



BID CLARIFICATION MATRIX NO.3

REQUEST FOR PROPOSALS (RFP)

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

TENDER No.: PRQ20240004



JUNE 2025

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

TENDER NUMBER: PRQ20240004

This **Bid Clarification Matrix No. 3** 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	<p>Clause no. 4B Scope of work Regular technical site and code maintenance. Page no. 14(Entire Clause 4B - Regular technical site and code maintenance)</p> <ul style="list-style-type: none"> Request for confirmation on whether the current theme is free, paid, or custom-built? 	The website is built on the WordPress platform using the Elementor plugin (base version – free) as the visual page builder. The site has been custom-built to meet our specific organisational needs. This includes tailored layouts, branding, and performance enhancements.	Closed
2	<p>Clause no. 4B Scope of work Regular technical site and code maintenance. Page no. 14 (Install software, plug-ins/modules/security patches and upgrades, including bug fixes and reviewing all compatibility issues)</p> <ul style="list-style-type: none"> Please provide on a complete list of installed plugins and extensions, along with details on which are free, paid, or custom-built? 	See uploaded document titled [Installed Plugins and Extensions] with list of installed plugins and extensions, along with details on which are free, paid, or custom-built.	Closed
3	<p>Clause no. 4A Scope of work Site hosting and administration. Page no. 14(Entire Clause 4A - Site hosting and administration.)</p> <ul style="list-style-type: none"> Please specify detailed information about the current hosting infrastructure, including the current size of the existing files and the database. Request for confirmation on the server infrastructure whether it's cloud, hybrid or on premises. 	<p>Current Hosting Infrastructure: The Trade Catalyst website is currently hosted on Amazon Web Services (AWS), with Aapane serving as the server manager.</p> <p>File and Database Size (Estimates): Total size of the website files is approximately 1 GB; DB Size is approximately 250 MB.</p>	Closed
4	<p>Clause no. 4C Scope of work On-going improvement of site functionalities Page No.14 (Add new features as advised, including creating and updating microsites and portals.)</p> <ul style="list-style-type: none"> Please specify Expected number of microsites and portals to be created or updated, type of enhancements or feature upgrades you typically require (e.g., new portals, microsites, or content updates), 	<p>Given the dynamic nature of our work, content updates and portal/microsite requests follow different processes:</p> <ul style="list-style-type: none"> Content updates occur regularly (typically 2-3 times per week), though volume may vary—some weeks will be lighter, others busier. Portals & microsites are ad hoc—we'll provide advance notice and schedule planning meetings before kicking these off. 	Closed

	<p>how often these requests occur, and approximately how many such requests are expected (number of microsites/portals, etc.)?</p>	<p>While we strive for predictability, flexibility is key. All requests will align with TCA's working policy (no working weekends/holidays).</p> <p>We appreciate the team's adaptability in managing these fluctuations!</p>	
5	<p>Clause no.4D SOCIAL MEDIA PLATFORMS. Platform management Page no. 15 (Platform management: Maintain and update profiles on the various social media platforms, ensuring accuracy and consistency.)</p> <ul style="list-style-type: none"> Please provided the expected number of profiles and Platform to be managed. 	<p>As a newly established entity, Trade Catalyst Africa is currently maintaining an active presence on two core platforms:</p> <ul style="list-style-type: none"> X (formerly Twitter) LinkedIn <p>In alignment with the Terms of Reference, we expect the Social/Digital Media Manager to:</p> <ol style="list-style-type: none"> Provide strategic recommendations on additional platforms that could help expand TCA's reach. Develop and execute a growth strategy for both existing and new platforms. Enhance TCA's profile and visibility across all selected digital channels. 	Closed
6	<p>Clause no.21 Packaging, Submission and Delivery of Tenders. Page no.11 (All submissions must be submitted via TMA's procurement mailbox using the email address, procurement@trademarkafrica.com on or before 10th June 2025 on or before (11:00am Kenya Time)</p> <ul style="list-style-type: none"> Considering the need for this clarification and Procurement of the resources and the time required to align our proposal accordingly, we respectfully request an extension of the submission deadline of 14 Days. This will help ensure a comprehensive and well-aligned response. 	<p>The tender submission deadline has been extended to Tuesday 17th June 2025. Please download Extension notice from the website for further information.</p>	Closed
7	<p>Please specify the expected number of user for the social media platform.</p>	<p>We require that the vendor's team access be limited to a maximum of two users.</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.