

BIDDING DOCUMENT FOR THE PROVISION OF CREATIVE DESIGN AND BRANDING SERVICES

PROCUREMENT REFERENCE NO: POSB 26/2024



**BIDDING DOCUMENT FOR
THE PROVISION OF CREATIVE DESIGN AND BRANDING
SERVICES**

POSB-26-2024

DATE OF ISSUE13 MAY 2024

CLOSING DATE.....31 MAY 2024

CLOSING TIME10.00 HOURS

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PART 1: BIDDING PROCEDURES

BACKGROUND

The People's Own Savings Bank of Zimbabwe (POSB) intends to engage a service provider for the provision of creative design and branding services. Accordingly, the bank extends its invitation to reputable suppliers of such services to participate in this tendering process.

Procurement Reference – Competitive Tender Number: POSB-26-2024

Preparation of bids:

You are requested to bid for the provision of interactive boards as specified in the Statement of Requirements provided in this document by completing and returning the following documents and information: -

1. Fully signed Bid Submission Sheet as guided by the template provided in the bid document.
2. The Statement of Requirements in Part 2.
3. **Completed and Signed Bid Securing Declaration Form.**
4. The bidder **MUST** attach the following **MANDATORY** documents: -
 - a. Legal documents - Certificate of Incorporation,
 - b. CR6 or CR14 form
 - c. Tax clearance certificate (ITF 263)
 - d. Company Profile
 - e. Valid VAT certificate
 - f. Valid proof of confirmation that all contributions or payments due under the National Social Security Act (Chapter 17.04) are fully paid.
5. Bidders must state the validity period (minimum of 90 days)
6. 3 Reference letters from previous customers confirming that the bidder successfully provided similar services in the past three years.
7. Signed confirmation that the company is not debarred from bidding for any tenders.

You are advised to carefully read the complete Bidding Document before preparing your Bid. The standard forms in this document may be retyped for completion but the Bidder is responsible for their accurate reproduction. All pages of the Bid must be clearly marked with the Procurement Reference Number above.

Lots and Packages

The requirement is comprised of a single lot.

Number of bids allowed.

No Bidder may submit more than one bid, either individually or as a joint venture partner in another bid, except as a subcontractor. A conflict of interest will be

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deemed to arise if bids are received from more than one bidder owned, directly or indirectly, by the same person.

Clarification

Clarification of the bidding document may be requested in writing by any Bidder up to 24 May 2024 and should be sent to hmadziwana@posb.co.zw and procurement@posb.co.zw to the attention of Hamunyari Madziwana or Gibson Sibanda

Pre-bid meeting

As the scope of work is clearly defined there will not be a pre-bid meeting.

Validity of Bids

The minimum period that the Bidder's bid must remain valid is 90 days from the deadline for the submission of bids. The bid validity must be clearly stated. Bids that do not clearly indicate the bid validity will be disqualified.

Submission of Bids documents.

Bids must be submitted electronically in PDF format to the email address below, no later than the date and time of the deadline provided. It is the Bidder's responsibility to ensure that they receive a receipt confirming submission of their bid that has correct details of the bidder and the number of the Bid.

The Bidder must mark the subject line with the bidder's name and address and the Procurement Reference Number.

Late bids will be rejected. POSB reserves the right to extend the bid submission deadline but will notify all potential bidders through its website address www.posb.co.zw of any amended bid submission deadline.

Date of deadline:	31 May 2024	Deadline Time: 10.00Hrs
Submission address:	tenders@posb.co.zw	
Means of acceptance:	Electronically through email	

The bidding submission documents should be scanned as a single document bearing the tender number and description on the subject line.

Bid opening.

Due to Covid-19 **No** bidders or their representatives may witness the opening of bids, which will take place at the submission address immediately following the deadline.

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Withdrawal, amendment, or modification of Bids

A bidder may withdraw, substitute, or modify its Bid after it has been submitted by sending a written notice, duly signed by an authorized representative. However, no Bid may be withdrawn, substituted, or modified in the interval between the deadline for submission of Bids and the expiration of the period of Bid validity specified by the Bidder or any extension of that period.

Delivery Requirements

The winning bidder shall enter into a service level agreement with the Bank for a period of two (2) years subject to performance. The service level agreement in no way guarantees an order. The services required are on a need basis and a Purchase Order will only be issued as and when required.

Bid Prices and Discounts

The prices and discounts quoted by the Bidder in the Bid Submission Form and in the Price Schedules must conform to the requirements specified below.

Prices must be quoted as specified in the Price Schedule included in the Statement of Requirements.

Bid Securing Declaration

Any bid not accompanied by a Bid Securing Declaration where this is a requirement of bidding, will be rejected by POSB as non-responsive.

The Bid- Securing Declaration of a Joint Venture (JV) must be in the name of the JV that submits the Bid. If the JV has not been legally constituted at the time of bidding, the Bid-Securing Declaration must be in the names of all intended partners.

Evaluation of Bids

Bids will be evaluated using the following methodology:

1. Preliminary examination to confirm that all documents required have been provided, to confirm the eligibility of bidders in terms of this document and to confirm that the Bid is administratively compliant.
2. Technical evaluation to determine substantial responsiveness to the specifications in the Statement of Requirements.
3. Financial evaluation and comparison to determine the evaluated price of bids and to determine the lowest evaluated compliant bid.

Evaluation criteria

Bids will be examined to confirm that all terms, conditions, and requirements of the bidding document have been complied with by the bidder. The assessment of responsiveness shall be determined in accordance with the criteria set out in the preparation of bids section of this tender document.

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Eligibility and Qualification Criteria

Bidders are required to meet the criteria set out in the Preparation of Bids section of this tender document to be able to participate and to be qualified for the proposed contract. Bidders must therefore provide any available documentation and certify their eligibility in the Bid Submission Sheet.

To be eligible, Bidders must: -

1. have the legal capacity to enter a contract.
2. not be insolvent, in receivership, bankrupt or being wound up, not have had business activities suspended and not be the subject of legal proceedings for any of these circumstances.
3. have fulfilled their obligations to pay taxes and social security contributions in Zimbabwe.
4. not have a conflict of interest in relation to this procurement requirement.

Bid Currency:

Bids should be priced in United States Dollars (US\$)

Payment Currency:

Payment will be processed in ZIG using the willing buyer willing seller rate prevailing on the date of payment processing.

Award of Contract

The lowest evaluated bid, which is substantially responsive to the requirements of this bidding document will be recommended for award of contract. The proposed award of contract will be by issue of a Notification of Contract Award which will be effective until signature of the contract documents.

Right to Reject

POSB reserves the right to accept or reject any bid or to cancel the procurement process and reject all bids at any time prior to contract award.

Corrupt Practices

The People's Own Savings Bank requires that bidders, observe the highest standard of ethics during the procurement and execution of contracts. In pursuit of this policy: -

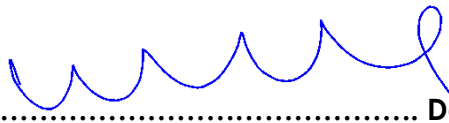
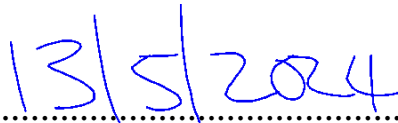
1. POSB will reject a recommendation for award if it determines that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract or been declared ineligible to be awarded a procurement contract.
2. POSB may impose sanctions on fraudulent or collusive bidders in terms of its procurement policy.
3. Any conflict of interest on the part of the bidder must be declared.

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Declaration by the Accounting Officer

I declare that the procurement is based on neutral and fair technical requirements and bidder qualifications.

pp  
Signed Date.....

G. Changunda

CHIEF EXECUTIVE OFFICER

Signed on 13 May 2024, 10:04 AM CAT

Signed on 13 May 2024, 10:04 AM CAT

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Bid Submission Sheet

*{Note to Bidders: Complete this form with all the requested details and submit it as the first page of your Bid. Attach the completed Statement of Requirements and any other documents requested in Part 1. Ensure that your Bid is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this Bid prevail over any attachments. If your Bid is not authorised, it **will be rejected**. If the Bidder is a Joint Venture (JV), the Bid must be signed by an authorized representative of the JV on behalf of the JV, and to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized representatives.*

Procurement Reference
Number:

Subject of Procurement:

Name of Bidder:

Bidder's Reference Number:

Date of Bid:

We offer to provide the goods listed in the attached Statement of Requirements, at the prices indicated on the attached Price Schedule and in accordance with the terms and conditions stated in your Bidding Document referenced above.

We confirm that we meet the eligibility criteria specified in Part 1: Procedures of Bidding.

We declare that we are not debarred from bidding and that the documents we submit are true and correct.

The validity period of our bid is: {days} from the date of submission.

We confirm that the prices quoted in the attached Price Schedule are fixed and firm for the duration of the validity period and will not be subject to revision, variation, or adjustment within the bid validity period.

Bid Authorised by:

Signature	Name
Position:	Date:(DD/MM/YY)
Authorised for and on behalf of:	
Company	
Address:	
.....	

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PART 2 STATEMENT OF REQUIREMENTS

The People's Own Savings Bank (POSB) intends to engage a service provider for the provision of Creative Design and Branding services. The following specific requirements for the interactive boards complement, supplement, or amend the provisions of the bidding procedures. Whenever there is a conflict, please be guided by the specifications given below.

The detailed technical evaluation will examine the technical specification of the items offered in column c and determine whether this meets the minimum specification in column b. Bidders must complete column c or their tender will be rejected. **Bidders are required to include technical literature to positively support the details provided in column c.**

SCOPE OF WORKS FOR THE PROVISION OF CREATIVE DESIGN AND BRANDING SERVICES

BACKGROUND

The People's Own Savings Bank of Zimbabwe (POSB) was established in December 1904 and celebrates its 120th anniversary this year, 2024. The Bank has developed, adapted, and evolved over the years to stand the test of time.

- Its customers span across all demographic groups in terms of age, income, academic and financial literacy levels, geographic location etc.
- The Bank has been predominantly identified as an old people and poor people's bank because it serves a huge population of low-income earning pensioners in comparison to any other local bank. POSB's long history of serving the marginalized and low-income segments of society has also resulted in the Bank being perceived as a 'poor people', 'old people' bank despite widening its focus to other market segments, including high-value customers, corporates, SMEs, agribusinesses, salaried individuals etc and introducing innovative solutions to keep abreast with the everchanging customer needs and competition.
- POSB has however been making efforts to change this perception by targeting new customer segments that include high-value customers, small and informal businesses (hustlers), the young and tech-savvy, the young (learning how to manage money), big corporates and farmers etc
- POSB has also been making strides to ensure that its services are accessible through the physical and digital network with world-class customer experience. The Bank operates 32 own physical service centres and has a registered presence in over 50 Zimpost offices and 20 other operators including retail shops and service stations through the agency and off-counter arrangement.
- As a means of reflecting on the Bank's commitment to service excellence, all POSB branches are now referred to as Service Centres.
- The Bank also has a 24-hour contact centre which is available by phone, WhatsApp, email and social media.

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- POSB has a robust digital banking network that includes platforms such as Cellbank, 'On the Go' App, WhatsApp Banking, Facebook Banking and Online Banking. Customers can perform ZWL and USD transactions from the comfort of their homes or offices or wherever they may be without being restricted by physical branch operating hours, without the hustle of visiting a branch while enjoying the convenience and speed of the digital platforms.
- In March 2023, POSB launched its Mastercard collection; Prepaid and Debit Gold Mastercard. The Debit Gold Mastercard was one of the first of its kind on the Zimbabwean market as it allowed local and international transactions to be processed use the same card. The POSB Debit Gold Mastercard has USD and ZWL accounts linked to the same card so that customers do not need to have multiple cards for their local currency and USD accounts. Instore, online, local and international transactions are made simply possible by the POSB Mastercard cards.
- To further enhance customer experience, POSB is rolling out new ATMs across its service centres network and in high-traffic public areas such as shopping malls. 15 new ATMs have been deployed at Causeway, Kopje Plaza, First Street, Nelson Mandela, Westgate, Chitungwiza (Harare service centres), Haylet House and Bulawayo Main (Bulawayo service centres), Kadoma, Gweru, Chinhoyi, Mutare, Masvingo and Chiredzi service centres. The second phase of the ATMs rollout is expected to see 20 new ATMs rolled out across the country. The ATMs are available 24/7 with USD and ZWL services. Some of the ATMs are configured to accept deposits among other value-added services.
- The Bank also has payment processing solutions for businesses of all sizes and individuals through the Merchant Services division. POS machines are available businesses and individuals looking to process USD and or ZWL card based and electronic transactions. POSB POS machines are configured to accept both currencies on one device, a development that is only availed by a few banks at the moment. Educational institutions and other government departments are not charged for using POSB POS machines, they get to 'bank for free'. Integrated Point of Sales solutions are also available for retailers and wholesalers wishing to integrate their system with the activity on their POS machines. POSB POS machines can also be hired for specific events.
- The Corporate Banking division of the Bank offers tailor made solutions for businesses of all sizes. Transactional accounts, Loan facilities, Agribusiness facilities, Trade facilitation, international payments, Advisory Services, Order Financing etc.

REQUIRED FROM AGENCY:

An award-winning 360-integrated marketing communication strategy and (above and below the line) campaign that speaks to all the Bank's key stakeholders with an emotional appeal through professional, memorable and highly creative storytelling.

2.2 The campaign is expected to cover but is not limited to the following areas/elements

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- Development of a new brand manual on which the campaign will be premised.
- Brand and Campaign Development and Execution
- Digital and social media
- Corporate profile
- Branding guidelines
- Internal communication and initiatives to increase staff awareness and buy-in
- Outdoor media
- Vehicles and premises branding
- Regalia and giveaways
- Publicity
- Testimonials
- Promotions
- Market Research
- Media Planning, Buying and Ad Placement
- Public Relations
- Events Management and Planning
- Website Development and Management
- Video and Film Production
- Photography
- Copywriting across media genres
- Placement and management of advertisements across all media including but not limited to press, outdoor, radio and television
- Diligently executing all services described above and services related to the above

Target market

- All stakeholders.

2.3 Objectives

- To increase the visibility and awareness of the POSB brand and related products.
- To create the desirable brand perception and reputation.

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- Brand differentiation
- To cultivate a positive culture and boost team morale.
- Change the old, poor people's bank narrative
- Regain market confidence
- To promote usage and uptake of the Bank's products and services.
- To refresh the POSB brand in the minds of the customers and correctly position it vs the existing brand personality perception.
- To make noise and be in people's faces.

2.4 Pitch to be submitted via file-sharing links.

To include

- a) Strategy/Plan
- b) Creatives; static, video, audio (including a jingle), simulations and illustrations
- c) A 10-minute presentation video unpacking the campaign

3.0 TECHNICAL AND COMMERCIAL COMPETENCY ASSESSMENT

Bidders are advised of an additional requirement that will be used to assess the capabilities of the agency. Bidders must submit a company profile articulating the organizational structure, profiles detailing experience and **certified copies of qualifications** for the following key personnel or their equivalents:

EVALUATION AREA	MINIMUM REQUIREMENTS	SCORE (points)
<p>Experience in creative, advertising and branding for corporate customers (27)</p>	<ol style="list-style-type: none"> 1. At least 5 years in the provision of creative, advertising, media, and branding services to corporate clients proven by 5 consecutive registration certificates for any 1 professional body. (2019-2023) 2. Current membership of a recognized professional body (2023/24): <ol style="list-style-type: none"> a. Advertising Media Association of Zimbabwe (compulsory) b. The Marketers Association of Zimbabwe, c. Zimbabwe Association of Accredited Practitioners in Advertising or d. Zimbabwe Advertising Research Foundation 3. Creative/Business awards or recognition for the Agency in the past 3 years. <p>Items 4-6 below require official customer written confirmation for the work done.</p> <ol style="list-style-type: none"> 4. Portfolio of 3D designs done in the last 3 years for office space, exhibition space or premises. 5. Portfolio of outdoor advertising campaign design done in the last 3 years. 6. Portfolio of animations done in the last 3 years. (at least 1 human concept and 1 cartoony concept) 	<p>5</p> <p>5</p> <p>2 (for any one of the three)</p> <p>5</p> <p>3 (1 mark for providing portfolio, 2 marks for quality of work)</p> <p>3 (1 mark for providing portfolio, 2 marks for quality of work)</p> <p>4 (1 mark for human concept, 1 mark for cartoony concept, 2</p>

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EVALUATION AREA	MINIMUM REQUIREMENTS	SCORE (points)
		marks for quality of work)
Proof of creative work (4)	1. Provide proof of any accolades won for exceptional work done in the past 3 years.	4
Operational Capabilities (15)	1. Availability of Agency Management System – the agency to provide a detailed description, specifications, and 'demonstration' of system capabilities. 2. Availability of Creative Design Software – Agency to provide detailed description, specifications and demonstration of the system used for creative work. 3. Physical verification of office premises and computer equipment for design purposes. 4. Bank statements for the past three months. 5. Agency to confirm ability to work outside normal working hours.	2 3 5 2 3
Practical Campaign Pitch (35)	1. Provision of a comprehensive Campaign Strategy Document that shows depth and is well-detailed. The document should reflect the quality of work, investment and understanding of the POSB brand. 2. Comprehensiveness of the campaign creatives – Ability of the creatives to address all major identifies stakeholders in line with the brief, objectives and proposed strategy. 3. Creative prowess displayed in the design and production of creatives. 4. Product and brand knowledge displayed. 5. Comprehensiveness of proposed media plan – is it a 360? 6. Time required for completion of the following campaign elements: a) A4 newspaper advert design b) 60-second radio jingle c) 60 seconds animated video production	8 5 7 5 5 0.5

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EVALUATION AREA	MINIMUM REQUIREMENTS	SCORE (points)
	d) 2 minutes social media skit production	0.5
	e) Social media post design	0.5
	f) Copy-based advert design (tender or vacancy)	0.5
	g) Scripting of a 60-second radio advert	0.5
	h) 3D office space design	0.5
	i) Drafting a campaign strategy proposal	0.5
	j) Drafting a campaign outcome report	0.5
		0.5
		0.5
Score		100%

Total scores will be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

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Price Schedule

Procurement Reference Number: _____

Bidder's Name: _____

Bidder's Reference Number: _____

Note to Bidders: Complete the currency of your quotation and the unit and total rates for each item listed below.

Currency of Quotation/Contract: _____

People's Own Savings Bank intends to engage a service provider for Creative Design and Branding services. Bidders are required to complete the Price schedule below and provide all costs that make up the total price.

Currency of Quotation/: **United States Dollar**

a. Bidders must clearly provide the following pricing information: Concept Fees

	Description	Amount USD
1	Radio advert	
2	TV advert	
3	Static advert	
4	Social media post	
5	Single sided flier	
6	Double-sided flyer	
7	Outdoor billboard	
8	Branch branding	
9	Annual Report	
10	Storybook (Staff Magazine)	
11	E-Newsletter (static)	
12	Video newsletter	
13	Company profile	
14	Financial statements	
15	Social Media Skit	
16	Animated video – cartoony	
17	Animated video – human	

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	Description	Amount USD
18	3D office, premise or exhibition space design	
19	3D branding illustrations	
20	Brand Manual design	
21	Event	
22	Branded corporate wear; t-shirts, uniforms etc.	

Creative fees

	Description	Amount USD
1	Hourly design studio rates (indicate working hours)	
2	Extra-ordinary Hourly design studio rates (public holidays or outside normal working hours)	
3	Hourly consultancy/account management rates	
4	Hourly scripting and copywriting fees	
5	Hourly translation fees	
6	Media Buying Agency Rates (indicate % discount that the Agency will extend to the Bank from the discount that the Agency gets from the Media House). This is for radio, TV, outdoor, online, electronic and all other media spaces.	
7	Monthly media monitoring report per media/advertising channel	
8	Photography fees/rates per hour	
9	Videography fees/rates per hour	
10	Event video photography production per hour	
11	Stock image cost (per image)	
12	TV advert direction fees	
13	Make-up fees per person	
14	TV advert mastering fees	
15	TV advert equipment fees	

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	Description	Amount USD
16	TV model fees for:	
	a) Entry-level model	
	b) Midrange model	
	c) Celebrity model	
17	Voice over model fees for:	
	a) Entry-level model	
	b) Midrange model	
	c) Celebrity model	
18	Static model fees for:	
	a) Entry-level model	
	b) Midrange model	
	c) Celebrity model	
19	Influencer marketing: specify for each platform – Facebook, Instagram, Tiktok, Twitter and Youtube	
	a) Nano 500-10K Followers	
	b) Micro & mid-tier 10K-100K Followers	
	c) Macro 100K-500K Followers	
	d) Mega & Celebrity 500K+ Followers	
	NB: Model compensation policy and duration should be clearly stated.	

Production Fees:

	Description	Unit	Amnt USD	Unit	Amount USD
1	Animated skit with voice and motion graphics (cartoony/using static images)	60 seconds		180 seconds	
2	Animated skit with voice and motion graphics (human feel using internet footage)	60 seconds		180 seconds	
3	Animated skit with voice and motion graphics (human feel using actual video)	60 seconds		180 seconds	

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	Description	Unit	Amnt USD	Unit	Amount USD
	footage, including shooting the video snippets)				
4	Animated skit motion graphics only (no voice)	60 seconds		180 seconds	
5	Social Media Skit with voice and models	60 seconds		180 seconds	
6	Radio advert production	30 seconds		60 seconds	
7	TV advert production	60 seconds		120seconds	
8	Video Newsletter with graphics, branding, sound effects, background music and teleprompter	5 minutes		8 minutes	
9	Event video	per hour			
10	Event photography per hour	Per hour			
11	Printing of A5 double sided flyers	Per 500		Per 1000	
12	Printing A3 dummy financial statements on bond paper in full colour	Per page			
13	Live streaming rates (with professional video and audio equipment to allow for smooth interaction with audiences. For social media and virtual meeting platforms)	per hour			

PRICES SHOULD BE NET, IN USD, INCLUDING VALUE ADDED TAX

Proposed Methodology, Work Plan and Delivery Schedule

{State the methodology and work plan you would propose to complete the required Services, the associated resources and the schedule for commencement and completion.}

Bank Guarantee for Performance Security

[This is the format for the Performance Security to be issued by a commercial bank in Zimbabwe.]

Contract No:

Date:

To:

[Name and address of Procuring Entity]

PERFORMANCE GUARANTEES No:

We have been informed that *[name of supplier]* (hereinafter called "the Supplier") has undertaken, pursuant to Contract No *[reference number of Contract]* dated *[date of Contract]* (hereinafter called "the Contract") for the supply of *[description of goods and related services]* under the Contract.

Furthermore, we understand that, according to your conditions, Contracts must be supported by a performance guarantee.

At the request of the Supplier, we *[name of bank]* hereby irrevocably undertake to pay you, without cavil, delay or argument, any sum or sums not exceeding in total an amount of *[insert amount in figures and in words]* upon receipt by us of your first written demand accompanied by a written statement that the Supplier is in breach of its obligation(s) under the Contract conditions, without you needing to prove or show grounds or reasons for your demand of the sum specified therein.

This guarantee is valid until full recovery of the entire sum of money above stated, consequently, we must receive at the above-mentioned office any demand for payment under this guarantee in case of default.

Signature

Signature

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