

Subject: RFP for selecting Firm / Consultant to Revitalise Branding; Construct Detailed Marketing Plan for non-profit organisations in Indonesia, Nepal and Pakistan

You are hereby invited to submit a proposal to act as a consultant as per enclosed instructions:

- I. Instructions to Offerors
- II. Terms of Reference (TOR)

Submission of offers:

Your offer with costs (outlining fees and expenses) should reach the following address no later than July 5, 2012 before 1700 hrs Local Time (Pakistan).

Nai Zindagi Charity, 37-38, Top Floor, Beverly Center, Blue Area, Islamabad, Pakistan

or by email,

Should reach the following email procurement@naizindagi.com with the Subject heading of:

RFP No:2012/NZC-RFP/FIRM-CONSULTANT.

All offers received after the indicated time and date will be rejected.

I. Instruction to Offerors

Nai Zindagi Charity requires the services of a "Firm / Consultant" to Revitalise Branding; Construct Detailed Marketing Plan for non-profit organisations in Indonesia, Nepal and Pakistan. The Offeror shall bear all costs associated with the preparation and submission of the Proposal. Proposals will offer services for the total requirement. The Proposals shall be written in the English language.

Documents comprising the proposal.

- a. Technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements. The corporate orientation to include the year and state/country of incorporation and a brief description of the Offeror's present activities; The general management approach towards a project of this kind; The composition of the team handling the work as well as the short CV's of the key staff handling the activities. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with the procuring entity.
Maximum 4 pages
- b. The Offeror shall indicate the costs of proposal itemising fees and expenses - including travel and accommodation. All prices shall be quoted in Euros.

Payment

On approval of bid, 50% of contract total will be provided to the selected consultant to cover expenses associated with travel.

A further 25% will be paid on submission of draft report.

The final 25% will be released on approval of final reports

Proposals must be received by Nai Zindagi Charity at the address specified no later than July 5, 2012.

II. Terms of Reference (TOR)

- a. The consultancy firm will conduct a desk review of the corporate sector environment in each country.
- b. A data base of prospective corporate sector partners and investors will be constructed.
- c. The desk review will inform the subsequent re-branding and marketing strategy.

- d. Visits will take place to each country - Indonesia; Nepal; Pakistan to review environment, the work of non-profit organisation, their current brand image; and potential for investment from the corporate sector.
- e. Discuss with non-profit organisations examples of re-branding and re-marketing; Links with corporate bodies;
- f. Prepare draft report after missions.
- g. Submit final reports which include:
 - i. Three new models of image and brand projection (ensuring consistency and usability) for each organisation;
 - ii. Strategy and recommendations to improve and upgrade brand and image of each organisation;
 - iii. A marketing strategy and communication plan to target audiences specific to each organisation and country and which demonstrates clear potential to attract investment of corporate sector;
 - iv. A specific work plan of how these organisations can implement the proposed marketing strategy and communication plan.

The total estimated days of work is 45 Days. Assignment to be completed by 31st August 2012.

Notification

The successful consultant will be notified by 12th July 2012. The work should commence on 16th July to be completed by 31st August 2012.