



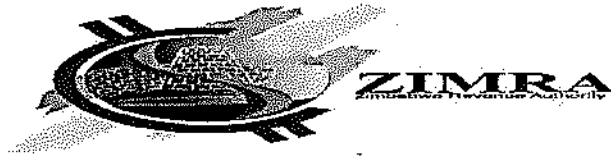
# **ZIMBABWE REVENUE AUTHORITY (ZIMRA)**

## **STANDARD REQUEST FOR EXPRESSIONS OF INTEREST**

### **HIRING AN ADVERTISING AGENCY FOR THE**

### **PROVISION OF BRANDING, ADVERTISING AND MARKETING COMMUNICATIONS CONSULTANCY**





# ZIMBABWE REVENUE AUTHORITY (ZIMRA)

## ZIMRA REQUEST FOR AN EXPRESSION OF INTEREST FOR THE PROVISION OF NON-CONSULTING SERVICES PROVISION OF BRANDING, ADVERTISING AND MARKETING COMMUNICATIONS CONSULTANCY FOR A PERIOD OF TWO YEARS 2021 – 2023

(Firms Selection)

### FOR THE PROVISION OF IMAGE BRANDING, MARKETING AND CONSULTANCY SERVICES FOR A PERIOD OF TWO YEARS 2021 – 2022

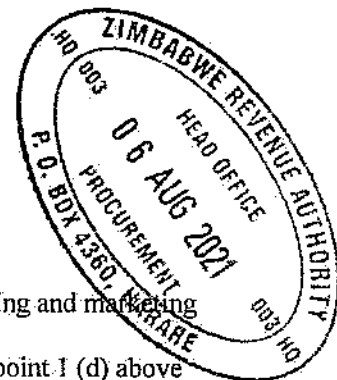
The Zimbabwe Revenue Authority (ZIMRA) is a statutory body responsible for the collection of taxes and other revenue streams for the Zimbabwe Government. It derives its mandate from the Revenue Authority Act passed by the Zimbabwe Parliament in 2002 and other related legislation. ZIMRA seeks to engage only two renowned agencies or consultant firms for marketing non-consultancy services. Non-consulting services comprise both **physical and intellectual activities** that are routine and measurable in nature.

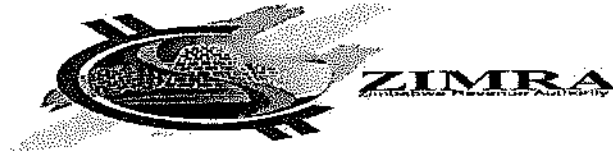
ZIMRA wishes to engage one bidder for the purpose of *consulting services relating to image branding, marketing and consultancy services* for a period of 24 months but the contract to be given is on annual basis with hope to extend for another year if services being offered are satisfying.

ZIMRA now invites eligible consulting firms ("Consultants") to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The short-listing criteria are:

1. Qualifications in the following
  - (a) Image Branding
  - (b) Marketing
  - (c) Consultancy services,
  - (d) and other related similar works.
2. Required qualifications is at least 5 years' experience in advertising and marketing
3. List at most 10 Key activities deemed mandatory taking note of point 1 (d) above
4. List of awarded accolade / recognized awards.





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With reference to the Public Procurement and Disposal of Public Assets Act section 58 (2):

## **58 Request for proposals method**

(1) For the procurement of consultancy services, procuring entities shall employ the request for proposals method described in this section.

(2) Subject to subsection (3), a procuring entity shall, as part of its prequalification procedures, prepare a short-list of not fewer than three and not more than six firms which, so far as the procuring entity can ascertain—

(a) are of the same category and similar capacity and business objectives; and

(b) have the capacity to perform the required services;

and shall provide those firms with the request for proposals for services.

The following mandatory documents should be submitted in support of the information provided:

1. Certificate of incorporation, CR5, CR6 and a detailed company profile.
2. Valid tax clearance and NSSA certificate for the payment of social security contributions.
3. Current Proof of registration with the Procurement Regulatory Authority of Zimbabwe (PRAZ) and indicate your PRAZ Registration Number.
4. Experience of senior management in the Advertising Industry and should be at least 5 years.
5. Affiliation to an International Advertising Agency.
6. Current proof of Membership of any Advertising Media Association (ADMA)
7. Certified financial statements for the previous year (Auditors or a CA)
8. At least three (3) written trade references for similar works done and should be on the issuing Company's letterhead. These references should be for 2020

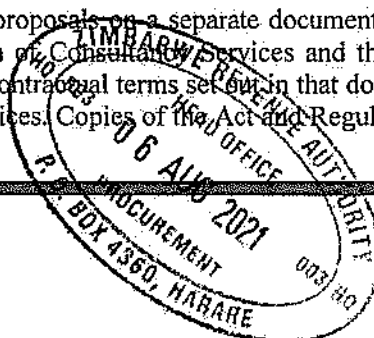
NOTE: (The Evaluation Panel reserves the right to verify the submitted references during the evaluation process.)

Short-listed Consultants will be invited to submit detailed technical and financial proposals, as described in Part I of the Request for Proposals Procedures in the Standard Request for Proposals for the Selection of Consultancy Services (bidders)

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the procedures specified in Part VIII of the Public Procurement and Disposal of Public Assets Act [Chapter 22:23] and Part VI of the Public Procurement and Disposal of Public Assets (General) Regulations, 2018 (Statutory Instrument 5 of 2018).

Short-listed Consultants will be invited to submit their proposals on a separate document based on the Standard Request for Proposals (RFP) for the Selection of Consultancy Services and the Consultants submitting successful proposals will be engaged on the contractual terms set out in that document and in the General Conditions of Contract for Consultancy Services. Copies of the Act and Regulations and the





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standard documentation are available on the website of the Procurement Regulatory Authority of Zimbabwe.

This opportunity is open to all Consultants who meet the criteria for eligibility as stated in Section 28 of the Act and who have the nationality of an eligible country as defined in Clause 1.10 of the General Conditions of Contract for Consultancy Services.

Participation is open to *Zimbabwean bidders*.

The method of selection will be Quality Based Selection.

Further information can be obtained at the address below during office hours.

A Consultant may submit only one expression of interest. The expression of interest must be submitted in a clearly marked envelope and deposited in the tender box whose location is 10<sup>th</sup> Floor, ZB Centre, 59 Kwame Nkrumah Avenue, Harare by **10:00 hours on the 25<sup>th</sup> of August 2021.**

**Late Expressions of Interest (EOI) documents will be rejected.**

The Director

ZIMRA Procurement Management Unit

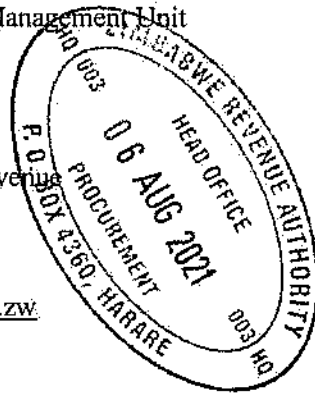
P.O Box CY 4063  
Harare

59 Kwame Nkrumah Avenue  
Harare

+263242706565

[procurement@zimra.co.zw](mailto:procurement@zimra.co.zw)

[www.zimra.co.zw](http://www.zimra.co.zw)





# ZIMBABWE REVENUE AUTHORITY (ZIMRA)

Appendix A

## Letter for submission of expression of interest

To: *{Insert name of Procuring Entity}*

With reference to your invitation for expressions of interest for *{insert subject and proposal reference number}*, we express our interest in bidding for a contract to provide these services.

We provide the following information in relation to the short-listing criteria:

1. Qualifications and experience of the firm: *{Insert relevant information}*.
2. Availability of appropriate skills among staff: *{Insert relevant information}*.
3. Other short-listing criteria: *{Insert relevant information}*.

We submit the following documents in support of this information *{list any documents that were requested in the invitation for expressions of interest; if no documents were requested, delete this paragraph}*.

*{Delete whichever of the following statements do not apply}*

1. This firm will be the sole provider of the requested consultancy services. **or**
2. We propose to provide the requested consultancy services as part of a joint venture with *{provide the name of the joint venture partner and details of the contribution the partner would make to the required consultancy services}*. **Or**
3. We propose to engage as sub-contractors *{provide the name of the sub-contractor and details of the contribution the sub-contractor would make to the required consultancy services}*.

*{In the case of 2 or 3 above}* We confirm that the firm mentioned above has agreed to be associated with this expression of interest.

*{Name and postal and physical address of firm submitting the expression of interest, together with name of contact person and contact details, including telephone number and e-mail address. The firm's website address should be provided, if available.}*

