

**SAFE ROADS TO PROSPERITY**

**Executive Summary of Bid Evaluation Report**

**PROCUREMENT OF ADVERTISING AGENCY SERVICES**

**Reference Number: NCS/ONB/RQ-01/2018**

1. **Scope of Contract:** Adverting Services
2. **Procurement method used:** Open National Bidding
3. **Date of Invitation of Bids:** 13 April 2018
4. **Closing date for submission of bids:** 28 May 2018
5. **Date and place of opening of bids:** 28 May 2018 10h00, RA Head office
6. **Number of bids received by closing date:** 3
7. **Responsiveness of bids:**

<b>Bids Number</b>	<b>Bidder's Name</b>	<b>Bid Price in N\$</b>	<b>Responsive/not responsive (Yes/No)</b>	<b>Reasons why bid is not responsive</b>
1	Pont Marketing and Press	N\$ 137 841.88	Yes	n/a
2	Adforce Namibia	N\$ 452 626.26	Yes	n/a
3	Ogilvy Namibia	N\$ 276 633.00	Yes	n/a

**8. Price comparison for bids that are substantially responsive:**

<b>Description of Item</b>	<b>Pont Marketing and Press</b>	<b>Adforce cc</b>	<b>Ogilvy Namibia</b>
Artwork and Production of Annual Report	N\$128 570.00	N\$ 128 548.44	N\$120 21.38
Design and copywriting of an RA Corporate Advert	N\$ 6 843.00	N\$ 5 939.75	N\$5 698.25

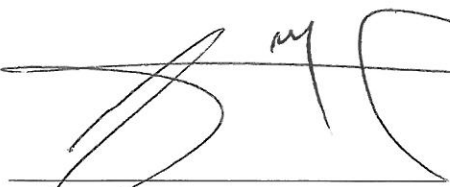
Mock up and Production of an RA Stand	N\$ 141 220.00 (3 x 6 stand)	N\$ 318 138.07 (6 x 6 stand)	N\$ 11 931.25 (3 x 3 stand)
<b>Total (including VAT)</b>	<b>N\$ 276 633.00</b>	<b>N\$ 452 626.26</b>	<b>N\$ 137 841.88</b>

### 9. Technical ability evaluation

Bid's Number	Bidder's name	Overall score : Technical and Legal Compliance, Brand Building Capabilities, Creative Excellence, Copy writing, In house resources, budgetary efficiency
1	Pont Marketing and Press	400
2	Adforce Namibia	800
3	Ogilvy Namibia	820

### 10. Best Evaluated Bid

Bid's Number	Bidder's name	Bidder Price	Remarks
3	Ogilvy Namibia	N\$ 137 841.88	Bidder obtained the highest score

  
 CONRAD M LUTOMBI  
 CHIEF EXECUTIVE OFFICER

