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**TENDER NO: NKCC/PR/036/2024-25**

**PREQUALIFICATION FOR PROVISION OF DIGITAL ADVERTISING AND  
CONTENT MANAGEMENT SERVICES**

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**INVITATION DATE: 24<sup>th</sup> January 2025.**

**CLOSING/OPENING DATE: 10<sup>th</sup> February 2025 at 10AM.**

## INVITATION FOR PREQUALIFICATION

Date.....

### TENDER NAME: PREQUALIFICATION FOR PROVISION OF DIGITAL ADVERTISING AND CONTENT MANAGEMENT SERVICES

The New Kenya Co-operative Creameries Ltd (NKCC) is a State Corporation and one of the largest dairy processors and market leader in Kenya. Its renowned for its top of the range, quality brands, which include KCC Finest Butter, KCC Superfine Ghee, Gold Crown Milk, KCC Fresh Milk, Safariland Milk Powder, KCC Mala & La Yoghurt among others.

NKCC intends to prequalify eligible Candidates for the PREQUALIFICATION FOR PROVISION OF DIGITAL ADVERTISING AND CONTENT MANAGEMENT SERVICES

Applicants must submit ONE (1) **Original** PREQUALIFICATION document.

Qualified and interested eligible Candidates may obtain further information and inspect the Tender Document during office hours [0800 to 1700 hours] at the address given below

A complete set of tender documents may be viewed and downloaded for free from the PPIP portal [PPIP Home \(tenders.go.ke\)](http://tenders.go.ke) and New KCC Website ([www.newkcc.co.ke](http://www.newkcc.co.ke)).

Completed tender documents in plain sealed envelope clearly marked with **Tender Number** and **Description** should be addressed to:

**The Managing Director**  
**New KCC Ltd**  
**P.O. Box 30131-00100**  
**Nairobi**

**All submitted Documents may be verified from the issuing agencies, NKCC Reserves the right to verify all submitted documents.**

All interested bidders are required to continually check the NKCC Website: [www.newkcc.co.ke](http://www.newkcc.co.ke) and Public Procurement Information Portal (PPIP) for any other tender addenda or clarifications that may arise before the submission date.

**MANAGING DIRECTOR**

## INSTRUCTIONS TO CANDIDATES

Applicants shall submit only one (1) **Original** PREQUALIFICATION document per category.

The evaluation criteria shall be as follows: -

### A. PRELIMINARY EVALUATION (MANDATORY REQUIREMENTS)

The pointers given under each of the evaluation criteria are:		Yes /No
<b>Company History</b>	<ol style="list-style-type: none"> <li>1. Provide Incorporation certificate</li> <li>2. Provide Valid tax compliance</li> <li>3. Provide Valid Business permit</li> <li>4. Provide CR 12</li> <li>5. Minimum 3 years' experience of the firm in offering digital marketing services and promoting brands across various marketing channels. List at least 3 projects with LPO/Contract/Letter of Award/LSO attached.</li> <li>6. Provide CVs of the key technical personnel and their relevant experience. Attach at least 3 CVs</li> <li>7. List at least 3 FMCG clients and any other 2 worked with in the last three years with details of assignments engaged in and their contacts for reference</li> </ol>	
<b>Creative Work</b>	<ol style="list-style-type: none"> <li>8. List and attach in flash disk three digital marketing concepts and strategies for three different clients that you have developed and managed in the last two years</li> <li>9. Outlined successes in digital performance with the listed clients for the last two years. Give evidence of online community growth</li> <li>10. Adequacy of the proposed work plan in responding to the brief's objectives -Share digital concepts/strategies around Gold Crown brands and one on KCC Fresh</li> </ol>	
<b>Financial Score</b>	<ol style="list-style-type: none"> <li>11. Provide 3 years of audited financial accounts</li> </ol>	

**Bidders must meet all the above mandatory requirements to qualify to be enlisted in the list of suppliers.**

**B: TECHNICAL EVALUATION (MANDATORY) OTHER REQUIREMENTS**

<b>S/No</b>	<b>Requirements</b>	<b>Score</b>	<b>Yes/No</b>
1	Duly filled PREQUALIFICATION Data (Form PQ-2)	Mandatory	
2	State Credit period (minimum proposed is 60 days).	Mandatory	
3	State Price Validity of Bids (minimum proposed is 90	Mandatory	
4	State Duly filled and signed Confidential Business Questionnaire	Mandatory	
5	State Proposed delivery period upon receipt of PO (Minimum is 7 days for Standard goods and 14 days for non- standard Goods/Services)	Mandatory	

**Applicants must meet all the above requirements to qualify for PREQUALIFICATION.**

**FORM PQ-2 -PREQUALIFICATION DATA**

**PREQUALIFICATION OF SUPPLIERS APPLICATION FORM**

I/ We..... hereby apply for  
PREQUALIFICATION as Supplier (s)  
*(Name of Company/Firm)*

of

.....  
(Tender reference)

.....  
(Description)

Post Office Address

.....  
Town

.....  
Street

.....  
Name of building .....

Room/Office No. ....

Floor No. ....

Direct Telephone Nos. ....

Full Name of applicant .....

Other branches location .....

**Organization & Business Information**

Management Personnel .....

Chief Executive .....

Secretary .....

General Manager .....

Treasurer .....

Other.....

**Partnership (if applicable)**

Names of Partners

3. Business founded or incorporated

.....

4. Under present management since

.....

5. Net worth equivalent Kshs.....

6. Bank reference and address

.....

7. Bonding company reference address.....

8. Enclose copy of organization chart of the firm indicating the main fields of activities

.....

9. State any technological innovations or specific attributes which distinguish you from your competitors

.....

10. Indicate terms of trade/sale

.....

**FORM PQ-3      TECHNICAL PERSONNEL** (fill for each staff separately)

Name .....

Age .....

Academic Qualification .....

Diploma.....

Certificate .....

High School.....

Professional Qualification .....

Work Experience .....

**FORM PQ-4 - FINANCIAL POSITION AND TERMS OF TRADE**

- (1) State Credit period (minimum proposed is 60 days) \_\_\_\_\_
  
- (2) State Price Validity of Bids (minimum proposed is 90 days) \_\_\_\_\_
  
- (3) State Proposed delivery period upon receipt of PO (Minimum is 7 days for and 14 days for non-standard Goods/Services) \_\_\_\_\_



**PAST EXPERIENCE**

In this section, kindly give details and proof (copies of PO/ Contract/ Completion Certificates) of 3 clients that you have provided motor rewinding services. Greater merit will go to firms that have supplied goods, services or works to reputable clients who are of similar complexity or nature as NEW KCC LTD.

**Client 1:**

- a) Name of Client.....
- b) Contact Person in Client Organization:.....
- c) Postal Address:.....
- d)Telephone:.....
- e) Character / Nature of Contract.....
- f) Contract Value.....
- g) Location of Execution of Contract.....
- h) Period of Contract.....

**Client 2:**

- a) Name of Client.....
- b) Contact Person in Client Organization: .....
- c) Postal Address:.....
- d) Telephone:.....
- e) Character / Nature of Contract.....
- f) Contract Value.....
- g) Location of Execution of Contract.....
- h) Period of Contract.....

**Client 3:**

- a) Name of Client.....
- b) Contact Person in Client Organization: .....
- c) Postal Address:.....
- d) Telephone:.....
- e) Character / Nature of Contract.....
- f) Contract Value.....
- g) Location of Execution of Contract.....
- h) Period of Contract.....

## PREQUALIFICATION FORM

The PREQUALIFICATION of suppliers is aimed at building a profile for each supplier regarding information on general particulars of the company. You are advised that it is a serious offence to give false information on this form.

### PART I: DETAILS OF THE APPLICANT

1. Name of Applicant .....

2. Physical Address .....

3. Postal Address: ..... 4. Postal Code: .....

5. E-mail: ..... 6. Mobile Phone No. ....

6. County of Location .....

7. Are you applying for youth, women or persons with disabilities? .....

8. Contact Person .....

### 9. Overview of the Enterprise

Type of ownership [Sole Proprietor] [Partnership] (please tick one) [Limited Company] [Others Specify]	Sole Proprietor]
	[Partnership]
	[Limited Company]
	[Others Specify]
Number of employees	[0-5] [6-25] [26-49] 50-59] [100-250]
Initial Investments (KES)	
Total Annual Sales for the previous year (Turnover KES)	
Experience in the sector in years	

### Type of Ownership Details

Part 9 (a) - Sole Proprietor or name of registered business, where applicable
Name in Full:
Age:
Identity/Passport No:

Part 9 (b) - Partnership Details			
NAME	NATIONALITY	ID/PASSPORT NO.	% SHARES

Part 9 (C) – Registered Company

State the nominal and issued capital of company

Nominal KShs ..... Issued  
KShs.....

Directors' Details

NAME	NATIONALITY	ID/PASSPORT NO.	% SHARES

10. Bank Account Name: .....

11. Branch of the Bank: .....

12. Bank Account Number: .....

13. PIN Number: .....

Name & Title: .....

Signature: ..... Date: .....