



CLARIFICATIONS FOR TENDER NO KOTDA/RFP/026/2019-2020: PROVISION OF DIGITAL MARKETING, COMMUNICATION AND CREATIVE AGENCY

NO.	CLARIFICATIONS	RESPONSE
1.	Can you please assist to clarify on what is the tender security of Kshs.100,000 that is required	Tender Security is Kshs 100,000 valid for 120 days from the date of tender opening. Refer to page 17 of 51 clauses 2.12
2.	Refer to page 35, Adequacy of the proposed methodology and work plan in responding to the ToRs will be evaluated on how the consultant proposes to address the areas listed. Please share the areas	The areas refer to the scope on page 30 of 51; Content Creation, Website update & Content management, Social Media Management, Provision of photography & Videography and Graphic Design
3.	Refer to page 35-Pitch items 1: Understanding the brief please share the brief	The brief refers to the scope of the assignment, Content Creation, Website update & Content management, Social Media Management, Provision of photography & Videography and Graphic Design. However, bidders are encouraged incorporate all that is relevant to the Tender in understanding the brief.
4.	Can we pitch only for strategy which will conclude? a) Communication Strategy b) Event Strategy c) Connection Strategy	The brief refers to the scope of the assignment, Content Creation, Website update & Content management, Social Media Management, Provision of photography & Videography and Graphic Design. However, bidders are encouraged incorporate all that is relevant to the

		Tender in understanding the brief.
5.	Kindly confirm that the proposed staff should have BOTH MSK & PRSK not either or	Yes, Both Professional qualifications are required
6.	We were wondering if you could please provide us with the following: 1. Konza's high-res logo. 2. Also, would you be able to share with us any high-res pictures of the development?	The request is not relevant to the Tender.
7.	Question, are we allowed to incorporate our company logo in the submission proposal?	Bidders are allowed incorporate their company logos in their proposal
8.	Also, there's a section on pitch, please confirm that is just a preliminary heads up on the criteria of the pitch (page 35) once we are shortlisted correct or is there a brief? For this submission it is only for the workplan and methodology for Terms of Reference?	The brief refers to the scope of the assignment, Content Creation, Website update & Content management, Social Media Management, Provision of photography & Videography and Graphic Design. However, bidders are encouraged incorporate all that is relevant to the Tender in understanding the brief.