



BID CLARIFICATION MATRIX NO.1

FOR

RECRUITMENT AND HEADHUNTING SERVICES

FWA NUMBER: *TMA/FWA/HR/04/2025,*

JULY 2025

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FRAMEWORK TITLE: RECRUITMENT AND HEADHUNTING SERVICES

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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).
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 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.	Estimated Volume What is the average number of external hires per year for which support from the search firm is anticipated?	This cannot be determined at the moment. Engagements will be based on need, as and when vacancies are identified.	Closed
2.	Role Complexity and Seniority <ul style="list-style-type: none">○ What is the typical grading of roles that will be sourced through this framework (e.g., entry-level, mid-management, executive)?○ Could you provide an indication of the expected mix between junior, mid-level, and senior/executive hires?	<p>This will mainly be executive level jobs and some mid management jobs for hard to fill jobs in some markets. These jobs cannot be named at the moment.</p> <p>Not at the moment.</p>	Closed

3.	Geographical Scope <ul style="list-style-type: none"> What are the typical hiring locations (e.g., country offices, regional offices, HQ)? Are there specific countries or regions where recruitment support is more frequently required? 	<p>Covers both the HQ in Kenya and the country offices.</p> <p>Recruitment needs are determined by emerging vacancies, which vary across countries and regions. As such, support requirements are assessed and rolled out on a case-by-case basis depending on where the need arises.</p>	Closed
4.	Framework Usage Will this framework be used exclusively by TMA headquarters, or also by regional/country offices independently?	Recruitment for both TMA headquarters and country offices is centrally coordinated from the HQ. As such, these services may be called upon to support all offices, across countries, as needed.	Closed
5.	Section 2 (Item 10) of the ITT document states that "a fee structure, outlining costs associated with the recruitment services, including any retainer fees or success-based fees" is to be submitted. However, Section 3 (Item 3.2.2) of the ITT document states that "price is not evaluated at this stage". Please clarify if a pricing structure as per Section 2 (Item 10) is to be submitted and if so, would this information need to be presented in Part B of the response?	Bidders are required to submit technical proposals only. Financial proposal will be requested from the qualified bidders at a later stage.	Closed
6.	Section 3 (Item 3.0.2) of the ITT document states that "potential service providers shall be required to provide their daily rates in line with the fee rates schedule provided as Annex 3 of this document. Failure to comply with the rate card provided may lead to your submission being declared non-responsive". As per our question posted above, please confirm if the submission of pricing will be required for this submission, and if so, please confirm if "Section 5 - Fees" of the Contract for Services Template is being referred to for the pricing format?	Bidders are required to submit technical proposals only. Financial proposal will be requested from the qualified bidders at a later stage.	Closed

7.	Is the form "Annex 1A - Bidders' Conflict of Interest Form" to be submitted with the TMA Code of Conduct, or is it a document that needs to be prepared and submitted upon Framework Agreement Award?	This forms part of the Supplier Code of Conduct and should be submitted alongside your bid.	Closed
8.	Scope of Work We note that Trademark Africa has presence in different countries, how many roles to be recruited per country.	This is on a rolling basis as vacancies are established.	Closed
9.	Are we required to use the “Contract for Consultancy Service Form,” or can we submit our own format?	Bidders are not required to use the contract format at this point in time. It is, however, provided to streamline post-award processes. Successful bidders will be bound by the terms and not by any other format.	Closed
10.	In the Data Bidding Sheet – item 10 – could you kindly clarify what is meant by “Technical Proposal (where required)”?	Bidders are required to submit a technical proposal outlining their approach and understanding of the Terms of Reference and evaluation criteria.	Closed
11.	In Annex 1 – CV Section, what does the term “No” after the position title signify?	"The term 'No.' refers to 'Number' and is intended to indicate where multiple experts are being proposed. Use it to differentiate between each proposed individual where applicable."	Closed
12.	In Section 3, could you please advise what information we are expected to provide?	This is the contract template provided to streamline post-award processes. No information is required at this stage.	Closed
13.	In Section 4, what are we supposed to insert?	Reference is made to the response above.	Closed
14.	In Section 5, are we required to use the provided fee format, or may we submit our own standard fee structure?	Reference is made to the response above.	Closed
15.	We request a two-week extension of the submission deadline—from the current date of 10th July 2025 to 24th July 2025.	Reference is made to the bid extension Notice - The deadline for submission has been extended from 10th July 2025 on or before (11:00 A.M. Kenya Time) to 24th July 2025 on or before (11:00 A.M. Kenya Time). <i>No late submissions shall be accepted.</i>	Closed

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.