



**BID CLARIFICATION MATRIX NO.1**

**FOR**

**CONSULTANCY FOR PROVISION OF GRAPHIC DESIGN AND DATA VISUALIZATION SERVICES (FIRMS)**

**FWA NUMBER: TMA/FWA/COMMS/01/2025**

**4<sup>TH</sup> JULY 2025**

## BID CLARIFICATION MATRIX No. 1

### FRAMEWORK TITLE: CONSULTANCY FOR PROVISION OF GRAPHIC DESIGN AND DATA VISUALIZATION SERVICES (FIRMS)

#### FWA NUMBER: TMA/FWA/COMMS/01/2025

This clarification matrix forms an integral part of the tender document and therefore, must be considered carefully considered by service providers in preparation and submission of bids.

It is divided into two sections: -

1. Section 1 contains the clarifications to queries raised and requested through the official bidding clarification email address (that is [frameworks@trademarkafrica.com](mailto:frameworks@trademarkafrica.com)).
2. Section 2 contains general tips on how to prepare and submit a competitive bid.

All communications must be directed to the procuring entity, Trademark Africa through [frameworks@trademarkafrica.com](mailto:frameworks@trademarkafrica.com) as provided for in the tender document.

#### SECTION 1: QUERIES AND RESPONSES

These clarifications are for those queries sought by bidders in line with the RFP of the tender document:

S/No.	Query	Response	Status (closed/ open/ pending)
1.	In relation to PART-B - Selection Criteria, could you please clarify what specific content we should use for the proposal sample "Annual Report"? Additionally, would it be possible for you to share the brand guidelines of TradeMark Africa so that we can align our proposed sample accordingly?	Please view past reports here ( <a href="https://www.trademarkafrica.com/annual-reports/">https://www.trademarkafrica.com/annual-reports/</a> ) for illustrative samples of content to expect for future TMA Annual Reports.  You can access TMA's brand guidelines here: <a href="https://www.trademarkafrica.com/branding-guidelines/">https://www.trademarkafrica.com/branding-guidelines/</a>	Closed
2.	Regarding point 3.0.2 of the Tender Document, it mentions providing fee rates according to Annex 3. However, Annex 3 requests the fee rate per day, maximum number of days, and total value. Should we only complete the consultant and fee rate per day sections?	Your submission is in response to the Preliminary Requirements and a Technical response to the ToR. <b>A financial response submission is <u>not</u> required for this tender.</b>	Closed
3.	Concerning the CVs of the team, are we required to use the template provided in Annex 1?	Yes please.	Closed

4.	For reimbursable expenses, should we include any travel costs? If so, could you specify the number of days and locations involved?	Your submission is in response to the Preliminary Requirements and a Technical response to the ToR. <b>A financial response submission is <u>not</u> required for this tender..</b>	<b>Closed</b>
5.	In addition to the documents specified in Part A and Part B, should we also submit the following signed documents: Annex 1A: Bidders Conflict of Interest form; Annex 4: Framework Agreement Template; and the Contract for consultancy services?	Please fill in the Bidder's Conflict of interest, the TMA Supplier Code of Conduct. Annex 4 is a template for your information and not to be filled.	<b>Closed</b>

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## **SECTION 2: TIPS ON HOW TO PREPARE AND SUBMIT A COMPETITIVE BID**

### **1. Administrative: -**

- 1.1 Correct language (with translation/s where different language is used);
- 1.2 Timelines complied with;
- 1.3 Full response to tender requirements;
- 1.4 Attachment of required documents as per the bid instructions such as:
  - 1.4.1** Registration certificate/s;
  - 1.4.2** Tax compliance/ registration;
  - 1.4.3** Professional registrations such as that for engineers, architects, environmentalists, accountants, supply chain experts, etc;
  - 1.4.4** Power of attorney; and
  - 1.4.5** Audited accounts for the years requested.
- 1.5 Accurate sealing/ naming of bids envelopes; and
- 1.6 Timely submissions (no last minute rush!).

### **2. Technical: -**

- 2.1 Very good methodology:
  - 2.1.1** Good work-plan.
  - 2.1.2** Understanding of TORs.
- 2.2 Evidenced based experience;
- 2.3 Excellent proposed team of experts/ personnel;
- 2.4 Compliant structure of bid;
- 2.5 Signed CVs of proposed experts/ personnel alongside declaration by individual of her/ his CV not being used by any other firm within the same bid especially where cross-bidding is barred;
- 2.6 Keen attention on high/ important technical requirements/ qualifications areas & scoring more;
- 2.7 Quality assurance of the bid;
- 2.8 Well arranged, titled and easy to read proposal;
- 2.9 Defined jargon where used;
- 2.10 Demonstrated creativity and uniqueness of the technical bid;

### **3. Financial: -**

- 3.1 Inclusion of taxes when advised to.
- 3.2 Fair pricing.
- 3.3 Signed submission form/s.

### **4. Post-award: -**

- 4.1 Positive due diligence.
- 4.2 Accurate bid information.
- 4.3 Good performance (quality, cost, quantity, etc) on award of contract.

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