

# **Request for Proposals**

## **Marketing Research for Khairpur Special Economic Zone**

**A Project of District Government Khairpur (DGK)**



**Project Management by National Industrial Parks  
Development and Management Company**



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## **Section 1. Letter of Invitation**

Karachi, June 1, 2010

1. District Government Khairpur (DGK) with the sponsoring agency Local Government Department, Government of Sindh (GOS) invites proposals from interested firms for conducting marketing research for the development of Khairpur Special Economic Zone (KSEZ).

National Industrial Parks Development and Management Company (NIPDMC) has been appointed as project manager for the development and marketing of the KSEZ and will act on behalf of the KSEZ for handling this contract as per PPRA rules.

The scope of services is provided in the attached Terms of Reference.

2. A firm will be selected as per Consultants Qualification and procedures described in the Data Sheet.

3. The RFP includes the following documents:

Section 1 - Letter of Invitation

Section 2 - Information to Consultants including Data Sheet

Section 3 - Financial Proposal - Standard Form

Section 4 - Terms of Reference

Section 5 - Standard Form of Contract

Sincerely,

Sr. Manager Marketing  
National Industrial Parks Development and Management Company  
2nd Floor, Block C  
Finance and Trade Center  
Karachi

## Section 2 – Information to Consultants

### Introduction:

1.1 The Client will select a firm in accordance with the method of selection specified in the Data Sheet.

1.2 The consultants are invited to submit a Research Proposal and a Statement of Service Charges (Financial Proposal) separately in two envelopes for consulting services required as per the Terms of Reference mentioned in this RFP. The proposal will be the basis for a signed contract with the selected firm.

1.3 Please note that:

- (i) the costs of preparing the proposal and of negotiating the contract, including a visit to the Client, are not reimbursable
- (ii) the Client is not bound to accept any of the proposals submitted.

1.4 GoS policy requires that consultants provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.

1.4.1 Without limitation on the generality of this rule, consultants shall not be hired under the circumstances set forth below:

(a) A firm which has been engaged by the Client to provide goods or works for a project, and any of their affiliates, shall be disqualified from providing consulting services for the same project. Conversely, firms hired to provide consulting services for the preparation or implementation of a project, and any of their affiliates, shall be disqualified from subsequently providing goods or works or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project.

(b) Consultants or any of their affiliates shall not be hired for any assignment which, by its nature, may be in conflict with another assignment of the consultants.

1.4.2 Consultants may be hired for downstream work, when continuity is essential, in which case this possibility shall be indicated. It will be the exclusive decision of the Client whether or not to have the downstream assignment carried out, and if it is carried out, which consultant will be hired for the purpose.

1.5 GoS policy requires consultants under this contract, observe the highest standard of ethics during the execution of such contracts. In pursuance of this policy, the GoS:

(a) defines, for the purposes of this provision, the terms set forth below as follows:

(i) "corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution; and

(ii) “fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the borrower, and includes collusive practices among consultants (prior to or after submission of proposals) designed to establish prices at artificial, noncompetitive levels and to deprive the borrower of the benefits of free and open competition.

(b) will reject a proposal for award if it determines that the firm recommended for award has engaged in corrupt or fraudulent activities in competing for the contract in question;

(c) will cancel the portion of the loan allocated to the firm’s contract if it at any time determines that corrupt or fraudulent practices were engaged in by representatives of the borrower or of a beneficiary of the loan during the selection process or the execution of that contract, without the borrower having taken timely and appropriate action satisfactory to the Bank to remedy the situation;

(d) will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, a contract; and

1.6 Consultants shall furnish information as described in the Financial Proposal submission form (Section 4) on commissions and gratuities, if any, paid or to be paid to agents relating to this proposal, and to execute the work if the firm is awarded the contract.

1.8 Consultants shall be aware of the provisions on fraud and corruption stated in the Standard Contract.

1.9 Consultants shall meet the minimum qualification requirements indicated in this RFP.

## **2. Clarification and Amendment of RFP Documents:**

2.1 Consultants may request a clarification of any of the RFP documents before the proposal submission date. Any request for clarification must be sent in writing by paper mail, cable, telex, facsimile, or electronic mail to the Client’s address indicated in the RFP. The Client will respond by cable, telex, facsimile, or electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited consultants who intend to submit proposals.

2.2 At any time before the submission of proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail, cable, telex, facsimile, or electronic mail to all invited consultants and will be binding on them. The Client may at its discretion extend the deadline for the submission of proposals.

## **3. Preparation of Research Proposal:**

3.1 Consultants are requested to submit a Research Proposal written in the language(s) specified in the Data Sheet.

3.2 In preparing the Technical Proposal, consultants are expected to examine the documents constituting this RFP in detail.

3.3 While preparing the Technical Proposal, consultants must give particular attention to the following:

(i) If a consultant (Firm) considers that it does not have all the expertise for the assignment, it may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities in a joint venture or sub consultancy, as appropriate. Consultants may associate with the other consultants invited for this assignment only with approval of the Client as indicated in the Data Sheet.

(ii) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or have an extended and stable working relationship with it.

(iv) Proposed professional staff must, at a minimum, have the experience indicated in the Data Sheet.

(v) Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.

(vi) Reports to be issued by the consultants as part of this assignment must be in the language(s) specified in his RFP.

3.4 The Research Proposal shall:

(i) Provide the following information:

- Organization Profile including Organization Structure and Ownership status.
- Profile of individuals who will be involved in the Market Research
- Details of successful Market Study Projects undertaken in the past for the agricultural processing sector in Pakistan. (Copies of at least 2 sample study reports are to be attached with the proposal)
- Proof of in-house capability to understand agriculture in general and agriculture of Sindh in particular
- Evidence of direct involvement of participating company in agriculture activities, preferably dates production.
- Evidence of understanding / knowledge of Khairpur and current or past project conducted in Khairpur by individual(s) who would be involved in the research.
- Details of linkages with local and/or overseas consulting firms specializing in market research and feasibility studies.

(ii) Any comments or suggestions on the Terms of Reference.

(iii) A proposed 'Table of Contents' for the Research Report based on the Terms of Reference mentioned in this RFP.

(iv) A description of the methodology and work plan for performing the assignment.

(v) CVs of the proposed professional staff and the authorized representative submitting the proposal. Key information should include number of years working for the firm/entity and degree of responsibility held in various assignments during the last ten (10) years.

3.5 The Research Proposal shall not include any financial information.

#### **4. Financial Proposal:**

4.1 In preparing the Financial Proposal, consultants are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms. If appropriate, these costs should be broken down by activity and, if appropriate, into foreign and local expenditures.

4.2 Consultants express the price of their services in National Currency i.e. Pak Rupee.

4.3 The RFP indicates how long the proposals must remain valid after the submission date. During this period, the consultant is expected to keep available the professional staff proposed for the assignment. The Client will make its best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, the consultants who do not agree have the right not to extend the validity of their proposals.

#### **5. Submission, Receipt and Opening of Proposal:**

5.1 The original proposal (Research Proposal and, if required, Financial Proposal; shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the persons or person who sign(s) the proposals.

5.2 An authorized representative of the firm initials all pages of the proposal. The representative's authorization is confirmed by a written power of attorney accompanying the proposal.

5.3 For each proposal, the consultants shall prepare the number of copies indicated in the Data Sheet. Each Research Proposal and Financial Proposal shall be marked "**ORIGINAL**" or "**COPY**" as appropriate. If there are any discrepancies between the original and the copies of the proposal, the original governs.

5.4 The original and all copies of the Research Proposal shall be placed in a sealed envelope clearly marked "**Research Proposal**," and the original and all copies of the Financial Proposal in a sealed envelope clearly marked "**Financial Proposal**" and warning: "**Do not Open with the Research Proposal**" Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and other information indicated in the Data Sheet.

5.5 The completed Research and Financial Proposals must be delivered at the submission address on or before the time end-date stated in the RFP. Any proposal received after the closing time for submission of proposals shall be returned unopened.

5.6 After the deadline for submission of proposals, the Research Proposal shall be opened immediately by the evaluation committee. The Financial Proposal shall remain sealed until all submitted proposals are opened publicly.

## **6. Proposal Evaluation:**

6.1 The evaluation committee, appointed by the Client as a whole, and each of its members individually, evaluates the proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria and point system specified in the Data Sheet. Each responsive proposal will be given a technical score. A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet.

6.2 After the evaluation of quality is completed, the Client shall notify those consultants whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the RFP and Terms of Reference, indicating that their Financial Proposals will be returned unopened after completing the selection process. The Client shall simultaneously notify the consultants that have secured the minimum qualifying mark.

6.3 In the case of the Least-Cost Selection, the Client will select the lowest proposal (“evaluated” price) among those that passed the minimum technical score. In both cases the selected firm is invited for negotiations.

## **7. Negotiations:**

7.1 There shall be no negotiations with the bidder having submitted the lowest evaluated bid or with any other bidder.

## **8. Award of Contract:**

7.1 The contract will be awarded following financial evaluation of technically qualified bids. After financial evaluation of technically qualified bids are completed, the Client will promptly notify other consultants on the shortlist that they were unsuccessful and return the unopened Financial Proposals of those consultants who did not pass the technical evaluation.

8.2 The firm is expected to commence the assignment on the date and at the location specified in the Data Sheet.

## **9. Confidentiality:**

9.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other



persons not officially concerned with the process, until the winning firm has been notified that it has been awarded the contract.

## **Data Sheet:**

- 1.1 Name of the Client: District Government Khairpur.
- 1.2 Name of Project: Khairpur Special Economic Zone (KSEZ).
- 1.3 Name of Project Manager: National Industrial Parks Development and Management Company.
- 1.4 Method of Selection: Quality and Cost Based Selection (QCBS) as per PPRA rules.
- 1.5 Objectives: Conduct comprehensive marketing research for the KSEZ:  
  
To establish the optimum land utilization of the proposed KSEZ which will act as a basic input to the land use planning and detailed master planning of the zone.  
  
To establish a comprehensive marketing strategy encompassing all areas of the marketing mix for attracting investment to the KSEZ.
- 1.6 The clauses on fraud and corruption in the Contract are: As per PPRA Rules 2006 Sindh.
- 1.7 Firms be able to demonstrate following minimum qualifications:
- 1.7.1 A former/retired agriculturist on board as the lead individual overseeing the market research.
- 1.7.2 Lead individual must have performed at least one agricultural research / project in Khairpur in the last ten years.
- 1.7.3 At least two market studies conducted for the agricultural sector of Pakistan with analysis and recommendations.
- 1.8 Clarifications may be requested 7 days before the submission date.
- 1.9 Proposals should be submitted in the following language(s): English
- 2.0 Consultants are to state the cost in Pakistani Rupee.
- 3.0 Proposals must remain valid for 60 days from the last date of submission.
- 3.1 Consultants must submit one original and two copies of the proposal.
- 3.2 The proposal submission address is:  
  
The Senior Manager Marketing

National Industrial Parks Development and Management Company  
2<sup>nd</sup> Floor, Block 'C'  
Finance and Trade Center  
Shahrah-E-Faisal  
Karachi  
Tel: 111-447-111  
Fax : 35631069

3.3 Proposals must be submitted no later than:

June 15, 2010 before 12:00 PM

3.4 The number of points given in each element of the selection criteria are:

<b>Criteria</b>	<b>Max. Points</b>
Company Profile	10
Understanding of Agriculture & Agribusinesses	25
Exposure & Experience of Khairpur	25
Prior Experience (Reports)	20
Quality of Work (Contents)	20
<b>Total</b>	<b>100</b>

Minimum qualifying marks are 75% failing which the financial proposals of the disqualified firms will be returned unopened.

3.5 The assignment is expected to commence from July 1, 2010.

3.6 The completion time of the assignment will be no more than 60 days from the date of award of contract.

### **Section 3 - Financial Proposal (Standard Form)**

The Financial Proposal should state the service charges for the Market Research in the following format:

- Manpower Employed.
- Manpower Rates per Hour (For different individuals involved)
- Total Man-hours Employed in Project.
- Total Cost of Manpower.
- Traveling, Lodging Costs. (supported by backup calculations)
- Miscellaneous Costs (supported by calculations and heads for which the amount will be spent)
- Tax Obligations
- Total Cost (A sum total of all the above-mentioned costs)

## Section 4 - Terms of Reference

Comprehensive information, analyses and recommendations are to be covered for all parameters listed below:

1. Type of industries / businesses that would benefit from locating at the KSEZ and reasons for the same.
2. Products that comprise the agricultural production base of Khairpur and adjoining districts with volumes and varieties.
3. Competitive advantages of Khairpur and adjoining districts with respect to industrial investment in the area.
4. Data about the types, numbers and sizes of existing industrial units in Khairpur and adjoining districts.
5. Measures that can be taken to attract existing industrial units present in Khairpur to expand and/or relocate to the KSEZ.
6. Measures that can be taken to attract investors to establish new industrial units at the KSEZ.
7. Population demographics of Khairpur and adjoining districts.
8. Incomes & spending patterns in Khairpur and adjoining districts.
9. Types of potential investors present in Khairpur who could be targeted for establishing industries at the KSEZ.
10. Types of potential investors outside Khairpur who could be targeted for establishing industries at the KSEZ.
11. Products and Services used by local population that are presently being fed from outside Khairpur
12. Quality, educational level, Skill level and availability of workforce in Khairpur and adjoining districts with respect to manpower needs of industrial units at the KSEZ.
13. What are the major factors that may restrict the success of KSEZ – what could be the proposed strategy to overcome these factors?
14. Infrastructure requirements that are essential for industrial units at the KSEZ, including following:

- Break-up of saleable area allocation to various sectors of agro-processing based on research.
- Optimal Plot sizes and number of plots for each sector.
- Identification of Amenities and Facilities required by the prospective processing units at the zone including marketing, business incubation, logistics and skill development facilities.
- Identification of Common Facility Centers such as sorting, cleaning, drying, preservation, storage, cold storage, packaging etc.
- Estimation of overall utilities required by the KSEZ. (Water in MGD, Power in MW, Gas in MMCFD). This should be based on a break-up between sector-specific estimated demands for these utilities.

## **Section 5 - Standard Form of Contract**

### **Contract for Consulting Services Medium Term Budgetary Framework in Sindh Small Assignments Lump-sum Payments**

#### **CONTRACT**

THIS CONTRACT (“Market Research for Development of Khairpur Special Economic Zone” ) is entered into this [insert date], by and between District Government Khairpur (“the Client”) having its principal place of business at \_\_\_\_\_, and M/s \_\_\_\_\_ (“the Consultant”) having its principal office located at \_\_\_\_\_Pakistan.

WHEREAS, the Client wishes to have the Consultant perform the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

#### **1. Services**

- (i) The Consultant shall perform the services specified in Annex A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract (“the Services”).
- (ii) The Consultant shall provide the personnel listed in Annex B, “Consultant’s Personnel,” to perform the Services.
- (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Annex C, “Consultant’s Reporting Obligations.”

**2. Term** The Consultant shall perform the Services during the period of \_\_\_ months commencing [insert date] and continuing through [insert date], or any other period as may be subsequently agreed by the parties in writing

#### **3. Payment**

##### **A. Ceiling**

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed [insert amount]. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

##### **B. Schedule of Payments**

The schedule of payments is specified below:

##### **C. Payment Conditions**

Payment shall be made in Pak Rupees, no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

**5. Performance Standards**

The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.

**6. Confidentiality** The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.

**7. Ownership of Material**

Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.<sup>2</sup>

**8. Consultant Not to be Engaged in Certain Activities**

The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

**9. Insurance** The Consultant will be responsible for taking out any appropriate insurance coverage.

**10. Assignment** The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.

**11. Law Governing Contract and Language**

The Contract shall be governed by the laws of Pakistan, and the language of the Contract shall be English

**12. Dispute Resolution**

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the PPRA Rules 2004.

**FOR THE CLIENT FOR THE CONSULTANT**

Signed by \_\_\_\_\_ Signed by \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_