

# **EXPRESSION OF INTEREST**

**EOI-02/2025/PFHP/Marketing**

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**PRE-QUALIFICATION OF FIRMS**

**HIRING OF MARKETING CONSULTANT/FIRM FOR PAEC Foundation  
HOUSING PROJECT**

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**PAEC Foundation Head Office  
Adjacent to NORI Hospital, Hanna Road G-8/3  
Islamabad.  
Phone: 051-9263295, Extension: 205**

## **Important Note**

Bidders must ensure that they submit all the required documents indicated in the Pre-Qualification Documents (PQD) without fail. Applications received without, PQD duly signed & stamped, undertakings, valid documentary evidence, supporting documents and the manner for the various requirements mentioned in the PQD are liable to be rejected. The data sheets, valid documentary evidences for the critical components as detailed hereinafter should be submitted by the Bidder for scrutiny.

## 1. **INVITATION TO BID**

### 1.1 **Pre-Qualification Details (Instructions to Bidders)**

The complete applications as required under this PQD, must be delivered at R&D of **PAEC Foundation, adjacent to NORI Hospital Hanna Road G-8/3 Islamabad** not later than **1400 hrs on 12<sup>th</sup> June, 2025**. Late proposals shall not be considered. All received proposals shall be publicly opened at **PAEC Foundation, adjacent to NORI Hospital Hanna Road G-8/3 Islamabad** at **1430 hrs** on the same day in the presence of prospective bidder or their representatives who chose to be present.

The prospecting bidder shall submit bid which comply with the PQD. It will be the responsibility of the Bidder that all factors have been investigated and considered while submitting the Bid.

It must be clearly understood that the Terms and Conditions are intended to be strictly enforced. The prospecting bidder should be fully and completely responsible for all the deliveries and deliverables to the Procuring Agency.

The Contact Person for all correspondence in relation to prequalification purpose is as follows:

**Primary Contact Name:**

Khawar Saleem

**Designation:** Assistant Manager (PP&IT)

**Email:** [mirzakhawar707@yahoo.com](mailto:mirzakhawar707@yahoo.com)

**Phone No:** +92-51-9263295-7 (Ext: 205)

All prospecting bidders should note that during the period from the receipt of the proposal and until further notice from the Contact Person, all queries should be communicated via Contact Person and in writing (e-mail/ Registered Letter) only.

All prospecting bidders are also required to state, in their proposals, the name, title, contact number (landline, mobile), fax number and e-mail address of the bidder's authorized representative through whom all communications shall be directed until the process has been completed or terminated.

The Procuring Agency will not be responsible for any costs or expenses incurred by prospecting bidders in connection with the preparation or delivery of PQD.

## **2. DEFINITIONS**

2.1 In this document, unless there is anything repugnant in the subject or context:

2.1.1 "**Authorized Representative**" means any representative appointed, from time to time, by the Client, the Procuring Agency or the Contractor

2.1.2 "**Bidder**" means the interested Firm/Company/Supplier/Distributors that may provide or provides the general order items / services etc. and related services to any of the public/private sector organization under the contract and have registered for the relevant business thereof.

2.1.3 "**Contract**" means the agreement entered into between the Procuring Agency and the Contractor, as recorded in the Contract Form signed by the parties, including all Schedules and Attachments thereto and all documents incorporated by reference therein.

2.1.4 "**Day**" means calendar day.

- 2.1.5 **"Person"** includes individual, association of persons, firm, company, corporation, institution and organization, etc., having legal capacity.
- 2.1.6 **"Prescribed"** means prescribed in the Pre-Qualification Document.
- 2.1.7 **"Procuring Agency"** means the PAEC Foundation or any other person for the time being or from time to time duly appointed in writing by the Procuring Agency to act as Procuring Agency for the purposes of the Contract.
- 2.1.8 **"Services"** means service and other such obligations which the Contractor is required to provide to the Procuring Agency.
- 2.1.9 **"Eligible"** is defined as any country or region that is allowed to do business in Pakistan by the law of Government of Pakistan.

## **SECTION I: INSTRUCTIONS TO BIDDERS**

### **1. SCOPE OF APPLICATION**

PAEC Foundation intends to pre-qualify experienced and capable firms / companies to provide **comprehensive marketing, investment attraction, and sales strategy services** for its Housing Project located at Opposite Bahria Town, Sector-D, Block-DD Canal Bank Road, Lahore.

### **2. ELIGIBLE APPLICANTS**

The Applicant may be a Sole Proprietor, Association of Persons, Firm or Company applying for the assignment. The term Applicant used hereinafter would therefore apply to a single entity. Bidders are requested to submit the following:

- a. EOI Application Form: Annex - A
- b. Power of Attorney: The Applicant should submit a Power of Attorney as per the format enclosed at Annex - B, authorizing the signatory of the EOI Application to submit the Applicant.
- c. Affidavit of Blacklisting, Correctness of Information & Non-Litigation: The Bidder must submit an affidavit (Annex - C) on judicial stamp paper for non-blacklisting from all government/semi-government autonomous bodies, departments etc. and that it has not gone against any such order in the court of law.

- d. Further that all the information submitted in the application is correct and true to the best of the knowledge.

3. **COMPLIANCE & CLARIFICATION:**

Notwithstanding anything stated elsewhere in this document, PAEC Foundation shall have the right to seek updated information from the Applicant to ensure their continued eligibility. Applicant shall provide evidence of their continued eligibility in a manner that is satisfactory to Procuring Agency. Applicant may be disqualified if it is determined by the Procuring Agency, at any stage of the process, that the Applicant will be unable to fulfill the requirements of the Project or fails to continue to satisfy the Eligibility Criteria.

Supplementary information or documentations may be sought from Applicants at any time and must so be provided within a reasonable time frame as stipulated by Procuring Agency.

4. **EOI PREPARATION COST:**

The Applicant shall be responsible for all of the costs associated with the preparation of its EOI and its participation in the pre-qualification process. The Procuring Agency will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the pre-qualification process.

5. **RIGHT TO REJECT ALL APPLICATIONS:**

Notwithstanding anything contained in this EOI, Procuring Agency reserves the right to reject all EOIs/pre-qualification and to annul the process at any stage and any time prior to the acceptance and declaration of the pre-qualified bidders. Mere prequalification shall incur any right of the pre-qualified bidder for business or award of job / assignment as per PPRA Regulations (amended).

6. **CONTENTS OF EOI:**

The EOI Document comprises the contents as given in this document and would additionally include any Addenda issued in accordance with the provisions of this Document.

7. **AMENDMENT OF EOI:**

At any time prior to the deadline for submission of EOI Application, the Procuring

Agency may, for any reason, whether at its own initiative or in response to clarifications requested by any Applicant, modify the EOI Document through an Addendum in accordance with PPRA Regulations (amended).

8. **LANGUAGE:**

The EOI and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by Applicant with the EOI's / Application may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language duly certified appropriately. For the purpose of interpretation and evaluation of the EOI, the English language translation shall prevail.

9. **SEALING & MARKING OF EOI APPLICATIONS:**

The Applicant shall seal the original duly marking the envelopes as "ORIGINAL". The envelopes shall then super scribing "EOI APPLICATION for XXXXXXXX" and also the name(s) of Applicant.

**General Manager (Projects)**  
**PAEC Foundation Head Office**  
**Adjacent to NORI Hospital, Hanna Road G-8/3**  
**Islamabad.**

If the envelope is not sealed and marked as instructed above, the Procuring Agency accepts no responsibility for the misplacement or premature opening of the contents of the EOI Application before submission or not processing of any envelope that was not identified as required.

10. **LATE EOI APPLICATIONS:**

EOI Applications received after the Due Date and Time shall not be entertained.

11. **MODIFICATIONS / SUBSTITUTIONS / WITHDRAWALS OF EOIs**

No EOI shall be modified or substituted or withdrawn by the Applicant once submitted.

12. **OPENING & EVALUATION OF APPLICATION DUE DATE:**

The Procuring Agency or its authorized forum would open the Applications on the given time and Date mentioned in the Schedule of Pre-qualification/ in the presence of applicant who choose to attend. The Procuring Agency shall prepare

a record of the opening of applications that shall include, as minimum, the name and contact information of the Applicants.

**13. EVALUATION OF EOI CRITERIA:**

The Procuring Agency would subsequently examine and evaluate EOI applications in accordance with the criteria set out in Section III.

**14. CONFIDENTIALITY:**

Information relating to the examination, clarification, evaluation, and recommendation for the pre-qualified Applicants shall not be disclosed to any person not officially concerned with the process. The Procuring Agency will treat all information submitted as part of EOI Application in confidence and would require all those who have access to such material to treat the same in confidence. The Procuring Agency will not divulge any such information unless it is ordered to do so by The Competent Authority or forum.

**15. CLARIFICATIONS:**

To facilitate evaluation of EOIs, the Procuring Agency may at its sole discretion, seek clarifications in writing from any Applicant participating in the EOI process.

**16. QUALIFICATION & NOTIFICATION:**

All Applicants whose applications have met or exceeded ("passed") all the specified threshold requirements will, to the exclusion of all others, be prequalified by the Procuring Agency. After the evaluation of EOI Applications, the Procuring Agency would announce a list of pre-qualified Applicants. At the same time, the Procuring Agency would notify the other Applicants that their EOI Applications have been unsuccessful.

**17. REDRESSAL OF GRIEVANCES:**

PPRA Regulations (amended) all grievance petition shall be submitted to the notified Grievance Redressal Committee for redressal.



## **SECTION II: GENERAL TERMS & CONDITIONS**

- a) The Pre-Qualification of firms will remain valid for a period of one year extendable with agreement of both parties.
- b) The firms scoring minimum 65% marks in the Evaluation Criteria will be pre-qualified.
- c) After Pre-Qualification, the Procuring Agency will call proposals from the Pre-qualified Bidders as and when desired.
- d) The services required will be specified at the time of assignment.
- e) The rates shall be inclusive of all applicable taxes whenever the financial bids will be quoted.
- f) Pre-Qualification of the firm in question may be cancelled in case of substandard performance.
- g) The Procuring Agency may cancel the Pre-Qualification Process at any stage of the Procurement.
- h) The results of Pre-Qualification will be intimated to the bidders.
- i) The Bidders are required to submit all the documentary evidence for establishing their responsiveness.
- j) The hiring process will be conducted in accordance with the Public Procurement Regulatory Authority (PPRA) Rules 2004.
- k) Pre-qualification/Shortlisting of Firms/Companies will be done in accordance with the criteria detailed in PQD. The Scope of work / Requirements are tentative for pre-qualification only. The actual Scope of work / Requirements will be provided at the time of inviting RFP. However, pre-qualification / shortlisting of any Firm / Company does not guarantee award of work. Detailed Technical & financial evaluation will be done at a later stage.
- l) This is not a request for proposals. Shortlisted firms will be invited to submit detailed proposals.

## SECTION III: SCOPE OF SERVICES

The marketing companies / firm will provide **end-to-end strategic, creative, and operational services** to support the successful branding, marketing, investment mobilization, and phased sale of inventory of the Housing Project. The consultant's responsibilities will include, but not limited to:

### 1. Proposed Sustainable Income Model

- Develop a **long-term revenue model** to ensure financial sustainability of the housing project.
- Identify **potential income streams** (e.g., commercial areas, leasing opportunities, amenities, maintenance fees, etc.).
- Recommend **financial structures** to reinvest proceeds into infrastructure upgradations, services, or expansions.

### 2. Investment Attraction Strategy

- Conduct **market research and competitor analysis** to identify target investor segments.
- Propose **strategic partnerships** with banks, investment firms, and real estate agents.
- Organize **roadshows, expos, and investor summits** to promote the project nationally and internationally.
- Design **investment packages** tailored for bulk buyers, overseas Pakistanis, institutional investors, Joint venture/REIT structures etc.

### 3. Marketing Campaign

- Create and implement a **multi-platform marketing strategy**, encompassing:
  - **Traditional Media** (TV, newspapers, brochures and billboards)
  - **Digital & Social Media** (Facebook, Instagram, Google Ads, YouTube, LinkedIn, SEO, and email campaigns etc.)
- Develop and manage the **branding strategy** (USP, logo, tagline, brand identity manual).

- Produce **high-quality content**: promotional videos, brochures, newsletters, and website.
- Manage and optimize the **project's official social media presence and website**.
- Provide **analytics and performance reports** on marketing effectiveness.

#### 4. **Phased Sales Strategy**

- Design a **sales roadmap** with phases:
  - **Phase 1 (Launch)**: Exclusive pre-launch offers to VIP clients.
  - **Phase 2 (Early Bird)**: Discounted pricing with flexible payment plans.
  - **Phase 3 (Mass Market)**: Aggressive campaigns for remaining inventory.
- Implement **dynamic pricing** based on demand and market trends.
- Manage **CRM systems** for lead tracking and conversion.
- Recommend mechanisms for **booking, allotment, and after-sales services**.

### **SECTION IV: CRITERIA FOR EVALUATION**

The Applicants / Bidders shall be pre-qualified using criteria given below.

#### **MANDATORY CRITERIA**

- Company Profile
- Registration as a Legal Entity with Relevant Competent Authority.
- GST/Income Tax /PST Registration / Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents.
- Financial Statements of Last Year (Financial Soundness Proof Bank Statement or Audited Report / Accounts)
- Minimum three (03) years of experience.
- Undertaking on a stamp paper of Rs. 200 (format attached as Annex-C) that firm neither has been blacklisted nor has gone in the court against such order.

**Note:** Firm / Company not fulfilling the mandatory criteria will be characterized as **nonresponsive** and will not participate in the further evaluation process.

## TECHNICAL EVALUATION CRITERIA

- General Experience (20 Marks)**

Sr. No.	No of years' experience (Incorporation of firms from relevant authority in number of years) (Attach Evidence)	Total Marks 20
1	3 years to 4 years	5
2	4 years to 5 years	10
3	5 years to 6 years	15
4	6 years or more	20

- Specific Experience (30 Marks)**

Sr. No.	Experience of Similar Assignments (The applicant must attach Purchase Orders, Contracts, agreements for verifications)	Total Marks 30
1	No of assignment Government / Semi Government / Corporate / Private Sector Clients in last 03 years. <b>(02 marks for each assignment)</b>	30

**Note:** Working with public sector organization shall be preferred.

### Human Resource (20 Marks)

Sr. No.	Technical / Managerial Resource (Provide detailed CV & evidence of engagement / collaboration with personnel)	Total Marks 20
1	8 to 10 Employees	5
2	10 to 20 Employees	10
3	20 to 30 Employees	15
4	More than 30 employee	20

- Average Annual Turnover in PKR of Organization of last 2 years (30 Marks)**

Sr. No.	Last 2 years Average Financial Statements (Attach Financial Statement of last two (02) years)	Total Marks 30
1	Less than 20 million	05
2	20 million to 30 million	10
3	30 million to 40 million	15
4	40 million to 50 million	20
5	50 million or more	30

**Total Marks: 100 %**

**Passing Marks: 65 %**

## **ANNEXURE-A**

### **EOI SUBMISSION FORM**

[Location, Date]

To  
General Manager (Projects)  
PAEC Foundation,  
Adjacent to NORI Hospital,  
Hanna Road, G-8/3,  
Islamabad

Dear Sir,

We are interested to register / apply for pre-qualification of our organization / firm to provide **comprehensive marketing, investment attraction, and sales strategy services**.

We, the undersigned, offer to provide in accordance with your Pre-Qualification Document No. **EOI-02/2025/PFHP/Marketing** dated \_ (insert date) \_ and our Proposal.

We are hereby submitting our proposal, which includes the EOI Application sealed in envelope. Our Proposal shall be binding upon us up to expiration of the validity period of the Proposal, i.e. before the date indicated in \_\_\_\_ of the Proposal Data Sheet.

We also confirm that the Government of Pakistan has not declared us, or any, ineligible on charges of engaging in corrupt, fraudulent, collusive or coercive practices. We furthermore, pledge not to indulge in such practices in competing for or in executing the Contract, and we are aware of the relevant provisions of the Proposal Document.

We understand you are not bound to accept any Proposal you receive. We remain,

**Yours sincerely,**

Authorized Signature (Original) \_\_\_\_\_

Name and Designation of Signatory \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

## **ANNEXURE-B**

### **Format of Power-of-Attorney POWER OF ATTORNEY**

(On Stamp Paper of relevant value)

Know all men by these presents, we (name of the company and address of the registered office) do hereby appoint and authorize Mr. (full name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for (name of the project) in response to the tenders invited by the (name of the Procuring Agency) including signing and submission of all documents and providing information/responses to (name of the Procuring Agency) in all matters in connection with our Bid.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this \_\_\_\_ day of \_\_\_\_\_ 20\_\_

For \_\_\_\_\_

(Signature)

(Name, Designation and Address)

Accepted

(Signature)

(Name, Title and Address of the Attorney) Date:

## ANNEXURE-C

(This should be written in the Rs.200 Stamp Paper)

### UNDERTAKING

We, the undersigned, hereby offer to provide (\*Insert Procurement Name\*) required by Pakistan Atomic Energy Commission Foundation (PAECF) in accordance with its Pre-Qualification Document due for opening on \_\_\_\_.

We are hereby submitting our Bid and we hereby declare that:

- a) All the information and statements made in this Bid/Proposal are true and we accept that any misrepresentation contained in it may lead to our disqualification;
- b) We are currently not on the removed/blacklisted or suspended by any procuring agency of Pakistan or by any regulatory body in Pakistan and has no dispute with any Government Organization.
- c) We, do not have any pending litigation/arbitration/bankruptcy proceeding (other than the litigation declared alongside this form) with any government department/public sector undertaking/ private sector entity/or any other agency for which we have executed/ undertaken the works/services during the last 2 years.

We agree to abide by the terms and conditions of the Pre-Qualification Document and in addition to the conditions we also agree to abide by all the special instructions mentioned in Pre-Qualification Document. We also hereby categorically confirm that we are fully capable to provide services of external auditors as laid down in the terms of reference

We fully understand and recognize that PAEC Foundation is not bound to accept this Bid/Proposal that we shall bear all costs associated with its preparation and submission, and that PAEC Foundation will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the evaluation. We remain,

Yours sincerely,

Name, ID card No and Title of Signatory: \_\_\_\_\_

Authorized Signature and Stamp [In full and initials]: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Contact Details: \_\_\_\_\_

**1. WITNESS Signature: Designation & ID Card No.**



## Prequalification Form

General Information									
<div style="display: flex; justify-content: space-between; align-items: center;"> <div>Domain Applied For (Please Tick):</div> <div style="text-align: center;"> <input type="checkbox"/> ATL &amp; BTL Services         </div> </div>									
Name of Agency									
Abbreviated Name					Company's Date of Formation				
National Tax Number					Sales Tax Registration Number				
Number of Employees (Experienced Professionals) Statements)					Number of Registered Offices				
<b>Legal Status</b>	Private Limited			Sole Proprietor			Joint Venture	Partnership	
Head Office Address									
City					Phone				
Email Address					Website				
Regional Office Address									
City					Phone				
Fax Number									
Financial Worth of the Agency									
Net Worth (2024)									
Turnover (2024)									
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)		2022							
		2023							
		2024							

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	

Note: all the fields are mandatory. Incomplete information may lead to the rejection of the proposal. Prior experience of working with any Government Authority at the Federal or

Provincial Level:

Yes ☐ NO ☐ (Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed:  
Name:  
For and on behalf of (Name of Applicant Firm)