

PROPOSALS FOR
PREQUALIFICATION

Prequalification of Companies/ Agencies for Below the Line (BTL) Advertising Projects Inside & Outside Pakistan

Pakistan International Airlines, The National Flag Carrier of Pakistan invites advertising firms for the prequalification of Below the Line (BTL) advertising projects within and outside Pakistan.

Prequalification documents containing detailed terms and conditions are available at PIACL website at www.piac.com.pk with subject TORs for BTL. This advertisement is also available on PPRA website at www.ppra.org.pk. The proposals, prepared in accordance with the instructions provided in the prequalification documents, must reach undersigned on or before **03-05-2017 till 1030 Hrs (PST)**. Proposals will be opened on the same day at **(1100 Hrs PST)**. Bidders are required to submit a pay order of PKR 3000 as tender fee along with the proposal in the name of PIACL.

General Manager Procurement
Procurement & Logistics Department
PIA Head Office Karachi.
Tel: 021 9904 4423, 9904 4101, 9904 3081
Email address: khijzpk@piac.aero,
srspoptc@piac.aero
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REF: GMP/Brand/BTL Ad-agencies/2017-19

Prequalification of ad-agencies for PIA
Below the Line (BTL) advertising Projects

A) Submission and preparation of proposal

Pakistan International Airlines invites the proposals from advertising agencies for Below The Line (BTL) advertising projects.

1. The interested agencies may submit their profiles to General Manager Procurement Management, PIA Procurement & Logistics Building JIAP, Karachi latest by **03-05-2017 till 10:30 Hrs.** The proposal may be dropped in the tender box marked as **“Prequalification of BTL Ad-Agencies”** placed at the entrance of the PIA Procurement & Logistics Building latest by 10:30 hours on the specified date. **Proposals shall be opened on same day at 1100 Hrs. (PST)**
2. The proposal submitted shall comprise of a single envelop, marked as prequalification of BTL advertising agency 2017-2019.
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form at the end of the document. Terms of reference (TORs) can be downloaded from PIA website or undersigned before the closing given date and time.
4. All agencies are required to submit a Pay Order of Rs. 3000/- as tender fees along with the Proposal.
5. The proposal should be accompanied a Pay Order of Rs. 10,000 payable in favor of PAKISTAN INTERNATIONAL AIRLINES as interest free Earnest Money (Refundable). Earnest Money in any other shape shall not be accepted.
6. After screening of the received documents, presentation topic will be given to successful bidders of phase 1. Venue and timing will be communicated to the bidders in advance. Agencies will be selected on basis of evaluation combined criteria of prequalification in first and second phase as mentioned in detail.
7. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Procurement & Logistics in this respect shall be final and binding. Documents sent by e-mail will not be accepted. Ad-agency failing to provide the required information will be disregarded. PIA has complete right to disqualify any applicant at any stage if it is being found as blacklisted, delayed application submission, false information and in any other activity against the corporation.
8. Contract will be awarded for a period of two years.
9. Prequalified agencies will work with PIA as per rules formulated by PPRA and PIA.

Yours truly,

General Manager Procurement Management
Procurement & Logistics Department
Tel: 021 – 9904 3081, 9904 5379
Email: dgmpr@piac.aero, contract.administration@piac.aero

Introduction

Pakistan International Airlines is required the services of ad-agencies/vendors for Below The Line (BTL) advertising activities like, outdoor, office branding, printing work, give aways and all other advertising material.

Scope of Services

- i. To formulate and complete below the line advertising projects
- ii. Branding of PIA offices
- iii. Designing/printing/supply and distribution of Branding Material
- iv. Supply of PIA Branded Souvenirs
- v. Brand Activation through events, digital marketing, direct marketing and sponsorships.

Requirements of applicants:

- i. The firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to Below The Line advertising projects (Details mentioned in Evaluation Criteria).
- ii. The firm must have the requisite technical and professional expertise reflected in the qualifications and experience of the personnel who would be dedicated/ available to the PIA.
- iii. Agencies will have to submit the prequalification form given at the end of the document.
- iv. All agencies will have to submit the document as mentioned in prequalification form.
- v. Agencies with incomplete documents will not be considered for further prequalification process.

Selection Procedure:

1. Application submission with all necessary documents
2. Technical evaluation as per the Evaluation Criteria
3. Meeting with applicants (if necessary)
4. Announcement of results
5. Response to queries from bidders if any
6. Selection of successful agencies
7. Issuance of Letter of Intent
8. Signing of Formal Contract

Selection Criteria:

The Participants will be evaluated from 4 categories for total 30 evaluation marks Each category has specific marks. The minimum marks requirement for consideration for final prequalification is 10. While 33% marks from each category is mandatory. The number of agencies may vary as per requirement of PIA.

- | | |
|-----------------------|------------|
| 1. Company Experience | (05 marks) |
| 2. Human resource | (10 marks) |
| 3. Financial health | (10 marks) |
| 4. Litigation history | (05 marks) |

1. Company Experience
(Marks Allocated 05)

Proven experience in the fields of below the line advertising /direct marketing/giveaways supply /designing campaigns/office branding/ outdoor advertising etc. 01 mark for each year will be allotted up to maximum 05 marks. Experience certificate mentioning the number of years will be provided by the participant at its letter head.

2. Personnel Experience Qualification
(Marks allocated 10)

The participant agency should have minimum human resource to handle PIA BTL projects. Each employee of Managerial level for 1 year BTL projects experience will get 02 marks up to maximum 10 marks (up to 05 employees Maximum). Participant will provide a certificate of List of employs with type/no. of year experience on company letter head.

3. Financial Health
(Marks allocated 10)

Participating organization must provide letter of average annual turnover for last 1 year with bank statement minimum last one year.

Marks allocation

Marks	Turnover (PKR)
10	2 & 2+ million
7-9	1.5-1.9 9million
5-6	1.0-1.4 9million
3-4	0.5-0.99 million
1-2	0.1-0.49 million

4. Litigation History
(Marks allocated 05)

Agency will be evaluated with its litigation history with any Firm/Airline current & pending on similar service. One mark will be deducted upto maximum five marks for any current of historical case with any firm/airline (vice versa). Agency is required to submit the case history at its letter head. Otherwise PIA has right to disqualify or terminate the contract if PIA finds any litigation case of the agency, during or later on at any stage.

Other Terms and conditions

- Vendors who qualify in the above pre-qualification process shall work through closed tender process for further BTL projects.
- The rates of each project will be evaluated and approved as per tender process defined for prequalified by PPRA Rules.

Sr.No	Criteria	Total	Remarks
1	Total company experience		
2	Total Personnel and their working experience of each employee		
3	Total Financial turnover from last one year (PKR).		
4	Total Litigation History/Cases		

Prequalification Form for BTL Agency

Agency Name : _____

Documents attached:

Sr.No	Document	Yes	No	Remarks
1	Prequalification Form			
2	Pay order PKR 3,000 as tender fee			
3	Pay order PKR 10,000 as earnest money (Refundable)			
4	Company registration and NTN certificates			
5	Experience Letter (company letter head)			
6	CNICs of the company head and employees (copies)			
7	Human resource details (Company letterhead)			
8	Annual Turnover for last one year.			
9	Bank statement for last 1 year			
10	Litigation history (Company letterhead)			
11	Company Profile			

Any other Detail: _____

Name in full _____ Designation _____

CNIC _____ Phone / Fax # _____

Address _____

Signature _____ Date _____