

HOMELINK (PRIVATE) LIMITED

STAKEHOLDER SATISFACTION AND PERCEPTION SURVEY

Terms of Reference for Request for Quotation

1. Background and Purpose

Homelink (Private) Limited wishes to commission a Stakeholder Satisfaction and Perception Survey to establish a baseline understanding of how its key stakeholders view the organisation and its relationship with them. The survey should enable Homelink to:

- Understand overall stakeholder perception and satisfaction.
- Assess whether Homelink is meeting stakeholder expectations.
- Evaluate the effectiveness of Homelink's engagement and communication.
- Understand levels of trust, confidence and reputation.
- Identify priority areas for improvement and establish a baseline index to track progress over time.

2. Stakeholder Scope

The survey must cover Homelink's material stakeholder groups in a balanced manner, and should not centre disproportionately on any single group. Anticipated groups include:

- Internal stakeholders: employees and management.
- Ownership and governance: the shareholder and the Board.
- Business and commercial stakeholders: business partners, suppliers and agents.
- Public sector stakeholders: key regulators and government institutions.
- Community stakeholders: communities in Homelink's core areas of operation.

Bidders may propose refinements to this segmentation, provided all groups above remain represented. Note that customer satisfaction is measured through a separate, dedicated survey and should therefore not be a primary focus of this assignment.

3. Survey Focus Areas

A core questionnaire, with light stakeholder-specific variations, should cover:

- Overall perception, sentiment and reputation.
- Relationship quality and satisfaction, including whether expectations are met.
- Engagement, responsiveness and communication effectiveness.
- Trust, confidence, governance and ethical conduct.
- Value derived from the relationship with Homelink, as relevant to each group.
- Environmental and social responsibility, where relevant.
- Priority expectations and areas for improvement.

A small number of open-ended questions per stakeholder group should be included to capture qualitative insight.

4. Methodology and Sampling

Bidders should propose an appropriate, statistically sound sampling approach for each stakeholder group. The proposal should:

- State the proposed sample size and sampling method per group, with justification.
- Use online and/or telephone data collection as the preferred default, proposing other methods only where they add clear value.
- Identify any stakeholder groups that warrant fuller or census-level coverage due to their size or strategic importance.

Homelink Private Limited



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- Outline quality-control measures and the treatment of non-responses.

5. Deliverables

- Inception note covering segmentation, sample sizes, methodology and schedule.
- Final questionnaire(s) and survey or interview script.
- Completed fieldwork, with response rates reported by stakeholder group.
- Clean, anonymised dataset with a data dictionary, in Excel or CSV format.
- A report covering the executive summary, findings by stakeholder group, a Stakeholder Satisfaction and Perception Index, and prioritised recommendations.
- A presentation of key findings to Homelink management.

6. Timeline

The assignment is expected to be completed within Q3 2026. Bidders should submit an implementation schedule with the number of working days required from inception to final presentation.

7. Bid Requirements

Bidders should include the following in their submission:

- Company profile and relevant experience in stakeholder or perception research.
- Proposed methodology, segmentation, sample size and data collection approach.
- Proposed project team and relevant experience.
- At least two client references.
- Implementation schedule and a detailed, itemised financial quotation.
- Data protection and confidentiality arrangements.

8. Key Assumptions

- Homelink will provide available stakeholder contact information and relevant background documents.
- The final stakeholder segmentation and questionnaire will be agreed with Homelink before fieldwork begins.
- Preferred data collection channels are online and telephone.
- The assignment is to be delivered within Q3 2026.

9. Expected Outcome

A credible, organisation-wide baseline of stakeholder sentiment that identifies what Homelink is doing well, where stakeholder expectations are not being met, and clear, actionable priorities for strengthening relationships across all key stakeholder groups. The survey should establish a Stakeholder Satisfaction Index and framework that can be repeated periodically to track changes over time.