



BID CLARIFICATION MATRIX NO.2

REQUEST FOR PROPOSALS (RFP)

CONSULTANCY SERVICES FOR PROVISION OF WEBSITE MANAGEMENT AND DIGITAL MEDIA MANAGEMENT (SOCIAL MEDIA) FOR TRADE CATALYST AFRICA

TENDER No.: PRQ20240004



MAY 2025

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TENDER TITLE: CONSULTANCY SERVICES FOR PROVISION OF WEBSITE MANAGEMENT AND DIGITAL MEDIA MANAGEMENT (SOCIAL MEDIA) FOR TRADE CATALYST AFRICA

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This **Bid Clarification Matrix No. 2** forms an integral part of the Request for Proposals and therefore, *must be considered* carefully by service providers in preparation and submission of bids.

It is divided into two sections: -

1. Section 1 contains clarifications to queries raised through the official bidding clarification email address (that is procurement@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 procurement@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 Request for Proposals (RFP) of the tender document:

Table 1: Queries and responses as received and responded to by the procuring entity.

Sl. No.	Our Comments / Clarifications required	Clarification	Status
1	Website Access and Infrastructure Could you confirm whether the selected vendor will receive full admin access to your existing WordPress backend and analytics tools (e.g., Google Analytics, Tag Manager)? Additionally, would you be open to migrating the site to our hosting infrastructure if this proves beneficial?	Yes. The website vendor will receive full admin access to TCA's existing WordPress backend and analytics tools. Yes. The vendor is expected to migrate the site to their hosting infrastructure.	Closed
2	Content Development Scope Will the vendor be expected to lead on content creation (e.g. blogs, newsletters, campaign copy) with limited input from your team, or will strategic direction and approvals primarily come from your side?	Content creation will be a collaborative co-creation exercise; with the TCA team giving input after we receive the first drafts from the vendor. We require the content developer to be conversant with the field within which TCA operates.	Closed
3	Social Media and Paid Campaigns Should social media management include paid campaign planning and media buying? If so, is there a provisional budget range we should be aware of?	This will be determined on a case-by-case basis. However, should there be need for a paid campaign and media buying, TCA will handle the additional budget/make the relevant payments.	Closed
4	Reporting and KPIs Beyond traffic and SEO, would you like the analytics reports (monthly/quarterly/annual) to include metrics on content engagement, lead generation, and user behaviour?	Yes. The report should be as comprehensive as possible, including the above mentioned and recommendations based on data collected.	Closed

5	<p>Training Deliverables</p> <p>Regarding the “training materials” listed in the ToR, are you expecting live sessions, recorded modules, written guides, or a combination?</p>	<p>This will be determined on a case-by-case basis.</p> <p>However, a combination is highly preferred.</p>	Closed
6	<p>Budget Envelope</p> <p>To help us propose a solution that is both ambitious and realistic, are you able to share a budget envelope or ceiling for this assignment?</p>	<p>The budget ceiling for this assignment for the first year is \$85,000.</p>	Closed

SECTION 2: TIPS ON SUBMITTING A WINNING BID

Administrative

- Correct language (with translation/s where different language is used);
- Timelines complied with.
- Full response to tender requirements.
- Attachment of required documents as per the bid instructions such as:
 - o Registration certificate/s;
 - o Tax compliance/ registration.
 - o Professional registrations such as that for engineers, architects, environmentalists, accountants, supply chain experts, etc.,
 - o Power of attorney; and
 - o Audited accounts for the years requested.
- Accurate sealing/ naming of bids envelopes; and
- Timely submissions (no last-minute rush!).
- Separate Technical and Financial proposal.
- Bid security to be in technical proposal.

Technical

- Availability of equipment and personnel
- Very good methodology.
 - o Good work-plan.
 - o Understanding of TORs
- Evidence based experience.
- Proposed excellent team of experts/ personnel.
- Compliant structure of bid.
- 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.
- Keen attention on high/ important technical requirements/ qualifications areas & scoring more.
- Quality assurance of the bid.
- Well arranged, titled and easy to read proposal.
- Defined jargon where used.
- Demonstrated creativity and uniqueness of the technical bid/.

Financial:

- inclusion of taxes when advised to.
- fair pricing.
- signed submission form/s.

Post-award:

- positive due diligence.
- accurate bid information.
- good performance (quality, cost, quantity, etc.) on award of contract.