



Tender No. KWS/RFP/MBD/42/2012- 2013:

CUSTOMER SATISFACTION SURVEY

Closing Date: 21st NOVEMBER, 2012

Time: 12.00pm

Kenya Wildlife Service, Headquarters, PO Box 40241- 00100, Nairobi, Kenya

Tel +254 20 600800/ 602345 Fax +254 20 603792

Email: Website: www.kws.go.ke

This Request for Proposal (RFP) includes the following documents:

	Letter of Invitation
	Terms Of Reference
	Instructions to Bidders
	Data Sheet
	Technical Proposal – Standard Forms
	Financial Proposal – Standard Forms
	Required Documentation
	Standard Form of Contract

Head – Supply Chain Management

LETTER OF INVITATION

Dear Sir/Madam:

RE: Tender No: KWS/RFP/MBD/42/2012- 2013:

Kenya Wildlife Service wishes to invite you to submit a detailed Technical and Financial proposal to provide consultancy services to undertake a CUSTOMER SATISFACTION SURVEY in (8) major Parks.

Kindly submit your formal application in accordance with the requirements set forth in this **Request for Proposal (RFP)**. Suitable consultants will be identified on the basis of their responsiveness to the requirements for the scope of the tasks and contract conditions. Kenya Wildlife Service will thereafter award the tender in accordance with procedures set out in the Public Procurement and Disposal Act, 2005 and the Public Procurement and Disposal Regulations, 2006.

Eligible firms may purchase the RFP guidelines from the procurement office, Kenya Wildlife Service, between 9.00am and 4.00pm, at a non-refundable fee of **Ksh.2,000.00** Further information may also be obtained from the Procurement office at KWS Headquarters, **Tel 254-02-3991000/2000**, email address; **hps@kws.go.ke**.

Completed proposals written in English language and packaged in plain sealed envelopes and clearly marked "**Tender No. KWS/RFP/MBD/42/2012-2013, A Customer Satisfaction Survey**", and addressed to the: **Director, Kenya Wildlife Service, P.O Box 40241 00100 Nairobi** should be returned and deposited in the tender box at the entrance of Simba court so as to be received **NOT** later than **21st November 2012**.

Bidders and /or their appointed representatives who chose to attend will be allowed to witness the tender opening to take place at KWS Headquarters, Langata Road immediately after submission deadline.

Proposals shall remain valid for **90 days** after date of proposal opening.

TERMS OF REFERENCE

1.0 Background Information

Kenya Wildlife Services (KWS) is a state corporation mandated under the Wildlife Conservation and Management Act Cap 376 to conserve and manage the country's wildlife. KWS manages approximately 8% of the country's landmass comprising of 22 National Parks, 28 National Reserves and 5 National Sanctuaries. Also under KWS management are 4 marine National Parks and 6 Marine National Reserves at the coast. In addition, KWS manages 125 field stations outside protected areas.

Tourism is the second largest sector of Kenya's economy. Wildlife managed by KWS forms the backbone of Kenya's tourism industry. KWS accounts for 90% of Safari tourism and 75% of the total tourism earnings. More than 70% of all tourists to Kenya rank wildlife as the destination's most important attraction while a significant majority visit the country for its beach tourism attractions, resources which KWS manages directly.

KWS offers a variety of tourist products in its network of terrestrial and marine Parks and Reserves. The pristine natural habitats and wildlife species support Kenya's Nature and Eco-tourism products. Visitors to the parks and reserves can enjoy wildlife and scenery viewing on horse back, u-van or on foot on walking safaris. Special interest activities undertaken in the parks include birding, butterfly viewing, cave exploration and botanical safaris among others. The pre-historic sites parks also attract tourists with an interest in seeing evidence of the early man and the evolution story. At the coast, visitors can enjoy the tropical sun on the sandy beaches, take to water sports, snorkeling to see corals and the beautiful sea fishes, scuba dive or see the dolphins. There are also activities to interest armature enthusiasts' and extreme sport and high adrenaline activities seekers. One can choose from a leisurely trek up Longonot crater, a rock climb at Hell's gate or a technical climb up the Nelion Peak on Mt Kenya.

We have classified our network of Parks and Reserves depending on visitation, tourist development and their key attractions. We have premium Parks, wilderness parks, scenic & special interest parks, urban Safari Parks and a mountain climbing park. This criterion also corresponds to the Park Entry Tariff structure which also specifies fees for special activities in the parks such as boating, camping, fishing, cycling and night game drives among others.

Customers and stake holders are one of the five chosen perspectives crucial to the successful achievement of the organization's objective. Therefore, KWS aims to enhance collaboration with stakeholders, enhance customer service delivery and improve customer management.

With the parks KWS offers visitors an option for accommodation in its self-catering bandas and guest-houses. The over 40 Bandas /guesthouses spread all over the country are popular to Citizens, non-residents and resident tourists.

Vision Statement

"To be a world leader in wildlife conservation"

Mission Statement

"To sustainably conserve and manage Kenya's wildlife and their habitats in collaboration with other stakeholders for posterity"

Value Statement

"At KWS, we conserve and manage Kenya's Wildlife scientifically, responsively and professionally. We do this with integrity, recognizing and encouraging staff creativity, continuous learning and teamwork; in partnership with communities and other Stakeholders".

2.0 Problem Statement

As a public organization in the conservation and tourism industries, KWS attracts interest from a diversity of stakeholders and customers. These include communities living with wildlife, tourists (domestic and International); non-governmental organizations, government agencies, private businesses in tourism and other groups with interest in our services. In our 2008-2012 strategic plan, we recognize the *need to enhance partnership with these stakeholders and customers* as a cardinal strategic objective for attaining our organization's mission. To realize this objective, we undertake to enhance our service delivery system with a view to providing better services to our customers. We also plan to carefully manage relations with our stakeholders with a view to strengthening our brand. The strategic plan (2008-2012) also seeks to build *quality into service delivery* by focusing on infrastructure development, management of operations, customers care, stakeholder relations and innovation processes.

KWS operates in a dynamic environment with strong external influences eroding on its achievements; the organization experienced a set back in its tourism revenues due to the post election violence early 2008. Political uncertainty and deterioration of peace in parts of the country reduced visitation to Kenya and saw a decline in both domestic and international tourism. Though this has since stabilized, there are other challenges that have arisen like inflation, increase in electricity and fuel costs, piracy and terrorism. The global financial crisis affecting major source markets could affect our tourism revenue collection negatively. It is expected that non-resident entry which accounts for the larger percentage of KWS revenue could decline. These and other challenges including emergence of competition by private ranches and other regional destinations offering substitute products necessitates that we refocus our efforts to improve our services and safeguard our market share.

Against this background, the organization seeks to embrace a *customer focused culture* to remain competitive and deliver effectively on its mandate. Feedback on customer experiences will be critical in this culture. We envisage that better customer handling and tracking through record keeping and profiling will lead to increased visits and use of our facilities resulting in increased business. In addition to this, carrying out the customer satisfaction survey is a statutory requirement under performance contracting.

KWS has implemented performance measures such as complaint data, comment cards, adhoc surveys, customer feedback collection and front line staff opinion which provide management with recommendations on specific areas of improvement in the service delivery system. KWS therefore wishes to put in place a dynamic customer satisfaction measurement system that would ensure continuous feedback and improvement of its tourism services.

KWS therefore seek to engage short term consultancy services to undertake a customer satisfaction survey that will provide information on customer requirements and their expectations on performance and measure the customer satisfaction index (CSI). The survey will serve as a mechanism to identify and priorities on service improvement areas from a customer's perspective and provide a benchmark upon which future improvements in service delivery and customer satisfaction will be measured.

3.0 Objective of the survey

The main objective of the customer satisfaction survey is to determine the organization's tourism customer's current level of satisfaction, their expectations regarding the organization's tourism services and perception of service delivery.

3.1 Specific objectives

- To determine customers perception of how well KWS currently meets their expectations and requirements across the product/services portfolio.
- To develop a customer satisfaction index and estimate the current satisfaction level of KWS's tourism customers.
- To identify critical areas of improvement and recommend appropriate adjustments to KWS's service /tourist product delivery system.
- To develop in house tools for feedback collection and mystery shopping.
- To make a proposal for a suitable customer service strategy
- To provide capacity building on CSI for internal customer feedback system

3.2 Scope of the Survey/Inclusion and Exclusions

The study will focus on generating information sourced from external customers (individual & corporate)

This will cover both the domestic, regional and international visitors.

The study will focus on a sample of KWS parks and other stakeholder - service outlets e.g. tour operators.

They will cover communities that are near the park that experience human /wildlife conflict.

The customer satisfaction index will be separated as follows:

- Customer satisfaction index for park visitors
- Customer satisfaction index for the community around the park and stakeholders
- Overall satisfaction

3.3. Operationalization of terms

Customer: In this study, KWS Customers are the local, regional and international visitors to KWS parks /reserves, tour operators, suppliers, tourism facilities investors inside and outside the parks/reserves and the community around the park.

	PARKS	REGION
	1. Lake Nakuru National park	Nakuru
	2. Amboseli National Park	Amboseli
	3. Mombasa Marine National park	Mombasa
	4. Nairobi National Park	Nairobi
	5. Aberdare National Park	Central
	6. Tsavo East National Park	Tsavo
	7. Meru National Park	Eastern
	8. Mt. Kenya National Park	Central

	Human/Wildlife conflict areas	REGION
	Kitengela	Nairobi
	Imenti South	Meru
	Tsavo East/Tsavo West	Taita Taveta
	Rumuruti	Laikipia
	Narok Transmara	Narok
	Amboseli N. Park ecosystem	Loitokitok
	OTHER STAKEHOLDERS	REGION
	Suppliers	Nairobi
	Lodges and tented camps	Mt. Kenya, Meru, Aberdare, Lake Nakuru and Tsavo East national parks.
	Lodges outside parks	Amboseli & Tsavo East
	KATO	Nairobi
	KALTO	Nairobi
	Tour Operators-Non KATO Members	
	PRIVATE RANCHES:	
	Soysambu	Nakuru
	Lamu Wildlife Sanctuary	Taita Taveta(Tsavo East)
	Kuku Ranch	Loitokitok (Amboseli)
	Olpajeta,	Mt. Kenya
	Lewa	Mt. Kenya
	Donors & Partners	

3.3 Scope of Work

To achieve the objectives of this consultancy the following tasks shall be undertaken:

- a) Collect and collate information on KWS's tourist product and services portfolio

- b) Review and document KWS's current tourist product and services delivery system
- c) Capacity building on internal CSI for the internal feedback system
- d) Document and map expectation and requirements of identified KWS customers service segments for KWS's product portfolio.
- e) Assess customers' perceptions of effectiveness of the service delivery system in meeting their expectations.
- f) Establish/estimate the current customer satisfaction index.
- g) Identify critical areas of improvement and opportunities in the current KWS tourist product service delivery system
- h) Besides tourists, key stakeholders need to be included in the research. These include; hotels within the parks, KATO members as well as other non-KATO affiliated tour operators. Communities living near/around the parks and reserves also need to be included.

3.4. Deliverables

The consultant(s) will be expected to prepare a comprehensive report which will discuss and outline the information on KWS tourist product/Service customer satisfaction.

At the end of the contract period (estimated at maximum 6 weeks) the consultant will deliver to KWS at the address specified in the contract regulations:

- i. Three hard copies of the comprehensive report
- ii. An electronic copy of the comprehensive report in MS Word.
- iii. An executive report of the survey findings indicating specific areas and time frame of management interventions.
- iv. A PowerPoint presentation to management of the survey's methodology, key findings, and recommendations.

Findings and results of the survey are expected to enlighten management on the current level of satisfaction with its services in meeting customer needs by establishing a customer's view of performance of the existing delivery system. The results and recommendations are expected to serve as a foundation on which a dynamic customer services strategy is to be articulated. From recommendations of the survey, KWS will evolve a service delivery system that will deliver a high quality, responsive, accessible and value for money services to its clients. Importantly, the findings and results of the survey will guide on future improvements of customer satisfaction levels.

3.5 Expertise Required

The lead consultant should be a *marketing research* expert with experience in Tourism and Travel Research and specific knowledge in qualitative and quantities methods of customers' satisfaction survey methodologies. Have a demonstrated socio-economic background or work experience especially in consumer research. Other experts such as statisticians, natural resource managers and tourism product development specialists will assist him/her.

Previous experience in undertaking similar assignments will be an added advantage.

3.6 Experience

The consultant should have at least 5 years experience in consumer Research and he/she should have carried out similar assignments in the past.

3.7 Assistance to the team

KWS will support the study through:

- Facilitating consultative meetings
- Provide existing background information

3.8 Time Frame

The consultant(s) should complete the assignment and submit the final report and presentation to KWS within 6 weeks from the date of commencement of the consultancy contract.

INSTRUCTION TO BIDDERS

4.0 General Terms and Conditions

4.1 Scope

The Invitation to Bid (RFP) document is for the procurement of consultancy services for “conducting a Customer Satisfaction Survey for KWS’s Tourism Customers”, as specified in the data sheet. Consultants must comply fully with the requirements set out in this document.

4.2 Eligibility

Participation in this tender process is through public bidding to organizations/institutions/firms and individuals from Kenya on equal terms, subject to the restrictions and conditions outlined below.

4.2.1 Restrictions

Organizations or individuals who are prohibited from participation or who may have been suspended by KWS, on grounds of incompetence or “non delivery” of services will not be considered.

If the information provided by the bidder to support an application, especially regarding past performance and references is falsified, such application will be disqualified from consideration.

Any organization in which KWS or any of its’ employees is involved or have ownership, directorship or vested interests, shall not be allowed to propose, submit bids or participate in any way.

Organizations or individuals may be excluded from the evaluation and award of contract if they;

- a. Are bankrupt, or are being wound up, or whose affairs are being administered by court, or who have entered into an arrangement with creditors, or who have suspended business activities or who are subject to an injunction against running business by a court of law;

- b. Are subject of proceedings for declaration of bankruptcy, or of an order for compulsory winding up or administration by court, or of an arrangement with creditors, or of any other similar proceedings;
- c. Have been convicted of an offence concerning their professional conduct by a court of law, or found guilty of grave professional misconduct; and
- d. Have not fulfilled obligations relating to payments of taxes or statutory contributions.

All bidders/ consultants are required to sign the bidders Declaration contained in Appendix 9

4.3 Conflict of Interest

Conflict of interest is described as;

- 1. Any event(s) influencing the capacity of a candidate, bidder or contractor to give an objective and impartial professional opinion, or preventing him at any moment, from giving priority to the interests of KWS.
- 2. Receipt or granting of any consideration relating to possible contracts in the future or conflict with other commitments, past, present, of a candidate, bidder or contractor, or any conflict with their own interests.

These restrictions also apply to subcontractors and employees of the candidate, bidder or contractor.

4.4 Request for Clarification

Any request for clarification must be received by KWS- Supply Chain Management in writing as specified in the data sheet (clause 1.3). If KWS either on its own initiative or in or in response to a request from a bidder, provides additional information on the proposal document, such information will be sent in writing to all bidders.

4.5 Amendment of RFP Documents

At any time prior to the deadline for submission of proposals, KWS, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidders may modify the RFP documents by amendment.

All prospective bidders will be notified of the amendment in writing and it will be binding on them. KWS may, at its discretion, extend the deadline, if deemed necessary to allow bidders reasonable time to take the amendment into account.

4.6 Preparation of Proposals

4.6.1 Language

The proposal and all correspondence and documents, related to the proposal and exchanged by the bidder and KWS, must be written in the English Language.

4.6.2 Technical proposal

As specified in the forms for proposals of the technical proposal shall provide the following information

- a) a brief description of the bidders organization, legal status (i.e. partnership, sole proprietorship, limited liability company etc) presented in the format specified in the Bidding Entity Profile Format (Appendix 2);
- b) An outline of the recent experience on assignments of a similar nature in the past three years, and in particular an indication of at least four (4) previous successful projects for leading organizations in their respective business or commitment lines that included the functionalities requested in the RFP, details of current work on hand and other contractual commitments Experience Sheet format (Appendix 3). The bidder must submit names and contacts of persons whose such projects have been completed. The bidder will be required to demonstrate such previous undertakings by way of letters of recommendations by the contact person of such organizations;
- c) Any comments or suggestions of the bidder on the Terms of Reference
- d) A description of the approach and detailed methodology proposed for undertaking the assignment including detailed research design and proposed data analysis and presentation.
- e) A schedule of the proposed staff team by specialization, the proposed assignment of tasks for each staff member and their timing;
- f) Detailed CV's duly signed by the proposed professional staff, and the authorized representative submitting the proposal (in the format specified in curriculum Vitae format (Appendix 5); and

- g) An activity schedule indicating detailed tasks allocated to the proposed team members in line with the approach and detailed methodology. This should also detail estimates of the total staff input (professional and support staff time) needed to carry out the assignment.

Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.

The technical proposal **must not** include any financial information. Financial proposals **must be submitted in a separate sealed envelope**. The envelope containing technical proposals **must not** contain any financial proposal or financial information.

4.6.3 Financial proposal

The bidder must specify the estimated total costs for the assignment specified as fees per day for each staff category. A table indicating the detailed tasks for each team member as proposed in the Technical Proposal (Section 4.6.2 (g) above), the number of estimated input days for each proposed team member and the resultant fee rate and total must be provided in the financial proposal.

Reimbursable costs must be specified and detailed separately. Other costs must be included as fees Financial Proposal Format (Appendix 8).

4.6.3.1 Currency Proposal

All proposals must be presented in **Kenya Shillings**. The applicable rate of exchange for use by the bidders must be the **CURRENT** mean rates of exchange to the Dollar as published by the Central Bank of Kenya and available from the Central Bank of Kenya or at their website at www.centralbank.go.ke.

Any resultant contract will be placed in the currency of the proposal and bidders will not be allowed to amend the currency of the proposal once it has been submitted.

4.6.3.2 Applicable taxes

i. VAT

All fees and costs must be stated, inclusive of any taxes.

4.6.4 Proposal Validity

Bidders shall be bound by their proposals for a period of 90 days from the deadline of the submission of proposal. In exceptional cases and prior to the expiry of the original proposals validity period, KWS may ask the bidders in writing to extend this period. Bidders agree to do so will not be permitted to modify their proposals. If they refuse, their participation in the proposal procedure will be terminated, the successful bidder will be bound by this proposal for a further period of 60 days following receipt of the notification that he has been selected. Notification of selection does not imply any form of contracting on the part of KWS. All dealings after this notification and prior to negotiation, final agreement and execution of contract are on “subject to contract” basis.

4.6.5 Format and Signature of Proposal

Bidders shall prepare one original (marked “**ORIGINAL**”) and the number of copies (marked “**COPY**”) specified in the Data Sheet. The original and all copies of the proposal shall be typed or written in indelible ink and signed by an authorized signatory on behalf of the bidder. Any alterations or erasures shall only be valid if initialed by the person signing the proposal, or their authorized representative.

4.6.6 Proposal Pricing

Bidders will be deemed to have satisfied themselves, before submitting their proposal, as to its correctness and completeness and to have taken account of all that is required for the full and proper performance of the contract and to have included all costs in the rates and prices.

4.6.7 Cost of Proposals

All costs incurred by bidders in preparing and submitting the proposal, or in any mobilization before the execution of a valid contract are not reimbursable or recoverable in any manner.

4.6.8 Submission and Opening of Proposals

4.6.8.1 Date for Submission of Proposals

Proposals **must** be received by KWS at the place, time and date specified in the Data Sheet.

Proposals or bids received after the date and time specified shall not be accepted under any circumstances

4.6.8.2 Late Submission of Proposals

Any proposal received after the deadline for the submission of proposals will be rejected by KWS and returned unopened to the bidder or their representatives. No liability can be accepted for late delivery of tenders.

4.6.9 Submission and Sealing of Proposals

Bidders must submit their proposals by hand and deposited in the tender box at the address indicated in the Data Sheet, the number of copies required is specified in the data Sheet. The original and the copies of the proposals must be sealed in separate envelopes and marked "original" and "copy" and these envelopes enclosed in one single envelope. The inner and outer envelopes shall be addressed to KWS and shall bear the name and address of the bidder, the proposal reference and a warning not to open before the date and time specified.

4.6.10 Ownership of Proposals

KWS retains ownership of all proposals received and bidders have no right to have their proposals returned, unless the proposal was received after the deadline for submission of proposals.

4.6.11 Modification and Withdrawal of Proposals

A bidder may modify or withdraw its proposal after proposal submission provided that written notice of the modification, including substitution or withdrawal of the proposal, is received by KWS prior to the required deadline for submission of proposals. A withdrawal notice may also be sent by fax, but must be followed by a signed confirmation copy, postmarked not later than the deadline for submission of proposals.

No proposal may be modified after the deadline for submission of proposals. No proposal may be withdrawn in the interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the bidder on the Form of Proposal.

4.6.12 Joint Venture or Consortium

If a bidder is a joint venture or consortium of two or more persons, the proposal must be single with the object of securing a single contract, each person will be jointly and severally liable for the proposal and any resulting contract. A representative must be designated to act as lead partner with authority to bind the joint venture or consortium. The composition of the joint venture or consortium must not be altered without the prior consent in writing by KWS.

The proposal may be signed by the representative of the joint venture or consortium only if he has been expressly so authorized in writing by the members of the joint venture or consortium. All signatures to the authorizing instrument must be certified in accordance with the applicable laws and regulations to each party comprising the joint venture or consortium together with the powers of attorney establishing, in writing, that the signatories to the proposal are empowered to enter into commitments on behalf of the members of the joint venture or consortium.

Each member of such joint venture or consortium must provide the proof required under eligibility as if it, itself, were the bidder.

4.6.13 Proposal Opening

The proposals will be opened at the time and date specified in the Proposal Data Sheet (Clause 3.4), by the committee appointed for the purpose, to determine whether the proposals contain all of the required documents and have been properly signed. Any envelopes marked "Withdrawal" or received after the deadline shall not be opened but shall be returned to the bidder(s).

4.7 Evaluation of Proposals

4.7.10 Clarification of Proposals

To assist in the examination, evaluation, comparison and post-qualification of the proposals, bidders may be required, at the sole written request of the evaluation committee through KWS, to provide clarifications within 48 hours.

4.7.11 Confidentiality

After the public opening of the proposals, no information relating to the examination, clarification, evaluation and comparison of tenders, or recommendations concerning the award of the contract can be disclosed.

4.7.12 Undue Influence or Corrupt Practice

Any attempt by a bidder to influence the evaluation committee in the process of examination, clarification, evaluation and comparison of proposals, to obtain information on how the procedure is progressing or to influence KWS in its decision concerning the award of the contract, will result in the immediate rejection of its proposal.

4.7.13 Acceptance of Any Proposal or Rejection of Any or All Proposals

KWS reserves the right to accept or reject any proposal and to annul the proposal process and reject all proposals at any time prior to contract award without incurring any liability to bidders. In this event all bidders will be notified by KWS.

4.7.14 Responsiveness of Proposals

A substantially responsive proposal is one that confirms in all respects to all the terms, conditions and specifications of the RFP documents without material deviation. If a proposal is not materially responsive it will be rejected and cannot subsequently be made responsive by correction.

For purposes of this document, a material deviation, reservation or omission shall be construed to be one

- (i) that affects in a substantial way, the scope, quality or performance of the consultancy service ,
- (ii) Which limits in any substantial way the rights and obligations under the contract, or
- (iii) Which the rectification of, would affect unfairly the competitive position of the other applications.

The evaluation panel may waive any minor informality, non-conformity or irregularity, provided that such waiver does not prejudice or affect the relative ranking of any application.

4.8 Examination of Proposals

The proposals will be examined to confirm that all documents and technical and supporting information required has been provided and the proposal is complete.

Each proposal that has been determined as substantially responsive will be evaluated in accordance with set criterion, taking into account any price adjustments arising from corrections or discounts.

Quality and Cost Based Selection (QCBS) method shall be applied in the final analysis of the proposals.

4.8.1 Technical evaluation

The proposals will be examined to determine acceptance of all the terms and conditions specified in the RFP document by the bidder, without any material deviation. The technical aspects will be evaluated to determine full compliance with the requirements, specified in this RFP

If, after examination of the terms and conditions and the technical evaluation, the proposal is determined not to be substantially responsive, it will be rejected.

4.8.2 Evaluation of Proposals

Each proposal, that has been determined as substantially responsive, will be evaluated in accordance with a set criterion, taking into account any price adjustments arising from corrections and discounts.

4.8.3 Post-qualification of the Bidder

KWS will determine to its satisfaction whether the bidder selected is qualified to [perform the contract satisfactorily by examining the documentary evidence of the selected bidder's qualifications, as indicated in the Data Sheet.

4.9 Award of Contract

4.9.1 Notification of Award

Prior to the expiration of the proposal validity period, KWS shall notify the successful bidder in writing that, its proposal is successful, "subject to contract"

and has been accepted. Unsuccessful bidders shall only be notified of the status of their bids.

4.9.2 Award of Contract

The bidder with the highest total weighted score as outlined in Clause 4.2 of the Data Sheet shall be notified as being the successful bidder and invited to enter into negotiations with the aim of reaching final agreement and execution of a contract. Prior to such execution of a contract, all dealings will be on a subject to contract basis” and no binding commitment will arise on KWS part.

4.9.2.1 Signature of the Contract

After notification of award, KWS will send the successful bidder, the draft Contract and any Standard/Special Conditions. The bidder shall sign and return these within a specified time period.

4.10 Ownership and copyright

Copyright on all designs, materials, data, documents and reports produced, as part of this project will belong to KWS.

DATA SHEET

Clause Ref:	1. General
1.1	<ol style="list-style-type: none"> 1 Name of Client: The procuring entity is KWS, 2 Recipient: The services shall be delivered to the KWS. 3 Method of Selection: Quality of Cost Based Selection (QCBS)
1.2	The name and reference number of the Invitation to Bid is: Tender No: KWS/RFP/MBD/42/2012-2013
1.3	<p style="text-align: center;">Clarifications</p> <ol style="list-style-type: none"> 1. Requests for clarification quoting the tender number and title must be received by 12:00 pm East African time on < 21st November 2012>. Clarification requests received after this date and time shall not be responded to. Responses to queries are expected to have been sent out to all bidders by < 21st November 2012>. 2. Clarifications on any aspect of this RFP including the detailed terms of reference must be addressed and submitted to the KWS- Supply Chain Management Department on official letterhead only by fax, registered mail or hand delivered to the address and contacts below. 3. The address and contact for submitting proposals and requesting clarifications is as follows: <p style="text-align: center;"> The Director Kenya Wildlife Service P O Box 40241 Nairobi, Kenya Fax: +254 20 603792 </p>
	2.0 Preparation of Proposals
2.1	The currency specified for this proposal is Kenya Shillings.
2.2	The proposal(s) must remain valid for 90 days from date of submission.
2.3	The bidder shall submit one (1) original and one (1) copy of its proposal.
	3.0 Submission of Proposals
3.1	Proposals must be received and deposited in the tender box before 12.00 noon East African Time (GMT +3) on < 21st November 2012> at the address indicated in 1.3 above.
3.2	Bidders must submit the original and a copy of the technical Proposal as

	<p>well as the original of the Financial Proposal and 1 copy. In both cases the proposals must be printed in indelible ink and neatly bound. The original must be clearly marked "Original" and copy marked clearly as "Copy".</p> <p>The Technical and Financial Proposals must be separately sealed in two separate envelopes, clearly marked "Technical Proposal" and "Financial Proposal". The two separate envelopes must be enclosed in a single outer envelope, which shall bear the name and address of the bidder, the proposal title and reference number (as per clause 1.2 above) and labeled "not to be open except in the presence of the Tender Opening Committee."</p>
3.3	Submission of proposals by electronic mail or facsimile is not allowed.
3.4	<p style="text-align: center;">Opening of technical and financial proposals</p> <ol style="list-style-type: none"> 1. Opening of the technical proposal shall be undertaken immediately following the proposals submission. Bidders or their authorized representatives are allowed to attend and observe the technical proposal opening if they so choose. The bidders' or their representatives shall sign a register of attendance. 2. The bidders' names and the presence or absence of Bidder's Declaration, Integrity Pact and other such details as the KWS, at its discretion, may consider appropriate will be announced at the opening. 3. The opening of financial proposals shall be undertaken only for bidders whose technical proposals meet the minimum technical score as detailed in clause 4.2 below. 4. Bidders who do not meet the minimum technical score shall not proceed to the financial evaluation stage and shall have their unopened financial proposals returned to them.
	<p>4.0 Evaluation and comparison of Proposals</p>
4.1	Currency: The currency for evaluation process will be Kenya Shillings
4.2	<p style="text-align: center;">Proposal evaluation and criteria and process</p> <p>In assessing the proposals submitted, the tender committee will carry out a three-stage Quality and cost-Based Selection process as follows:</p> <ol style="list-style-type: none"> 1. Technical evaluation <ol style="list-style-type: none"> (a) The technical evaluation will be based on a scoring system marked out of a maximum of 100 marks. Only proposals that score at least 70 marks in this technical evaluation will

be deemed to be “technically responsive” and eligible for Stage 2. Marks will be awarded according to the following matrix:

Item	Criterion Total
1. Company profile ii. Ownership – 3Marks iii. Financial Performance;- profitability index & liquidity Ratio – 2marks	5
2. Understanding & Interpretation of the terms of reference	5
3. Capacity <ul style="list-style-type: none"> • Bidding firm’s experience in similar assignments atleast five(5)projects – (proof of assignment by attachment of contracts or LPO) 20marks • Qualification and relevant experience <ul style="list-style-type: none"> - Team leader – 10 marks - 3 other Team members -20 marks 	50
4. Methodology, approach	20
5. work plan and work schedule	20
Total technical score	100

2. Financial evaluation

The financial evaluation will allocate the least-cost, qualified bidder (i.e. the bidder with the lowest cost quotation among those who attain a score of at least 70 marks in the overall technical evaluation) with a maximum financial score of 30 marks. Other qualifying bidders will then have their financial scores reduced in proportion to their excess over minimum qualifying cost quotation.

The formula

$$P_c = \frac{L_p}{P} \times 30$$

shall be used where:

P = Price

P_c = Percentage allocated

L_p = Lowest price quoted

3. Total proposal score

A total proposal score will then be ascribed to each qualifying bidder, as the sum of:

- Technical score; and
- Financial score as calculated above.

Finally, bidders will be ranked by total proposal score and the highest scoring bidder overall will be selected as the successful bidder. Where, the highest scoring bidder is unable to confirm availability for the work, the next highest combined scoring bidder will be selected as the successful bidder.

5.0 REQUIRED DOCUMENTATION

5.1 *Mandatory Documents*

Bidders will be required to submit copies of the following:

- (1) Certificate of Incorporation or Business Registration Certificate
- (2) Valid Tax compliance Certificate
- (3) Audited Accounts for **the last two (2) years i.e. 2010 & 2011**, OR Certified Bank Statements for the **last twelve (12) months** prior to the date of tender invitation.

5.2 *Technical Documentation*

Bidders will be expected to submit information that addresses the areas contained in the below table:

Company Details
Company Profile <ul style="list-style-type: none">• Ownership• Financial Performance:-Profitability Index & Liquidity Ratio
Capacity to provide the services <ol style="list-style-type: none">a) Experience<ul style="list-style-type: none">• Firms are expected to demonstrate adequate experience in providing similar services to those described.• By way of submitting copies of signed contracts or LPO or project completion certificates, firms should provide proof of performance of at least five (5) similar contracts with performed within the past ten years.b) Qualification and experience of key Staff<ul style="list-style-type: none">• Firms should demonstrate capacity of staff to handle the project.<ul style="list-style-type: none">-Team leader-Other team members• Firms are expected to have a qualified and experienced team to undertake the project. Firms should provide CVs (in the format provided in the tender document) for the project team. Also provide copies of certificates and testimonials for the project team.
Understanding & Interpretation of TORs <p>Firms are expected to demonstrate an understanding of the services</p>
Methodology & Approach
Work plan and work schedule <p>Firms should provide detailed work plan outlining the specific tasks, frequency of tasks, time required, and manpower and equipment requirements. The schedule so</p>

provided will indicate how the firm intends to deploy his staff and equipment throughout the contract period.

While a clear identification of operational areas, nature of tasks and frequency of operation will provide an indication of how well the specifications and desirable standards of service will be attained.

6.0 PROPOSAL STANDARD FORMS

These forms shall include;

- i. Proposal Submission Form
- ii. Bidding Entity Profile Format
- iii. Experience Sheet format
- iv. A schedule of the proposed staff and Task Assignment
- v. Curriculum Vitae format
- vi. Suggestions on the Terms of Reference.
- vii. Methodology and work plan for performing the assignment
- viii. Financial Proposal Format
- ix. Bidder Declaration

PROPOSAL SUBMISSION FORM

Date _____
Tender No. _____

**Director,
Kenya Wildlife Service,
P.O Box 40241 00100 Nairobi**

Dear Sir,

Having examined the RFP documents including Addenda, which is hereby duly acknowledged, we, the undersigned wish to submit our proposal for consideration for award of a contract for consultancy service to undertake a customer satisfaction Survey in conformity with the said RFP documents and subject to contract.

We agree to abide by this Tender for a period of **90** days from the date fixed for tender opening of the Instructions to proponents, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal contract is prepared and executed, this Tender, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

Dated this _____ Day of _____ 2012

Signed _____ Name _____ DIRECTOR

Duly authorized to sign tender for and on behalf
of _____

BIDDING ENTITY PROFILE FORMAT

Part 1 General Profile:				
Business name.				
Location of Business				
Postal Address.....Tel. No.....Fax.....				
Email.....				
Nature of Business.....				
Registration Certificate No.....				
Part 2 a – Sole Proprietorship				
Full name		Age.....		
Nationality				
Citizenship.....				
Part 2 b – Partnership				
	Name	Nationality	Citizenship	shares (%)
1.
2.
3.
Part 2 C – Registered Company				
Private Company		Public Company		
Give details of all director as follows:				
	Name	Nationality	Citizenship	shares (%)
1.
2.

EXPERIENCE SHEET FORMAT

Assignment/ Project Title				
Name of Client & country	No. of Staff Provided	Overall Project Value (Kshs.)	Name of Associate firms	Period of assignment
Summary Description of Project:				
Details of Services provided:				
Name of Key team members and positions:				
Name	Position	Responsibilities:		
Client references (contact person, position, physical address, telephone, fax & email)				
Name				
Position				
Physical Address				
Fax				
E-mail				

Complete one form for each consultancy undertaken in the last three years

SCHEDULE OF THE PROPOSED STAFF AND TASK ASSIGNMENT

Lead Consultant

Name	Key Qualifications

Key Technical Staff

Name	Key Qualifications	Task/Position

Auxiliary Technical Staff

Name	Key Qualifications	Task/Position

CURRICULUM VITAE FORMAT

Name of Firm:			
Name of Staff:			
Profession:			
Date of Birth:			
Years with Firm/Entity:	Nationality		
Membership in Professional Societies:			
Detailed Tasks Assigned:			
Key Qualifications:			
Education:			
Institution:			
Year:			
Course:			
Employment Record:			
Summary of relevant Experience to this assignment:			
Language proficiency:			
Language	Speaking	Reading	Writing
English			
Kiswahili			

Certification:

I, the undersigned, certify that these data correctly describe my qualifications, my experience, and me and conform my availability for the proposed position should the Consultant be offered the assignment. I declare that I am not affected by any potential conflict of interest and have no particular link with other bidders or parties involved in the project.

[Signature of staff member]

Date:

[Signature of authorized representative of the firm]

Date:

Full Name of Staff Member:

Full Name of authorized representative:

To be completed for each Key technical staff member

SUGGESTIONS ON THE TERMS OF REFERENCE

(i) COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE

On the Terms of Reference:

1.

2.

3.

4.

5.

On the data, services and facilities to be provided by the Client:

1.

2.

3.

4.

5.

(ii) DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

1.0 Survey Designs and Theoretical approach:

Secondary Data Collection:

Primary Data Collection Methodology

- Sample design

- Survey instrumentation

Data analysis and presentation

Work Plan

Task	Time/Duration (Weeks/Days)											
	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th

Reports	Date due
1. Inception Report	

2. Interim Progress Report

(a) First Status Report

(b) Second Status Report

(c) Draft Report

3. Final Report

FINANCIAL PROPOSALS FORMAT

D1: Summary of costs

	Kshs.
Fees (insert total from D2 below)	
Reimbursables (Insert total from D3 below)	
TOTAL	

D.2 Key Activity Fees Breakdown

Activity	Professional Fee				Reimbursable Costs			
	Summary of Tasks assigned	No. of Man Days	Unit rate per man day Kshs	Total Cost	Cost item	Units	Rate	Total Cost
					<ul style="list-style-type: none"> • <i>Insert cost item</i> • <i>Insert cost item</i> 			
			Sub Total (D1)				Sub Total (D2)	

BIDDER DECLARATION

We/I the undersigned....., in the capacity of.....for [*name of the company/firm/individual*] certify that the bidder is not in any of the following situations;

1. Bankruptcy; are the subject of proceedings for a declaration of bankruptcy, or of an order for compulsory winding up or administration by court, or of any other similar proceedings
2. Payments to us have been suspended in accordance with the judgment of a court other than judgment declaring bankruptcy and resulting, in accordance with our national laws, in the total or partial loss of the right to administer and dispose off our property;
3. Legal proceedings have been instituted against us involving an order suspending payments and which may result, in accordance with our national laws, in a declaration of bankruptcy or in any other situation entailing the total or partial loss of the right to administer and dispose of our property;
4. Are being wound up, or our affairs are being administered by court, or have entered into an arrangement with creditors, or have suspended business activities or are subject to an injunction against running business by a court of law;
5. Have been convicted by a final judgment of any crime or offence concerning our/my professional conduct;
6. Are guilty of serious misrepresentation with regard to information required for participation in an invitation to tender or execution of a tender already awarded;
7. Are in breach of contract on another contract with the government of Kenya or other local or international contracting authority or foreign government.
8. Are convicted of an offence concerning our/my professional conduct by a court of law, or found guilty of grave professional misconduct; and
9. Is in default of obligations relating to payments of taxes or statutory contributions.

If the bidder is in any of the above listed situations, kindly attach documents giving details of situation.

Names in Full [.....]

Duly authorized to sign this bid on behalf of (bidder's name):

[.....]

Place and date: [.....]

Stamp of the firm/ company: