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REQUEST FOR PROPOSALS

Consultancy for the Provision of Consultancy Services for the Development of a Communications Plan and Marketing Strategy

RFP Reference#: RFP/03/PSIP/CP#003/FTC/2023

Responses to Questions

Question #1:

The RFP says at 2.3.2 "The Client will respond in writing via the FTC's website without identifying the source of the request for clarification." Will there be a notification sent to the participants of the RFP if a response has been given on the website?

Answer:

Reference is made to section 2.3 of the RFP which provides for **Clarifications and Amendments**. Particularly, section 2.3.1 of the RFP provides that the Client will respond in writing via the FTC's website without identifying the source of the request for clarification. Accordingly, notification of a response on the website will only be provided to those participants who have requested clarification in accordance to section 2.3. However, all potential bidders will have the opportunity to read all responses on the website with the source of the request for clarification not being identified.

Question #2:

In B and D of 6.3.1, the RFP refers to a 'Transmittal Letter' and 'A signed statement by the prospective Consultancy Agency/ Firm of our understanding of the work to be performed and the commitment to perform the engagement. Are we expected to create these letters or will you be sharing these documents for us to review, sign, and stamp?

Answer:

Please be advised that the responsibility for the submission of the minimum requirements of the Technical Proposal pursuant to section 6.3 of the RFP, (including the creation of documents under B and D) remains within the remit of the Consultancy Agency/ Firm.

Question #3:

In regard to Qualification Criteria (d) (i) - there are no points allocated. Are the points included in the (6) indicated below?

Answer:

Please be advised that under section 11.4 Table 1: Technical Proposal Evaluation Criteria "**1 (d) (i) and (ii)**" both amount to a total of six (6) points.

Question #4:

Does the TTFTC currently have a brand guide in use?

Answer:

While the TTFTC has a brand style, there is no specific brand guide. Reference is made to section 2 of the TOR "Project Objective and Scope" under (i) **Advertising and Branding** which provides that the successful Consultant advise "...on the types of Branding of the FTC..."

Question #5:

In regard to "Media Strategy, Buying, Planning, and Monitoring", The RFP states "Provide advisory services," Is the selected agency expected to execute the media buying plan? That is, place and publish advertisements on behalf of the TTFTC. As we want to correctly assess the resources needed for the consultancy

Answer:

Reference is made to section 2 of the Terms of Reference (TOR) "Project Objective and Scope" under (ii) **Media Strategy, Buying, Planning and Monitoring** which provides that the successful Consultant is to provide **advisory services** relative to the FTC's overall Communications Plan and Marketing Strategy. Accordingly, the selected agency is not expected to execute the media buying plan or place and publish advertisements on behalf of the TTFTC.

Question #6:

In regard to "Video Advertisement Production," does the TTFTC have any requirements on the length of the video?

Answer:

Reference is made to section 2 of the TOR "Project Objective and Scope" under (v) **Video Advertisement Production** which provides no requirements as to the length of the video.

Question #7:

In regard to "Deliverables and Reporting," where does the 'Video Advertisement Production' fit into the schedule? Should it be included an additional milestone and output?

Answer:

At page 16 of the RFP reference is made to section "2. Project Objective and Scope" of the TOR, under the heading "Development of a Communications Plan and Marketing Strategy" paragraph (2) provides the following " In the context outlined above, the FTC requires a full-service consultancy agency to provide the following in terms of branding, image and advertising all of which will be included in the Communications Plan and Marketing Strategy...".

Accordingly, the Video should be included as part of the Communications Plan and Marketing Strategy and will therefore be included in the relevant deliverables pursuant to section 3. of the Deliverables and Reporting Requirements.

As such, the video should not be included as an additional milestone and output.

Question #8:

The Deliverable for this Project is a marketing strategy plan to prepare. After completing the approved plan, will the awardee of this RFP be automatically awarded the execution of said plan, or will there be a second RFP for the execution of the plan?

Answer:

This consultancy is for the Provision of Consultancy Services for the Development of a Communications Plan and Marketing Strategy for the Fair Trading Commission only. Reference is made to all deliverables for this Consultancy which can accessed under section 3 of the TOR.

Please be advised that there is no automatic awarding of the execution of the approved Communications Plan and Marketing Strategy to the successfully selected Consultant.

Question #9:

What is the expectation of evidence to be presented for compliance with the following requirements?

- a. Able to conceptualize plan and execute innovative ideas
- b. Ability to synthesize complex documents into key messages

Answer:

Please be advised that the expectation of evidence to be presented for compliance would be gleaned from the portfolio of illustrations, graphics, and animations as referenced under section 11.4 Table 1: Technical Proposal Evaluation Criteria at 1 (e).

Question #10:

Is the Payment schedule subject to negotiation?

Answer:

Please be advised that the payment schedule is to be adhered to. Any negotiation of any terms of this RFP will be conducted with the successful Consultant at the discretion of the Commission.

Question #11:

Client references - do you require letters from our clients or simply contact information?

Answer:

Please note that letters from clients are not required. Reference is made to section 6.3 (J) which provides “*Client references from at least two (2) separate clients from Projects of a similar nature. Client references must include the following: Name of Project completed, contact names, position, telephone numbers and email addresses.*”

Question #12:

Financial proposal - should this be submitted as a separate document from the Technical Proposal?

Answer:

Reference is made to section 6.0 Submission of Proposals under the TOR which provides no instructions for separate submission of the financial proposal.

Question #13:

Methodology- please elaborate on the expectation for this since the preparation of the strategy and plan will only be done upon award to the successful vendor.

Answer:

The expectation for the Methodology will be gleaned from the Proposals as submitted by each Consultant and which must include the requirements as set out in section 11.4 Table 1: Technical Proposal Evaluation Criteria “**2 (a) and (b)**” that is a total of forty-five (45) points.

Question #14:

Work Plan - same as above.

Answer:

The expectation for the Work Plan as required under section **2 (b)** of the Methodology, will be gleaned from the Proposals as submitted by each Consultant.

Question #15:

CVs of Consultants - do you require full resumes or will profiles suffice?

Answer:

Reference is made to section 11.4 Table 1: Technical Proposal Evaluation Criteria “**3 (b)**” which requires that the Consultancy Agency/Firm must supply (full) CVs of consultants and/or professional personnel who will be associated with the assignment.

Question #16:

Payment - does the FTC have set timeframes for submission of the 4 deliverables?

Answer:

Payment of this Consultancy is guided by Section 8. of the TOR.

The set timeframes for submission of the four (4) deliverables can be found under the Deliverable Schedule at page 18, section 3 at “Deliverables and Reporting Requirements” of the TOR.

Question #17:

What is the expected start date of the consultancy?

Answer:

The Consultancy is expected the start before the end of September 2023.

Question #18:

Can the submission deadline be extended?

Answer:

Please be advised that the deadline date under this RFP is to be adhered to and there are no provisions for an extension. Reference is made to section 6.2 of the RFP under the heading “Due Date”.

End