

WILDLIFE CLUBS OF KENYA



REQUEST FOR PROPOSALS FOR FACILITATION OF BUSINESS DEVELOPMENT STRATEGY PLAN

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1. BACKGROUND

Wildlife Clubs of Kenya (WCK) is a non-profit organisation.

WCK's objectives are to share knowledge and stimulate interest in wildlife, conservation of the environment and biodiversity amongst Kenyan communities, with youth as the entry target; create awareness on the economic, cultural, and aesthetic value of natural resources; develop a better understanding of the need to conserve wildlife, and other biodiversity for the benefit of the present and future generations; and, develop careers through training and education.

Wildlife Clubs of Kenya has outreach centers in Mombasa, Kitui, Meru, Nairobi, Nakuru and Kisumu, where it has accommodation- hostels facilities and Wildlife Resources centre's that facilitate conservation education programmes.

2. PURPOSE

A business development strategy supports an organization's growth by outlining the steps needed to increase its value and generate strong leads. It acts as a road map for teams, engaging multiple departments and aligning them towards common goals that support the organizations long-term advancement.

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified consultants to facilitate the development and implementation of a Business Development Strategy Plan that aligns with Wildlife Clubs of Kenya organizational strategic objectives and market opportunities.

The Business Development Strategy Plan will establish a comprehensive roadmap for leveraging key revenue sources within Wildlife clubs of Kenya.

3. OBJECTIVES

Having a business development strategy is crucial in helping the organization to achieve its objectives by outlining a precise plan and steps required within the organization, and help define an organization's overarching goals and objectives.

The objectives are, but not limited to;

1. Increase the organization's overall revenue through diversified income streams.
2. Enhance the value proposition of our products and services.
3. Optimize the utilization of existing facilities and resources.
4. Establish a sustainable growth model.

4. SCOPE OF WORK

1. Conduct market analysis and competitor research.
2. Develop a comprehensive business development strategy.
3. Create a detailed implementation plan with timelines and milestones.
4. Identify key performance indicators (KPIs) and a monitoring framework.
5. Provide ongoing support and guidance during the implementation phase.
6. Facilitate business development strategic planning sessions with key stakeholders

5. DELIVERABLES

1. Market Analysis Report.
2. SWOT Analysis.
3. Business development strategy planning workshop materials and outcomes.
4. Final Business Development Strategy Document.
5. Implementation Plan.
6. Regular Progress Reports.

6. PREPARATION OF THE TECHNICAL PROPOSAL

1. The proposal shall be written in English language.
2. In preparing the technical proposal, bidders are expected to examine the requirements in detail, because material deficiencies in providing the information requested may result in disqualification of a proposal.
3. The technical proposal shall provide the following information and provide documents where necessary;
 - a) A brief description of the organization and an outline of recent experience on assignments of a similar nature.
 - b) Any comments or suggestions on the Terms of Reference, a list of services and facilities to be provided by bidder.
 - c) A description of the proposed methodology and work plan for performing the assignment.
 - d) The list of the proposed team by specialty, the tasks that would be assigned to each team member and their timing.
 - e) A delineation of the portion of the scope of work for which each of these professionals will be responsible.
 - f) CVs recently signed by the proposed staff and the authorized representative submitting the proposal.
 - g) The bidder is expected to keep available the personnel proposed for the assignment.
 - h) Wildlife Clubs of Kenya will make the best effort to complete the process within the prescribed validity period.
4. All proposals shall identify the proposed team for the assignment, along with respective areas of expertise and relevant credentials.

7. PREPARATION OF THE FINANCIAL PROPOSAL

1. In preparing the financial proposal, bidders are expected to consider the requirements and conditions outlined in the RFP document.
2. The financial proposal shall list all costs associated with the assignment including:
 - a) remuneration, and;
 - b) reimbursable expenses such as subsistence, transportation, services and equipment, printing of documents and training. These costs should be broken down by activity.
3. The financial proposal should clearly identify as a separate amount, taxes, duties, fees, levies and other charges imposed under the law on the consultants.
4. All pricing submitted shall be considered to be firm and fixed unless otherwise indicated herein.
5. The financial proposal must remain valid for 60 days after the submission date and is irrevocable during this period.
6. Proposals shall be evaluated and scored based on the amounts and rates submitted in their bids.
7. Activities and items described in the technical proposal but not priced in the financial proposal, shall be assumed to be included in the prices of other activities or items, and no corrections are made to the financial proposal.

8. EVALUATION CRITERIA

The proposals shall be evaluated by applying the under listed evaluation criteria:

1. Preliminary Evaluation

Bidders shall be required to submit the under listed MANDATORY documents:

- a) A Certificate of Incorporation / Registration.
- b) A CR 12 Certificate.
- c) Registration with a professional body.
- d) A valid Tax Compliance Certificate from Kenya Revenue Authority

2. Technical Evaluation

	CRITERIA	MARKS	SCORE
1	Experience of Firm		45
	Number of years in business	5	
	References	10	
	Experience of similar assignments	30	
2	Qualification & Experience of Project		20
	Team leader	10	
	Team members	15	
3	Proposed Methodology & Work Plan		35
	Technical approach and methodology	15	
	Work plan /schedule of activities	10	
	Duration taken to complete	10	
	TOTAL		100

The minimum technical score required to qualify for financial evaluation shall be 70/100

3. Financial Evaluation

Financial comparison of the rates provided in the proposals to determine the lowest evaluated proposal. In case foreign currency is allowed, for comparison purposes only, foreign currency proposals will be converted to Kenya shillings using the exchange rates published by the Central Bank of Kenya on the day of submission of quotations.

9. EVALUATION

1. The proposals shall be evaluated on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria as indicated in the RFP Document. A proposal shall be rejected if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated.
2. After the technical proposal evaluation, Wildlife Clubs of Kenya shall evaluate financial proposals of bidders who are considered responsive and meet the minimum qualifying mark.
3. The evaluation committee will determine whether the financial proposals are complete, and correct any computational errors. The cost of any unpriced items shall be assumed to be included in other costs in the proposal.
4. In all cases, the total price of the financial proposal as submitted shall prevail.

10. NEGOTIATIONS

1. Negotiations will be held with the aim is to reach agreement on all issues as may be required prior to and sign a contract.
2. The technical negotiations include discussions of;
 - a) The Terms of Reference (TORs),
 - b) The proposed methodology,
 - c) Wildlife Clubs of Kenya input,
 - d) Input by the bidder to improve the TOR's
 - e) Personnel to be allocated to the assignmentThese discussions shall not substantially alter the original scope of services under the TOR, lest the quality of the final product, its price, or the relevance of the initial evaluation be affected.
3. The financial negotiations include;
 - a) the clarification of the Consultant's tax liability in Kenya and how it should be reflected in the Contract.
 - b) All applicable taxes shall be itemized separately and included in the contract price.
4. Negotiations will include a discussion of the technical proposal, the proposed methodology (work plan), staffing and any suggestions made by the bidder to improve the Terms of Reference. The agreed work plan and final Terms of Reference form part of the Contract.
5. Contract negotiations shall be on the basis of the team named in the proposal. Wildlife Clubs of Kenya shall require assurances that the team shall be available for the assignment and will not consider substitutes during contract negotiations, unless both parties agree that undue delay in the procurement process makes such substitution unavoidable, or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff were offered in the proposal without confirming their availability, the firm may be disqualified.

6. The negotiations will conclude with a review of the draft contract to be agreed by Wildlife Clubs of Kenya and the highest evaluated bidder. If negotiations fail, Wildlife Clubs of Kenya will invite the firm whose proposal received the second highest score to negotiate a contract.

11. AWARD OF CONTRACT

1. Award of contract for this Request for Proposals shall be based on the Evaluation Criteria set forth in this RFP Document.
2. The Least-Cost Selection (LCS) method shall apply for this Request for Proposals.
3. Wildlife Clubs of Kenya will select the consultant whose proposal is the lowest evaluated total price among those proposals that achieve the minimum technical score required to pass.
4. The Contract will be awarded after negotiations are successfully completed, and Wildlife Clubs of Kenya shall notify the successful bidder while also simultaneously notifying the unsuccessful bidders.
5. To qualify for contract awards, the tenderer shall have the following:
 - a) Necessary qualifications, capability experience, services and facilities to provide the services 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.

12. TERMS AND CONDITIONS

1. The procurement of services under an award made pursuant to this Request for Proposal will be contingent on the availability of funds and made at the discretion of Wildlife Clubs of Kenya.
2. The proposal shall be prepared in indelible ink and shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder. Any such corrections must be initialed by the person authorized to sign the proposals.
3. The consultants are under the obligation of confidentiality. Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the Wildlife Clubs of Kenya will be the property of Wildlife Clubs of Kenya and shall require permission for use and disclosure.
4. All intellectual property will become the property of Wildlife Clubs of Kenya. The consultant shall further agree to keep information related to the contract with Wildlife Clubs of Kenya in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information learned through dealings with WCK.
5. The Consultant shall not subcontract the whole or part of the Services without reasonable justification and written approval of Wildlife Clubs of Kenya.
6. If any of the key personnel become unavailable during the validity period, the Consultant shall provide a written justification and satisfactory evidence to the Wildlife Clubs of Kenya together with a substitution request.
7. A replacement key personnel, with equal or better qualifications and experience than those of the originally proposed personnel, shall be proposed for approval by Wildlife Clubs of Kenya.

8. If the Consultant fails to provide a substitute Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to Wildlife Clubs of Kenya, the proposal will be rejected.
9. Wildlife Clubs of Kenya requires that the bidders to observe the highest standards of ethics during the selection and award of the consultancy contract, and also during the performance of the assignment.
10. Wildlife Clubs of Kenya reserves the right, in its sole discretion, to reject any and all bids received in response to this Request for Proposals, and may cancel the procurement process at any time before award of contract with no liability.

13. RFP FORMAT

Bidders shall be required to submit the Request for Proposals in PDF format, with the underlisted outline;

1. Executive Summary
2. Company Profile
3. Approach and Methodology
4. Team qualifications, experience and roles
5. Work Plan and timelines
6. Previous experience in similar assignment/s
7. References
8. Detailed Budget and proposed payment schedule (in Kenyan Shillings)
9. Any additional Information

14. ENQUIRIES

All enquiries relating to this Request for Proposals should be addressed to;

The Chairman
Procurement Committee
Wildlife Clubs of Kenya
P. O. Box 20184- 00200 City Square
Nairobi.
Email procurement@wildlifeclubsofkenya.or.ke

15. APPLICATION PROCESS

Duly completed Request for Proposal documents, should be submitted via email to procurement@wildlifeclubsofkenya.or.ke with the subject line “***FACILITATION OF WCK BUSINESS DEVELOPMENT STRATEGIC PLAN***”, so as to reach not later than ***Friday 30th August 2024 at 5.00pm***. Proposals submitted later than the indicated closing date and time shall automatically be disqualified.