



**NAMIBIA FISH CONSUMPTION  
PROMOTION TRUST**



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# **Executive Summary of Bid Evaluation Report (Section 55(8))**

**Name of Procurement:** Advertising Agency Services for a period of three (3) years  
**Reference Number:** NCS/ONB/NFCPT – 02/2021

**Contract Number:** NCS/ONB/NFCPT – 02/2021

BRINGING FISH TO THE NATION

Board of Trustees: Suzan Hambelela Ndjaleka (Chairperson), Charlene Hartung, Gideon Thomas, Nicole Kloppers

1. **The scope of Contract:** Advertising Agency Services.
2. **Estimated cost:** N\$898,074.64
3. **Funding Agency:** NFCPT Capital Budget
4. **Procurement Method Used:** Open National Bidding
5. **Date of Invitation of Bids:** 05 February 2021
6. **Closing Date for Submission of Bids:** 05 March 2021
7. **Date and Place of Opening of Bids:** 05 March 2021, Walvis Bay
8. **Number of Bids Received by Closing Date:** 17
9. **Disqualification of Bids:**

**9.1. Mandatory Documents Submission (Section III) PART 1 of the bidding document**

After confirming the bids, all mandatory documentary evidence establishing the Bidder's qualification, the following bidders were disqualified.

**Lens View Media CC** did not submit a certified Tax Certificate, Social Security Certificate and Affirmative Action Certificate.

**Kapoh Innovative Investment** did not submit the identification document of the other 50% shareholder.

**Versatile Media Agency** submitted all mandatory requirements however the Bid Submission form and Bid Declaration have not been signed.

**Space Dimensions Trading** submitted all mandatory requirements except some of the pages have not been initialled and an identification document of the sole shareholder has not been submitted

**Weatherman & Company Advertising** submitted all mandatory requirements however the Bid Submission form and Bid Declaration have not been attached to the document submitted.

**Vrybands Advertising:** submitted all mandatory requirements except they did not initial any page of the bidding document

## 9.2. Technical Evaluation

After assessment of the technical criterion, the following bids were not considered substantially responsive for financial evaluation as they scored below 70%.

1. FREDSH TRADING CC
2. B-SQUARE INVESTMENT CC
3. BRENDO PROMOTIONS
4. EFFECTIVE MEDIA GROUP
5. OPTIMISTIC MEDIA GROUP
6. PROTOCOL INVESTMENT CC

## 10. Financial Evaluation

The bids were evaluated based on the lowest substantially responsive bid in accordance with ITB clause 36.3 (d) as listed in the table below.

	<b>Name of the Bidder</b>	<b>Total Bid Price (N\$) excl. VAT</b>	<b>Lot A Bid Price</b>	<b>Lot B Bid Price</b>
<b>1.</b>	STREET LEADER CREATIVE JV & LYTOS INVESTMENT	892,465.00	388,355.00	504,110.00
<b>2.</b>	JUXTAPOSE DESIGN CC	158,950.00	106,150.00	52,800.00
<b>3.</b>	WIN-WIN NAMIBIA HOLDING	47,770.00	40,150.00	15,150.00
<b>4.</b>	YOUNG DESIGNERS ADVERTISING AND MARKETING	707,655.00	613,893.00	218,643.00
<b>5.</b>	CREATIVE CONCEPTS CC	349,000.00	197,000.00	152,000.00

## 11. Proposed Award for contract

### Lowest evaluated economically viable substantially responsive Bidder

- a) Name: Win Win Namibia Holdings (PTY) LTD
- b) Address: Maerua mall, Southern towers No.8, Windhoek