



Tender for Compilation and Publication of Manufacturers and Exporters Directory 2019

TERMS OF REFERENCE

1. Background

Kenya Association of Manufacturers (KAM) is the representative organization for manufacturing value-add industries in Kenya, comprising of more than 950 members who cut across 16 sectors and 7 regional chapters across the country.

KAM provides an essential link for co-operation, dialogue and understanding with the Government, by representing the views and concerns of its members towards establishment of a competitive manufacturing sector.

In pursuit of its core mandate of policy advocacy, KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

Our mandate is the attainment of a favorable environment for the manufacturing sector to thrive and grow to 15 per cent share of gross domestic product (GDP) as envisaged in the Big 4 Agenda.

2. Scope of Work

KAM seeks to engage a business partner (Company) competent and experienced in marketing, graphic design and printing services to design and print KAM's Manufacturers and Exporters Directory for a period of five years (renewable based on performance) starting January 2019.

3. Specific Tasks

The successful entity will:

- Manage the entire project of design, publication and distribution of the Manufacturers and Exporters Directory;
- Compile the data for the directory;
- Market advertising space in the Directory, design and publish soft and hard copies of the Directory;
- Collection of all the advertising revenue, payment of all suppliers and service providers;
- Handle all the receipts and payments pertaining to the sale of space in the Directory, account for this on a quarterly basis before the 10th day of the subsequent last month. In addition, the documents shall be made available for inspection by KAM whenever necessary to do so;
- Produce hard and soft copies of the Directory at an agreed date with KAM-this includes following up on the directory production from the marketing to the printing stage in close liaison with KAM;
- Set up an online platform for controlled access to the Directory;
- Manage the distribution of the copies of the Directories to both KAM members and advertisers on behalf of KAM.

4. Key Deliverables

- Advertising space in the directory marketed;
- Manufacturers and Exporters data collected for the purposes of the Directory;
- Publish 1,500 copies of the Directory;
- Publish 1,500 CD copies of the Directory;
- Set up online platform for access of the Directory with clear access protocols;

5. Specifications for the Directory

The Printer will print the book with the following specifications:

- Title of Book: Kenya Manufacturers & Exporters Directory
- Printing specifications are as follows:
 - Cover Page: 300 GSM
 - Quantity: 1,500 hard copies and 1,500 CD copies
 - Inside Page: 135 GSM
 - Book size: A4
 - Preparation: with element provided by the Editor, design all needed materials for printing
 - Proofs: PDF to KAM
- Details of the design (format/style, layout including typesetting, styling, color, placement of photos/logo, etc) will be decided in consultation with KAM.
- KAM will provide the word document copies of the texts to be published.

- The Printer will provide the KAM Secretariat proofs of the book cover and text, color process, for overall reviews and approval prior to printing.
- The Book will be published in one language (English).
- The Book will have a total amount of pages of between 280 and 300.
- Once approved and ready for printing, the Printer will supply KAM with a PDF copy for review and approval.

6. Duration and Timelines of the Task

- The partnership will be for a 5 year term renewable subject to performance.
- The timelines for the tasks will be mutually agreed between KAM and the successfully bidder.

7. Required Competencies and Knowledge:

- Minimum five-year experience in the publishing and printing industry
- Experience in working with tight schedules
- Shown capacity of delivery on time

8. Application Method & Process

Interested applicants should send a business proposal with detailing:

- Cover letter – Include a cover letter signed by a principal in the company, indicating full contact information (physical address, mailing address, telephone number, and e-mail address). The cover letter may also summarize key elements of the proposal, and uniqueness of the proposed technology or response.
- Profile of the company-this should be a detailed description of the company, including:
 - The total number of employees.
 - An overview of all the products and services that the company provides.
 - The number of years that the company has provided the services requested in the RFP.
 - The number of current customers and a listing of main ones.
 - Any other relevant information about the company;
- Elaboration of understanding of the task and your approach;
- Demonstration of capacity to manage the project for mutual benefit-this must include proposed project team for the task and their competencies;
- Demonstration of experience and similar tasks undertaken in the last 10 years;
- A project financial proposal with income and expenditure projections as well as a proposal for profit share.

- Provide at least 5 references for customers that have received similar products and services as those detailed in the RFP. KAM reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
 - Customer name.
 - Brief description of the scope of products and services delivered, current status, project start and end dates, total project square footage, number of facilities served, facility types, and product and services provided.
 - Primary point of contact for the customer, including name, telephone number, and e-mail address.

In addition to this, the bid must be accompanied with the following **MANDATORY DOCUMENTS**:

- A copy of certificate of incorporation;
- A copy of PIN certificate and evidence of registration for VAT;
- Tax compliance certificate;

The business and financial proposal should be put in separate envelopes clearly marked as such.

9. Evaluation Criteria

Proposal Evaluation Criteria	Score
Understanding of the Task	20
Proposed approach to the task	20
Capacity to deliver	25
Overall quality of the proposal	15
Financial proposal	20
Total Score	100

10. Submission of Proposals

Qualified interested bidders to submit their proposals to AAM Resources, Purshotam House, Chiromo Lane (next to Diagnostics Centre), **by close of business on 13th December 2018 at 4.00 pm.** Late submissions will not be opened. Any inquiries on this should be sent to ceo@kam.co.ke by close of business on 6th December 2018.