



THE NAIROBI HOSPITAL

REQUEST FOR PROPOSAL

FOR

**PROVISION OF STRATEGIC COMMUNICATION
AND PUBLIC RELATIONS CONSULTANCY.**

REFERENCE NO: TNH/RFP/013/24/STRATEGY

CLOSING DATE: TUESDAY 31st DECEMBER 2024

CLOSING TIME: 12.00 P.M.

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SECTION 1: INVITATION TO BIDDER

The Nairobi Hospital invites proposals from firms with a proven track record in the **Provision of Strategic Communication and Public Relations Consultancy** as per the Terms of Reference.

A complete set of RFP document can be downloaded from The Nairobi Hospital website; <https://thenairobihosp.org/> by interested bidders; upon payment of a non-refundable fee of Ksh.3,000.00, the payment should be made through **LIPA NA MPESA Paybill Number: 998151 A/C No: Company Name** at the **hospital cashiers desk from 8:30A.M - 4:30 pm Monday to Friday.**

Candidates will then attach the original receipt to the RFP documents as proof of purchase.

The financial proposal should be net inclusive of all taxes and must be expressed in Kenya shillings and shall remain valid for 120 days from the closing date of the RFP, well indicated and tabulated where applicable.

You are required to complete the forms provided, attach required and relevant documentation for your proposal, and submit them in **2 envelopes** (1-Technical; 1-Financial) marked as below;

TECHNICAL PROPOSAL - PROVISION OF STRATEGIC COMMUNICATION AND PUBLIC RELATIONS CONSULTANCY. TNH/RFP/013/24/STRATEGY

FINANCIAL PROPOSAL - PROVISION OF STRATEGIC COMMUNICATION AND PUBLIC RELATIONS CONSULTANCY. TNH/RFP/013/24/STRATEGY

Completed RFP documents (technical and financial proposals), are to be enclosed in a plain envelope marked with the RFP reference number and RFP name and addressed to:

**The Chief Executive Officer
The Nairobi Hospital
P.O BOX 30026 - 00100,
Nairobi, Kenya.**

And be deposited in the tender box **at Procurement Office Corporate Services Centre 2nd Floor**, to be received on or **before Tuesday 31st December 2024 at 12:00 p.m.**

Late RFPs will be rejected.

1.1. Request for Clarifications and Enquiries

All clarifications required and inquiries regarding this bid shall be promptly sent via email to; tenders@nbihosp.org with the subject **- PROVISION OF STRATEGIC COMMUNICATION AND PUBLIC RELATIONS CONSULTANCY. TNH/RFP/013/24/STRATEGY**

The request for clarification or additional **must be received by TNH 7 days before the closing date.** TNH will advise all Bidders of its response to such requests where appropriate and applicable through the bidder's emails.

SECTION 2: INSTRUCTIONS TO BIDDERS

2.1. Eligible Tenderers

2.1.1 This Invitation to RFP is open to all service providers eligible as described in the instructions to tenderers. Successful tenderer shall provide the services for the stipulated duration from the date of commencement (hereinafter referred to as the term) specified in the RFP document.

2.1.2 Service providers involved in corrupt or fraudulent practices or debarred from participating in public procurement shall not be eligible.

2.2. Cost of RFP

2.2.1 The tenderer shall bear all costs associated with the preparation and submission of its tender, and The Nairobi Hospital, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.

2.2.2 The price to be charged for the tender document shall be Kshs.3,000/=

2.2.3 Nairobi Hospital shall allow the tenderer to review the tender document free of charge before purchase.

2.3. Contents of RFP Document

2.3.1 The tender document comprises of the documents listed below;

- a) Invitation to Tender
- b) Instructions to Tenderers
- c) Terms of Reference
- d) Evaluation Criteria
- e) Standard Forms

2.3.2 The Tenderer is expected to examine all instructions, forms, terms, and specifications in the tender documents. Failure to furnish all information required by the tender documents or to submit a tender not substantially responsive to the tender documents in every respect will be at the tenderers risk and may result in the rejection of its tender.

2.4. Clarification of Document

- 2.4.1** A prospective candidate making inquiries of the tender document may notify Nairobi Hospital in writing or by post, fax or email at the entity's address indicated in the Invitation for tenders. The Nairobi Hospital will respond in writing to any request for clarification of the tender documents, which it receives no later than seven (7) days prior to the deadline for the submission of tenders, prescribed by The Nairobi Hospital. Written copies of the Procuring entities response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective tenderers who have sought out for clarifications and where need be addendum posted on The Nairobi Hospital Website.
- 2.4.2** Nairobi Hospital shall reply to any clarifications sought by the tenderer within 3 days of receiving the request to enable the tenderer to make timely submission of its tender.

2.5. Amendment of Document

- 2.5.1** At any time prior to the deadline for submission of tenders, The Nairobi Hospital, for any reason, whether at its own initiative or in response to a clarification requested by a prospective tenderer, may modify the tender documents by issuing an addendum.
- 2.5.2** All prospective tenderers who have obtained the tender documents will be notified of the amendment by post, fax or email and such amendment will be binding on them.
- 2.5.3** In order to allow prospective tenderers reasonable time in which to take the amendment into account in preparing their tenders, The Nairobi Hospital, at its discretion, may extend the deadline for the submission of tenders.

2.6. Language of Tender

- 2.6.1** The tender prepared by the tenderer, as well as all correspondence and documents relating to the tender exchanged by the tenderer and The Nairobi Hospital, shall be written in English language.

2.7.Documents Comprising the Tender

2.7.1 The tender prepared by the tenderer shall comprise the following components:

- a) Completely filled price schedule.
- b) Documentary evidence established in accordance with Clause 2.11 that the tenderer is eligible to tender and is qualified to perform the contract if its tender is accepted.
- c) Filled Standard forms.

2.8.Form of Tender

2.8.1 The tenderers shall complete the Form of Tender and the appropriate Price Schedule furnished in the tender documents, indicating the services to be performed.

2.9.Tender Prices

2.9.1 Prices quoted should be net inclusive of all taxes and must be in Kenya shillings and shall remain valid for 120 days from the closing date of the tender.

2.9.2 The Tenderer shall indicate on the form of tender and the appropriate price schedule the unit price and the total prices of the services it proposes to provide under the contract.

2.9.3 Prices quoted by the tenderer shall remain fixed during the term of the contract unless otherwise agreed by the parties. A tender submitted with an adjustable price quotation will be treated as non-responsive and will be rejected, pursuant to paragraph 2.22.

2.10. Tender Currencies

2.10.1 Prices shall be quoted in Kenya Shillings.

2.11. Tenderers Eligibility and Qualifications.

2.11.2 Pursuant to Clause 2.1 the tenderer shall furnish, as part of its tender, documents establishing the tenderers eligibility to tender and its qualifications to perform the contract if its tender is accepted.

2.11.3 The documentary evidence of the tenderers qualifications to perform the contract if its tender is accepted shall establish to The Nairobi Hospital satisfaction that the tenderer has the financial and technical capability necessary to perform the contract.

2.12. Tender Security

2.12.1 The tenderer shall furnish, as part of its tender, a tender security for the amount and form specified in the Invitation to tender.

2.12.2 The tender security shall be **Kshs. 420,000.00**

2.12.3 The tender security is required to protect The Nairobi Hospital against the risk of Tenderer's conduct which would warrant the security's forfeiture, pursuant to paragraph 2.12.7.

2.12.4 The tender security shall be denominated in a Kenya Shillings and shall be in form of a bank guarantee **from a TIER 1 bank**.

2.12.5 Any tender not secured in accordance with paragraph 2.12.1 and 2.12.4 will be rejected by Nairobi Hospital as non-responsive, pursuant to paragraph 2.20

2.12.6 Unsuccessful tenderer's security will be discharged or returned as promptly as possible, but not later than thirty (30) days after the expiration of the period of tender validity prescribed by The Nairobi Hospital.

2.12.7 The successful tenderer's tender security will be discharged upon the tenderer signing the contract, pursuant to paragraph 2.29, and furnishing the performance security, pursuant to paragraph 2.30.

2.12.8 The tender security may be forfeited:

- a) If a tenderer withdraws its tender during the period of tender validity specified by The Nairobi Hospital on the Tender Form; or
- b) In the case of a successful tenderer, if the tenderer fails:
 - i. To sign the contract.
 - ii. To furnish performance security.
- c) If the tenderer rejects, correction of an error in the tender.

2.13. Validity of Tenders

2.13.1 Tenders shall remain valid for 120 days or as specified in the invitation to tender after date of tender opening prescribed by The Nairobi Hospital, pursuant to paragraph 2.18. A tender valid for a shorter period shall be rejected by Nairobi Hospital as nonresponsive.

2.13.2 In exceptional circumstances, The Nairobi Hospital may solicit the Tenderer's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. The tender security provided under paragraph 2.12 shall also be suitably extended. A tenderer may refuse the request without forfeiting its tender security. A tenderer granting the request will not be required nor permitted to modify its tender.

2.14. Format and Signing of Tender

2.14.1 The tenderer shall prepare **one copy** of the tender.

2.14.2 The copy of the tender shall be typed or written in indelible ink.

2.14.3 The final Bid bound document must be **Tape Bound** and **Serially paginated** (*All pages in the document from top page (immediately after top cover) to the last page (one before back cover) including table of content, separators, brochures, receipt and any other attachments) in a continuous ascending order from the first page to the last in this format; 1,2,3... ..n where n is the last page*).

2.14.4 The document should be clearly arranged with **SEPARATORS AND TAPE BOUND. SPIRAL BOUND WILL NOT BE ACCEPTED.**

2.15. Sealing and Marking of Tenders

2.15.1 The tenderer shall seal the copy of the tender and the envelopes shall then be sealed in an outer envelope.

2.15.2 The inner and outer envelopes shall be addressed to:

**The Chief Executive Officer
The Nairobi Hospital
P.O BOX 30026 - 00100,
Nairobi, Kenya.**

2.15.3 Bear, tender number and name in the invitation to tender and the words: “**DO NOT OPEN BEFORE Tuesday 31st December, 2024 at 12.00 p.m.**”

2.15.4 If the outer envelope is not sealed and marked as required by paragraph 2.15.2, The Nairobi Hospital will assume no responsibility for the tender’s misplacement or premature opening.

2.16 Deadline for Submission of Tenders

2.16.1. Tenders must be received by The Nairobi Hospital at the address specified under paragraph 2.15.2 no later than **Tuesday 31st December, 2024 at 12.00 p.m.**

2.16.2. The Nairobi Hospital may, at its discretion, extend this deadline for the submission of tenders by amending the tender documents in accordance with paragraph 6, in which case all rights and obligations of The Nairobi Hospital and candidates previously subject to the deadline will thereafter be subject to the deadline as extended.

2.16.3. Bulky tenders which will not fit in the tender box shall be received by The Nairobi Hospital as provided for in the appendix.

2.17 Modification and withdrawal of tenders

2.17.1 The tenderer may modify or withdraw its tender after the tender’s submission, provided that written notice of the modification, including substitution or withdrawal of the tender’s is received by The Nairobi Hospital prior to the deadline prescribed for the submission of tenders.

2.17.2 The Tenderer’s modification or withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of paragraph 2.15. A withdrawal notice may also be sent by cable, but followed by a signed confirmation copy, postmarked no later than the deadline for submission of tenders.

2.17.3 No tender may be modified after the deadline for submission of tenders.

2.17.4 No tender may be withdrawn in the interval between the deadline for submission of tenders and the expiration of the period of tender validity specified by the tenderer on the Tender Form. Withdrawal of a tender during

this interval may result in the Tenderer's forfeiture of its tender security, pursuant to paragraph 2.12.7.

2.17.5 Nairobi Hospital may at any time terminate procurement proceedings before contract award and shall not be liable to any person for the termination.

2.17.6 Nairobi Hospital shall give prompt notice of the termination to the tenderers and on request give its reasons for termination within 14 days of receiving the request from any tenderer.

2.18 Opening of Tenders

2.18.1 The Nairobi Hospital will open all tenders at its discretion.

2.18.2 Thereafter, The Nairobi Hospital will prepare minutes of the tender opening.

2.19 Clarification of tenders

2.19.1 To assist in the examination, evaluation and comparison of tenders, The Nairobi Hospital may at its discretion, ask the tenderer for a clarification of its tender. The request for clarification and the response shall be in call or writing, and no change in the prices or substance shall be sought, offered, or permitted.

2.19.2 Any effort by the tenderer to influence The Nairobi Hospital in tender evaluation, tender comparison or contract award decisions may result in the rejection of the tenderers tender. Comparison or contract award decisions may result in the rejection of the tenderers' tender.

2.20 Preliminary Examination and Responsiveness

2.20.1 The Nairobi Hospital will examine the tenders to determine whether they are complete, whether any computational errors have been made, whether required securities have been furnished whether the documents have been properly paginated, and whether the tenders are generally in order.

2.20.2 Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If the candidate does not accept the correction of the errors, its tender will be rejected, and its tender security may be forfeited.

- 2.20.3** If there is a discrepancy between words and figures, the amount in words will prevail.
- 2.20.4** The Nairobi Hospital may waive any minor informality or nonconformity or irregularity in a tender which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any tenderer.
- 2.20.5** Prior to the detailed evaluation, pursuant to paragraph 23, The Nairobi Hospital will determine the substantial responsiveness of each tender to the tender documents. For purposes of these paragraphs, a substantially responsive tender is one which conforms to all the terms and conditions of the tender documents without material deviations. The Nairobi Hospital's determination of a tender's responsiveness is to be based on the contents of the tender itself without recourse to extrinsic evidence.
- 2.20.6** If a tender is not substantially responsive, it will be rejected by The Nairobi Hospital and may not subsequently be made responsive by the tenderer by correction of the nonconformity.

2.21 Conversion to a single currency

- 2.21.1** All quoted prices should be in Kenya shillings and inclusive of VAT.

2.22 Evaluation and comparison of tenders

- 2.22.1** The Nairobi Hospital will evaluate and compare the tenders which have been determined to be substantially responsive, pursuant to paragraph 2.20
- 2.22.2** The comparison shall be of the price including all costs as well as duties and taxes payable on all the materials to be used in the provision of the services.
- 2.22.3** The tender evaluation committee shall evaluate the tender within 30 days from the date of opening the tender.
- 2.22.4** To qualify for contract awards, the tenderer shall have the following: -
- a) Necessary qualifications, capability experience, services, equipment and facilities to provide what is being procured.
 - b) Legal capacity to enter into a contract for procurement

- c) Shall not be insolvent, in receivership, bankrupt or in the process of being wound up and is not the subject of legal proceedings relating to the foregoing
- d) Shall not be debarred from participating in public procurement.

2.23 Contacting The Nairobi Hospital

- 2.23.1** Subject to paragraph 2.19, no tenderer shall contact The Nairobi Hospital on any matter relating to its tender, from the time of the tender opening to the time the contract is awarded.
- 2.23.2** Any effort by a tenderer to influence Nairobi Hospital in its decisions on tender evaluation tender comparison or contract award may result in the rejection of the tenderers tender.

2.24 Award of Contract

(a) Post qualification

- 2.24.1** In the absence of pre-qualification, The Nairobi Hospital will determine to its satisfaction whether the tenderer that is selected as having submitted the lowest evaluated responsive tender is qualified to perform the contract satisfactorily.
- 2.24.2** The determination will take into account the tenderer's financial and technical capabilities. It will be based upon an examination of the documentary evidence of the tenderer's qualifications submitted by the tenderer, pursuant to paragraph 2.1.2, as well as such other information as The Nairobi Hospital deems necessary and appropriate.

(b) Award Criteria

- 2.24.3** The Nairobi Hospital will award the contract to the successful tenderer whose tender has been determined to be substantially responsive and has been determined to be the lowest evaluated tender, provided further that the tenderer is determined to be qualified to perform the contract satisfactorily.
- 2.24.4** The Nairobi Hospital reserves the right to accept or reject any tender and to annul the tendering process and reject all tenders at any time prior to contract

award, without thereby incurring any liability to the affected tenderer or tenderers or any obligation to inform the affected tenderer or tenderers of the grounds for The Nairobi Hospital's action. If the procuring entity determines that none of the tenderers is responsive; the procuring entity shall notify each tenderer who submitted a tender.

2.24.5 A tenderer who gives false information in the tender document about its qualification or who refuses to enter into a contract after notification of contract award shall be considered for debarment from participating in future public procurement.

2.25 Notification of award

2.25.1 Prior to the expiration of the period of tender validity, the Procuring entity will notify the successful tenderer in writing that its tender has been accepted.

2.25.2 The notification of award will signify the formation of the Contract subject to the signing of the contract between the tenderer and The Nairobi Hospital pursuant to clause 2.29. Simultaneously the other tenderers shall be notified that their tenders have not been successful.

2.25.3 Upon the successful Tenderer's furnishing of the performance security, The Nairobi Hospital will promptly notify each unsuccessful Tenderer and will discharge its tender security, pursuant to paragraph 2.12.

2.26 Signing of Contract

2.26.1 At the same time as The Nairobi Hospital notifies the successful tenderer that its tender has been accepted, Nairobi Hospital will simultaneously inform the other tenderers that their tenders have not been successful.

2.26.2 Within fourteen (14) days of receipt of the Contract Form, the successful tenderer shall sign and date the contract and return it to The Nairobi Hospital.

2.26.3 The parties to the contract shall have it signed within 30 days from the date of notification of contract award unless there is an administrative review request.

2.27 Performance Security

2.27.1 Within thirty (30) days of the receipt of notification of award from The Nairobi Hospital, the successful tenderer shall furnish the performance security equivalent to 10% of the contract amount.

2.27.2 Failure of the successful tenderer to comply shall constitute sufficient grounds for the annulment of the award and forfeiture of the tender security, in which event The Nairobi Hospital may make the award to the next lowest evaluated or call for new tenders.

2.28 Corrupt or Fraudulent Practices

2.28.1 The Nairobi Hospital requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts.

2.28.2 The Nairobi Hospital will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

SECTION 3: TERMS OF REFERENCE

3.1 Context

The Nairobi Hospital, a renowned healthcare institution, is currently navigating the complexities of today's challenging economic environment. Like many businesses, the hospital is adapting to financial pressures, evolving governance expectations, and the need for enhanced communication to strengthen staff engagement, patient trust, and stakeholder collaboration.

In line with its commitment to excellence and maintaining its leadership in healthcare, the hospital is seeking a skilled Strategic Communication Partner to help develop and implement a dynamic communication strategy that will support its ongoing growth and enhance its reputation in these times of change and fosters positive relationships

3.2 Objectives

The primary objectives of this engagement are to:

- i. Rebuild and enhance the hospital's reputation.
- ii. Strengthen stakeholder relations and public trust.
- iii. Develop sustainable communication systems to support institutional stability and growth.

3.3 Tasks to Be Performed

a) Media Management

- i. Create a pool of proactive and informed journalists (writers, editors, columnists, and bloggers) both print and electronic (Television and Radio) to support the Hospital's transformation process.
- ii. Create a database of health journalists and editors (name, mobile, email and media house) from Royal Media Services, Nation Media Group, Standard Group, Radio Africa and others.
- iii. Develop tools for media engagement including statements, press releases, factsheets, and Frequently Asked Questions (FAQs).

iv. Organize media roundtables and structured interviews for the Hospital's Senior Management to stimulate continuous dialogue on the Hospital's strategic direction.

➤ Two (2) Media Roundtables in a year.

b) Media Training to the Hospital Leadership

i. Conduct tailored training sessions for the Senior Leadership on how to engage with the media and the public.

➤ Two (2) trainings in a year, covering both print and electronic journalists.

c) Develop opinion editorials (op-eds) and blogs for the Hospital's Senior Leadership and place them regularly in strategic media outlets.

➤ 2 op-eds every Quarter to be placed in the Daily Nation, Standard and Business Daily.

➤ 4 newspaper articles on a relevant health topic per month to be placed in the Daily Nation, Standard, Business Daily and the People Daily.

d) Have a presence on electronic media (Television and Radio) by organizing Doctor's interviews on selected health topics relevant to the World Health Days 4 times a month – Citizen TV, NTV, KTN, TV47, Inooro TV and Ramogi TV.

i. Organize for Weekly Radio Health Talk Shows (4 per month) – Hot 96 FM, Capital FM, Classic FM, Radio Citizen, Kiss 100 FM, Inooro FM, Ramogi FM and any other radio station etc.

e) Provide media coverage for all external events – evidence of media coverage required. Media coverage twice (2) every Quarter.

i. Working with Marketing Department in planning for the periodic Corporate and Admitting Staff Association Events/Dinner.

ii. Assist the offices of the chief executive officer and board chairperson in dealing with external stakeholders' relationship and media matters that requires constant attention.

3.4 Specific Consultancy Activities

Notwithstanding the general areas outlined, above the Consultancy firm will undertake the specific activities below:

a) Communication Needs Assessment

- i. Conduct a communication needs assessment to determine the Hospital's communication needs and gaps that need to be addressed.
- ii. An analysis of the Hospital's SWOT.

b) Stakeholder Mapping and Analysis

- i. Conduct a mapping and analysis of all key stakeholders to identify the priority ones
- ii. Develop effective channels of constructive engagement in support of the Hospital's brand promise.

c) Communication and PR strategy

- i. Review and finalize the communication and PR strategy to drive Hospital's communication and engagement with its key stakeholders. The key components of the strategy will include:
 - Setting up a dedicated Communication and PR Unit.
 - Media Management.
 - Crisis communication protocols to manage reputational risks.
 - Media training to Hospital Leadership/entire staff.
 - Develop op-eds and blogs for senior leadership and place them regularly in strategic media outlets.
 - Stakeholder Relations Management.
 - Website management.

3.5 Event management

- i. Organize and manage key internal and external events for the Hospital to engage with its key stakeholders.
- ii. Assist in preparing speeches, briefing materials, protocols, and logistics for the events.
- iii. Management stakeholder and media participation in the events.

3.6 Digital Marketing

- i. Position the hospital's product and services in the digital market space including online platforms for professionals and neighbourhood associations.

3.7 Monitoring Evaluation and Learning (MEL).

- i. Compile monthly and quarterly reports with highlights of media coverage of the hospital's activities.
- ii. Analyse quality of coverage and advise Senior Management on how to respond to issues likely to cause reputational risks.
- iii. Document beneficial stories and use them to scale up stakeholder engagement.
- iv. Document and use best practices and lessons learnt to enhance the strategic direction.

3.8 Political Economy Analysis

- i. Conduct research on economic trends to advise Senior Management on emerging insights.
- ii. Conduct research on emerging trends in the region and global healthcare sector to advise Senior Management on the competitor activities that may affect or have an impact on Hospital's Visibility.

3.9 Supporting the CEO's Office and BOM

- i. Supporting the CEO's Office and Board of Management

3.10 Deliverables

The consultancy will deliver:

1. A Communication Needs Assessment Report.
2. A comprehensive Communication and PR Strategy.
3. Quarterly MEL reports with actionable recommendations.
4. Enhanced digital marketing and website optimization plans.
5. Plans and reports for key stakeholder engagement events.

3.11 Period of Engagement

The consultancy will be engaged for an initial period of **two (2) years** subject to satisfactory performance.

SECTION 4: EVALUATION CRITERIA

4.1 Preliminary Evaluation

A preliminary evaluation shall determine whether the bidder meets the requirements and has submitted all mandatory documents. Where a bidder fails to submit any of the listed documents/requirements, the bidder shall be automatically disqualified and shall not proceed to the technical evaluation stage.

TNH reserves the right to seek clarification from the bidder regarding the submission/non-submission of the documents listed below:

No	MANDATORY REQUIREMENT	RESPONSE YES/NO
1.	Copy of Certificate of Incorporation/Certificate of Registration	
2.	Copy of valid KRA Tax Compliance certificate.	
3.	Must submit current CR12 from the Registrar of Companies (generated within the last 12 months) or copies of identification cards for Sole Proprietors/Partnerships. <i>(Must Specify the shareholding)</i>	
4.	Must provide a copy of valid business Trading License relevant to this tender.	
5.	Must attach original receipt as proof of purchase of tender documents.	
6.	Must provide tender security from a TIER 1 bank amounting to Kshs. 420,000.00 <i>(attach ORIGINAL letter from bank)</i>	
7.	Certified copy of Corporate Membership Certificate of a professional Corporate Communications body like Public Relations Society of Kenya (PRSK), Media Council of Kenya (MCK) or its equivalent in the public relations field. The certificate should be certified by a Notary Publics or Commissioner of Oaths.	
8.	Duly filled, signed and stamped Confidential Business Questionnaire.	
9.	Duly filled, signed and stamped Form of tender.	
10.	Must submit copies of 2 most recent audited financial reports (not older than 2022 certified by audit firm registered by the Institute of Certified Public Accountants (ICPAK). (Attach audit firm valid annual practicing license from ICPAK) (Where there is a provision for more than one Directors, two of them must sign.)	
11.	ENSURE that all pages are sequentially paginated in the format 1, 2, 3 Starting with 1 on top page <i>(see details of pagination and binding on section 3.3.1 and 3.3.2 instruction to bidders).</i>	

Note: All the above documents numbered 1 to 11 should be packaged and arranged in that order under the preliminary evaluation criteria section of the tender document.

4.2 Technical Evaluation Criteria

NO	Evaluation Criteria/Description	Weight
A	Experience of the Firm	
1.	Provide a detailed company profile with a detailed organization structure. <ul style="list-style-type: none"> Company profile – 3 marks Organization structure – 2 marks 	5
2.	General experience and understanding of the assignment. Firm should demonstrate recognition for handling complex assignments of similar scope done in the past five years (between January 2019 and December 2023). <i>The case studies should include PR campaigns, social media management assignments, stakeholder engagement assignments, among others. More marks will be awarded for case studies that demonstrate prior analysis of issues, depth of involvement and impact of the campaigns. – Each assignment carries 4 marks each</i>	20
3.	Evidence of Public Relations or Corporate Communication contracts undertaken from the five (5) clients provided in (a) above including the government sector and Corporate sector worth at least KES 6 million per contract per year. Two from Government and three Corporate clients. (Non-government entities) <ul style="list-style-type: none"> Each Contract value Kshs. 6 Million and above - (5 marks) Each contract value below Kshs. 6 Million - (3 marks) (Each reference carries 2 marks) PLEASE NOTE <ol style="list-style-type: none"> The Contract value should be net (Not inclusive of the third party costs that is advertising costs and materials produced for the client, i.e. retainer cost only). As a proof attach a certified copy of the full contract clearly indicating the contract value and period of the same. The Bidder must provide copies of recommendation letter whose subject and content is recommending Public Relations and Strategic Communication related jobs. The assignment must strictly be related to Public Relations and Corporate Communications sector. 	35
4.	Provide documentary evidence of good track record in PR programs by specifically showing any awards won in the last two years from recognized institutions locally, and provide a description of the actual job/activity that won the award.	5
B	Human Resource Capacity	
5.	Team/ Project Leader should have the following qualifications (Attach CV and academic certificates): <ol style="list-style-type: none"> A Degree in Journalism/Mass Communications/Public Relations or relevant from a recognized university. – 5 marks At least ten (10) years’ experience in Communication. – 3 marks Demonstrate relevant technical experience and evidence broad-based experience in developing brands and marketing plans, with a management of at least three (3) branding or rebranding projects. – 10 marks Poof of valid PRSK certificate – 2 marks 	20
6.	Other key staff (at least 3 staffs) Other staff proposed for the assignment that have requisite qualifications with a minimum of fifteen (15) years’ experience in senior communication role. Staff must attach CVs, testimonials, certificates and other relevant supporting documentation. <ol style="list-style-type: none"> Digital and Social Media Manager. 	15

<ul style="list-style-type: none"> b) Reputation Management Specialist. c) Account relationship Manager. d) Stakeholder management specialist. e) Media management specialist <ul style="list-style-type: none"> ➤ Minimum of 15 years' experience – (2 marks for each staff) ➤ Degree in communication, Branding/Marketing or another related field from a recognized institution. – (2 marks for each staff) ➤ Poof of valid PRSK certificate – (1 mark for each staff) 	
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TOTAL	100
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To be considered technically responsive, the tenderer must score a minimum of 80 points and above out of the possible 100 points.
Only those tenderers scoring 80 points and above shall proceed to the pitching stage where they will be invited to make a presentation on a specific plan.
This will be scored where responsive bidders must score 20 points out of the possible 30 points.
Only the Bidders who score 20 points and above in the pitching stage shall proceed to the financial evaluation.

Pitch evaluation
The successful bidder(s) from technical evaluation who achieve the minimum pass mark of 80 points and above will be asked to prepare and present a presentation to the Nairobi Hospital. The scope of the brief includes:

1. Design and outlook presentation
2. Growth of audience and reach
3. Stakeholder management and engagement
4. Digital and social media advertising mediums
5. Digital media optimization.
6. Social media crisis communication (negative publicity)
7. Content development
8. Feedback and response measure
9. Monitoring and evaluation

The following criteria shall be used to evaluate the pitch presentation. Bidding firms are advised to align their presentations to the scope of work indicated in the terms of reference, Section III-Schedule of Requirements

Methodology and Approach	Points
• Understanding of the objectives & TOR's of the plan	5
• Creativity on developing the plan	10
• Presentation and pitching appeal	5
• Appropriateness of methodology and work plan	5
• Monitoring and Evaluation tools for project/campaign successes	5
TOTAL	30

The successful bidder(s) will then proceed to financial evaluation where the overall award will be to the lowest evaluated tenderer with the highest total score and subject to successful due diligence exercise

NB: Only bidders who will attain a combine threshold score of 70% and above in the technical and pitch evaluation will be considered technically responsive and subjected to financial evaluation.

4.3 Financial Evaluation Criteria

The financial proposal shall carry 30% of the marks, and the score shall be based on the R.F.P. prices.

The formulae for determining the Financial Score (Sf) shall be as follows:

$$\mathbf{SF = 30 X (FM/F) \text{ Where}}$$

SF: is the Financial Score,

FM: is the lowest-priced financial proposal and

F: is the proposal under consideration.

Combined technical and financial scores:

The following formula shall be used:

$$\mathbf{T.S (70\%) + F.S (30\%) = T.T.S (100\%)}$$

T.S. = Technical Score (as evaluated above)

F.S. = Financial Score (as evaluated above)

T.T.S. = Total Score

$$\text{Total Score (TTS) = Technical Score (TS) + Financial Score (FS)}$$

Award criteria

The firm that has achieved the highest score out of 100 marks (70-technical; 30-financial) will be considered for due diligence, negotiations and subsequent award of the R.F.P.

SECTION 5: STANDARD FORMS

5.1 Tender Security

WHEREAS (Hereinafter called “the Tenderer”) has submitted his tender dated for the service of (Name of Contract)

KNOW ALL PEOPLE by these presents that WE having our registered office at (Hereinafter called “the Bank”), are bound unto (Hereinafter called “the Employer”) in the sum of Kshs..... for which payment well and truly to be made to the said Employer, the Bank binds itself, its successors and assigns by these presents sealed with the Common Seal of the said Bank this Day of..... 20.....

THE CONDITIONS of this obligation are:

If after tender opening the tenderer withdraws his tender during the period of tender validity specified in the instructions to tenderers or

If the tenderer, having been notified of the acceptance of his tender by the Employer during the period of tender validity:

- (a) Fails or refuses to execute the form of Agreement in accordance with the Instructions to Tenderers, if required; or
- (b) Fails or refuses to furnish the Performance Security, in accordance with the Instructions to Tenderers.

We undertake to pay to the Employer up to the above amount upon receipt of his first written demand, without the Employer having to substantiate his demand, provided that in his demand the Employer will note that the amount claimed by him is due to him, owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including thirty (30) days after the period of tender validity, and any demand in respect thereof should reach the Bank not later than the said date.

[Date]

[Signature of the Bank]

[Witness]

[Seal]

5.2 Confidential Business Questionnaire

You are requested to give the particulars indicated in part 1 and either part 2(a), 2(b) or 2(c) whichever applies to your type of business.

PART 1- GENERAL

Business Name

Location of Business premises.....

Country/Town.....

Postal Address.....

Code Town.....

Tel No.....

E-

mail.....

Nature of Business

Part 2 (a) - INDIVIDUALS

Your Name in full
.....

Nationality..... Country of Origin.....

Citizenship details

PART 2 (b) - PARTNERSHIP

Name	Nationality	Citizenship Details	Shares
1.....			
2.....			
3.....			

PART 2 (c) - REGISTERED COMPANY

Private or Public.....

State the nominal and issue capital of the company.....

Nominal Kshs

Issued Kshs

Give details of all directors as follows:

Name	Nationality	Citizenship Details	Shares
1.			
2.			
3.			
4.			

5.3 Price Schedule.

Instructions:

- (1) Please fill in the charges taking into account the scope of works in Section 3 (Terms of Reference)

- (2) The tenderer should indicate the costs that are necessary to meet the requirements of The Nairobi Hospital. The price quotation shall include inter alia direct and indirect wages, overheads, cost of transport, cost of materials, VAT and all other applicable taxes.

Format of the Price Schedule should be as follows and should be filled:

Tenderers should carefully read and understand the Section 3 (Terms of Reference) and include any other cost items under the categories above they feel should be separately priced. Otherwise, costs of all other services to be provided shall be deemed to have been included under the Provision of Strategic Communication and Public Relations Consultancy.

PRICE SCHEDULE SUMMARY

NO.	ITEM DESCRIPTION	QTY	UNIT PRICE IN KSHS. TOTAL PRICE IN KSHS.
1	<i>Monthly Charges</i>	Lot	
2	<i>Annual charges</i>	Lot	
Grand total cost transferred to form of tender inclusive of all taxes and other related charges for the Provision of Strategic Communication and Public Relations Consultancy			

SUMMARY

NO.	DESCRIPTION	TOTAL COST PER YEAR (KSHS.)
1.	Provision of Strategic Communication and Public Relations Consultancy as specified. Tenderers should take into account the scope of works in Section Three	
TOTAL COST FOR THE TWO YEARS		
Signature and Stamp of tenderer Name Sign Date..... Bidder Stamp		

Note: In case of discrepancy between unit price and total, the unit price shall prevail

5.4 Form of Tender

THE NAIROBI HOSPITAL
P.O BOX 30026 - 00100,
NAIROBI, KENYA.

Dear Sir,

REF: PROVISION OF STRATEGIC COMMUNICATION AND PUBLIC RELATIONS CONSULTANCY.

Having examined the entire Tender documents the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide Strategic Communication and Public Relations Consultancy under this tender in conformity with the said Tender document for the sum

Tender sum..... (Words)

Kshs..... (Figure)

If our tender is accepted, we agree to enter into a Bond for due performance equivalent to 10% of the contract with the Guarantor described herein. The Guarantor shall be a reputable bank (tier 1), such a guarantor shall be to the approval of the client.

Further, this Tender, together with your written acceptance thereof and your award letter, shall constitute a Contract between us subject to the signing of the contract by both parties.

Our tender is complete, and we have considered our entire obligation on matters necessary for total execution of this contract.

We understand that the lowest or any tender will not necessarily be accepted and that the clients shall not allow any claims we incur in preparing this tender.

TENDERER

Signature of Tenderer.....

(Company stamp).....

Name of Tenderer.....

Address of Tenderer.....

Telephone Number (office).....

Mobile.....

E-mail Address.....

WITNESSED BY:

Signature of Witness.....

Name of Witness.....

Address of Witness.....

Telephone Number.....