq@homelink.co.zw)

### Services to be performed, location(s) and other requirements

The services to be performed under the Contract, the location or locations where these services are to be performed, the times of performance and the manpower, equipment and other resources required and the supervising agent at these locations are stated in the Statement of Requirements in Part 2. Bidders must signify their acceptance of these requirements when submitting their Bid.

### Eligibility and qualification requirements

Bidders are required to meet the criteria set in this document to be eligible to participate in this bidding process and to be qualified for the proposed Contract. They must therefore:

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;
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;

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5. have the nationality of an eligible country as specified in the Special Conditions of Contract; and

In addition to these eligibility requirements, Bidders must demonstrate that they have the qualifications, resources and experience to perform the contract to satisfactory standards, as indicated in the Statement of Requirements.

Participation in this bidding procedure is open to Zimbabwean bidders only.

## **Validity of Bids**

The minimum period that 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 with 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 prepare one original of the documents comprising the Bid and clearly mark it "ORIGINAL." In addition, the Bidder must prepare two (2) copies of the Bid and must mark each of them clearly "COPY." In the event of any discrepancy between the original and the copies, the original shall prevail.

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 document of the amended bid submission deadline.

Date of deadline: 11 October 2024

Deadline Time: 1000 Hours

Submission address: 4<sup>th</sup> Floor Hardwicke House, Corner First Street and Samora Machel Avenue, Harare.

Means of acceptance: The bids must be receipted first at the reception and the bidder issued with a receipt before dropping the bid in the tender box during the week from Monday to Friday between 8am and 4:30pm

## **Bid opening**

Bidders and their representatives may witness the opening of bids which will take place at the submission address immediately following the deadline.

## **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.

## **Bid Prices and Discounts**

The prices and discounts quoted by the Bidder in the Bid Submission Form and in the Price Schedules must conform to the requirements specified in the Price Schedule included in Part 2: Statement of Requirements.

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## **Evaluation of Bids**

Bids will be evaluated using the following methodology:

1. Preliminary examination to confirm that all documents required have been provided.
2. Technical evaluation to determine their substantial responsiveness to the specifications in the Statement of Requirements;
  - i. At least a minimum of 3 years in the Advertising and Communication Industry
  - ii. Curriculum Vitae of key Personnel
  - iii. Qualifications and experience of key staff proposed to perform the services
  - iv. Availability of physical facilities where the Organisation is operating from i.e. Provide Lease Agreement, title deed or utility bill in your company name.
  - v. List of equipment to be used in performing the services, site visits may be conducted to verify equipment availability
3. Financial evaluation and comparison to determine the evaluated price of Bids and to determine the lowest evaluated Bid.
4. Bidders may be requested to make a physical presentation or pitch.

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

## **Currency**

Tenders should be priced in United States Dollars and payments may be made in ZWG using the exchange rates published by the Reserve Bank of Zimbabwe on the date of invoice settlement.

## **Award of Contract**

The lowest evaluated bid, 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 the contract. Unsuccessful Bidders will receive the Notification of Contract Award and, if they consider they have suffered prejudice from the process, they may, within the stipulated standstill period, submit to the Procuring Entity a Challenge.

## **Right to Reject**

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

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**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 Price Schedule and Statement of Methodology, Work Plan and Schedule together with any other documents requested in Part 1. Any variation from the Statement of Requirements should be indicated in the Statement of Methodology, Work Plan and Schedule, otherwise you commit to complying fully with these Requirements.*

*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 should 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}.*

Procurement Reference Number:

Subject of Procurement:

Name of Bidder:

Bidder’s Reference Number:

Date of Bid:

We offer to perform the services listed in the Statement of Requirements to the indicated specifications and standards, 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.

We have the legal capacity to enter into a contract.

We are not 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.

We have fulfilled our obligations to pay taxes and social security contributions in Zimbabwe.

We do not have a conflict of interest in relation to this procurement requirement.

We have the nationality of an eligible country as specified in the Special Conditions of Contract and

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:**

<b>Signature</b> .....	<b>Name:</b> .....
<b>Position:</b> .....	<b>Date:</b> .....(DD/MM/YY )

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<b>Authorised for and on behalf of:</b>	
<b>Company</b>	.....
<b>Address:</b>	.....
	.....



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**List of Services and Rate Card**

Procurement Reference Number: \_\_\_\_\_

Bidder's Name: \_\_\_\_\_

Bidder's Reference Number: \_\_\_\_\_

*Note to Bidders: Complete the currency of your quotation and the unit and total rates for each item listed below.*

Currency of Quotation/Contract: \_\_\_\_\_

<b>Item No<sup>1</sup></b>	<b>Description of Services</b>	<b>Unit of Measure</b>	<b>Unit Rate</b>
1	Media Buying	Commission rate	
3	Creative Development (Design)	Hourly	
4	Production Margins	Commission rate	
5	Photo-shoots	Hourly	
6	Videography	Hourly	
7	Marketing Strategy Development	Hourly	
8	Search Engine Optimisation	Hourly	
9	Pay-per-Click Advertising	Hourly	
10	Social Media Management	Hourly	
11	Email Marketing	Hourly	
12	Mobile Marketing	Hourly	
13	Marketing Analytics	Hourly	
14	Account Management	Hourly	
15	Road Shows	Hourly	
		<b>Other additional costs</b>	
		<b>VAT</b>	
		<b>Total</b>	

Note 1: Lots and packages should be shown as separate items.

Note 2: Include any additional costs, such as hire or purchase of equipment to perform the services.

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**Proposed Methodology, Work Plan and Schedule**

*{State the methodology and work plan you would propose to complete the required Services, the associated resources and the schedule for commencement and completion.}*

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## **Part 2: Statement of Requirements**

Homelink (Private) Limited is seeking services of an Advertising Agency. The agent must be able to conceptualise, design and produce strong design elements for print and online usage. The agent should have an understanding of communication and marketing concepts and good ICT skill and equipment.

<b>Subject</b>	<b>Requirement</b>
<b>Services to be performed</b>	Advertising Agency
<b>Location(s)</b>	Zimbabwe
<b>Time of performance</b>	As requested by the Procuring Entity. Highest level of flexibility of the consultant to undertake tasks even during Odd hours.
<b>Duration of contract</b>	24 Months
<b>Manpower</b>	As per service provider's requirement to fulfil Homelink's requirements
<b>Equipment</b>	Computer Equipment, Digital Cameras etc
<b>Other requirements</b>	<ul style="list-style-type: none"><li>➤ The consultant must have a substantial track record and experience in the provision of advertising agency and related services.</li><li>➤ The consultant must submit a representative sample of graphic design and projects with relevant supporting documentation to verify that it has achieved significant recognition and acclaim.</li><li>➤ The Consultant must submit CVs setting out the qualifications and experience of<ol style="list-style-type: none"><li>a. Creative Director</li><li>b. Graphic Designer</li><li>c. Photographer</li><li>d. Videographer</li><li>e. Account Manager</li></ol></li></ul>

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## **Part 3: Contract**

### **CONTRACT AGREEMENT**

*{For completion with the authorised representative of the Procuring Entity following Notification of Contract Award.}*

**Procurement Reference:.....**

THIS CONTRACT AGREEMENT is made the *[insert: date]* day of *[insert: month]*, *[insert: year]*.

BETWEEN

- (1) *[insert complete name of Procuring Entity]*, a *[insert description of type of legal entity, for example, an agency of the Ministry of .... of the Government of Zimbabwe, or corporation incorporated under the laws of Zimbabwe]* and having its principal place of business at *[insert full postal address of Procuring Entity]* (hereinafter called “the Procuring Entity”), and
- (2) *[insert name of Contractor]*, a corporation incorporated under the laws of *[insert: country of Contractor]* and having its principal place of business at *[insert full postal address of Contractor]* (hereinafter called “the Contractor”).

WHEREAS the Procuring Entity invited Bids for certain Services, viz., *[insert brief description of Services]* and has accepted a Bid by the Contractor for the performance of those Services in the sum of *[insert Contract Price in words and figures, expressed in the Contract currency]* (hereinafter called “the Contract Price”).

THE PROCURING ENTITY AND THE CONTRACTOR AGREE AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the General and Special Conditions of Contract referred to below.
2. The following documents shall constitute the Contract between the Procuring Entity and the Contractor, and each shall be read and construed as an integral part of the Contract:
  - (a) This Contract Agreement;
  - (b) Special Conditions of Contract;
  - (c) General Conditions of Contract;
  - (d) Schedule of Requirements;
  - (e) The Contractor’s Bid Submission Sheet, List of Services and Price Schedule and Statement of Methodology, Work Plan and Schedule;
  - (f) The Procuring Entity’s Notification of Contract Award;

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- (g) *[Add here any other document(s)].*
- 3. This Contract Agreement shall prevail over all other Contract documents. In the event of any discrepancy or inconsistency within the Contract Documents, then the documents shall prevail in the order listed above.
- 4. In consideration for the payments to be made by the Procuring Entity to the Contractor as mentioned below, the Contractor hereby agrees with the Procuring Entity to provide the Services and to remedy any defects in them in conformity with the Contract.
- 5. The Procuring Entity hereby agrees to pay the Contractor, in consideration for the performance of the Services and the remedying of any defects in them, the Contract Price or such other sum as may become payable under the Contract at the times and in the manner prescribed by the Contract.

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed in accordance with the laws of Zimbabwe on the day, month and year indicated above.

**For and on behalf of the Procuring Entity**

Signed: .....
Name:
In the capacity of: <i>[Title or other appropriate designation]</i>

**For and on behalf of the Contractor**

Signed: .....
Name:
In the capacity of: <i>[Title or other appropriate designation]</i>

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**General Conditions of Contract**

Any resulting contract is subject to the Zimbabwe General Conditions of Contract (GCC) for the Procurement of Non-Consulting Services (copy available on the Authority’s website) except where modified by the Special Conditions below.

**Special Conditions of Contract**

Procurement Reference Number: .....

The clause numbers given in the first column correspond with the relevant clause number of the General Conditions of Contract.

GCC reference	Special Conditions
GCC 3.6 and 8.1	<p><b>Authorised representatives:</b></p> <ol style="list-style-type: none"> <li>1. The authorised representative of the Procuring Entity is <i>[names and contact details, including address for delivery of notices]</i>.</li> <li>2. The authorised representative of the Contractor is <i>{names and contact details, including address for delivery of notices}</i>.</li> </ol>
GCC 7.4	<p><b>Ineligible countries:</b> Nationals of the following countries are ineligible to be a Contractor or Sub-Contractor under this Contract. <i>[State none if no countries ineligible.]</i></p>
GCC 18.1	<p><b>Liquidated damages:</b> The rate of liquidated damages shall be <i>[State amount as a rate per day or delete if liquidated damages do not apply]</i>.</p>
GCC 19.1	<p><b>Commencement of Services:</b> The date or period of time for commencement of services is <i>[state date or period of time]</i>.</p>
GCC 20.1	<p><b>Completion of Services:</b> The date for completion of Services or the period within which the Services are required to be performed is <i>[state date or period of time]</i>.</p>
GCC 22.2	<p><b>Contract price:</b> Costs specifically excluded from the Contract price are <i>[list excluded cost items]</i>.</p>
GCC 22.3	<p><b>Payment schedule:</b> The terms of payment shall be <i>[State:</i></p> <ol style="list-style-type: none"> <li><i>i. For regularly performed services: the specified period (usually one calendar month) for which payment will be made for the total amount of Services performed during that period;</i></li> <li><i>ii. For single or occasional services: the time after completion (usually 60 days) within which payment will be made.]</i></li> </ol>
GCC 23.1	<p><b>Price adjustment:</b> <i>[State whether prices will be fixed for the Contract Period or any adjustment factor that shall apply.]</i></p>
GCC 24.2	<p><b>Payment procedure:</b> <i>[State any other documentation that must accompany the Contractor’s invoice.]</i></p>
GCC 28.1	<p><b>Insurance to be taken out by the Contractor:</b></p>

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GCC reference	Special Conditions
	<p><i>[The risks and the coverage shall be as follows:</i></p> <p>(a) <i>Third Party motor vehicle liability insurance in respect of motor vehicles operated in Zimbabwe by the Contractor or its Personnel or any Sub-Contractor or their Personnel, with a minimum coverage of [insert amount and currency];</i></p> <p>(b) <i>Third Party liability insurance, with a minimum coverage of [insert amount and currency];</i></p> <p>(c) <i>professional liability insurance, with a minimum coverage of [insert amount and currency];</i></p> <p>(d) <i>employer’s liability and workers’ compensation insurance in respect of the Personnel of the Contractor and of any Sub-Contractor, in accordance with the relevant provisions of laws of Zimbabwe, as well as, with respect to such Personnel, any such life, health, accident, travel or other insurance as may be appropriate; and</i></p> <p>(e) <i>insurance against loss of or damage to equipment purchased in whole or in part with funds provided under this Contract.</i></p> <p style="text-align: right;"><i>[Note: Delete what is not applicable].</i></p>
<b>GCC 30.1</b>	<p><b>Contract Administration Fee:</b> The Contract Administration Fee set out in Part V of the Fifth Schedule of the Regulations is due upon the signing of the Contract and the applicable Fee is \$ <i>[State applicable Fee or delete].</i></p>
<b>GCC 35.1</b>	<p><b>Performance Security:</b> <i>[State whether a Performance Security is required and, if so, the amount and form of such security, which must not exceed ten (10) percent of the Contract value.]</i></p>