

Date: December 11, 2024

Tender Ref: CBBPLC./GSD/RFQ/2024/0072

Tender Title: RFQ (Request for Quotation) for fixation of UPC for Creative works (Media Communication Contents and alike) of Community Bank Bangladesh PLC.

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Dear All,

Greetings from Community Bank Bangladesh PLC!!

Community Bank Bangladesh PLC., a concern of Bangladesh Police Kallyan Trust, has established with a vision to serve communities with the tailor made secured solutions abiding by the highest level of corporate governance. It aims to contribute to the economic growth of the country by providing financial products & services to the communities across geographies. State-of-the-art Core Banking System is an enabler to operate centrally in optimum magnitude. Community Bank runs on its three core building blocks i.e. Trust, Security and Progress. Bank intends to procure the services from the Supplier, regarding media content creation, advertisement, in print, electronic and digital social media, to promote the activities, services and products of the Bank.

**List of Services to be done:**

1. Creation of various communication content in the form of graphic design, audio visual, static visual, audio, brand identity, books, annual reports, publications etc. for the Bank
2. Development of CG, GIF, Animation, Web-Banner and other audio-video content
3. Videography and Photography
4. Product Launching event/ Campaign
5. Concept generation and Storyboard and Campaign Plan
6. Content Development
7. Providing strategic PR to the Bank
8. Digital Marketing & Digital Media buying/placement
9. Negotiation with suppliers on behalf of the Bank
10. Image purchase for communication of the Bank
11. Sharing Service Calendar
12. Providing Media suggestion: Second party will suggest media strategy for various medium that would help improved media relations. Digital content, social media engagement and boosting of the Bank.

You are requested to submit (HARD COPY) your offer in a closed envelope as per specification within 12.00 P.M. on **December 19, 2024**.

**A. General Terms and Conditions:**

1. **Financial Offer/Price/Quotation:** The quoted price should include applicable VAT. The rate of VAT should be mentioned in the quotation. Please, check the adaptation variance carefully in quoting your rates
2. **Work Location/Delivery Place:** Community Bank Bangladesh PLC Head Office along with Branches, ATM Booth and other Bank Location (as per time to time requirement)
3. **Payment Terms:** Payment will be made after each completion the job at actual quantity upon submission of the bill with work order & noc from the deployed location which is duly signed by authorized personnel (Name & Seal, if available). Payment will be made through the Bank Account only.



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4. **Price/Financial offer Submission:** The bidder shall have to submit the price in the letter head pad.
5. The Bidder shall have to submit their proposal following the above information.
6. Minimum year of Experience.
7. One Stop Service (IDENTITY, CONTENT, DIGITAL, PRINT, PR Support)
8. Work Experience with MNC'S and Bank.
9. **Purchaser's Right:** The Purchaser reserves the right to accept/ cancel/ reject any or all offer without assigning any reason. The purchaser is not obliged to purchase the lowest offer at all. The purchaser reserves the right to share the Bidder's response to this RFQ with its advisors and purchaser Business Units. Purchaser reserves the right to conduct negotiations with one or more Bidder and / or accept the Bid without any negotiations.
10. **Bid Submission/ Closing Date:** The Quotation shall have to the submit below mentioned address: **Chairman Purchase Committee**, General Services Division 12<sup>th</sup> Floor, Community Bank Bangladesh PLC, Police Plaza Concord, Tower-2, Road-144, Plot-02, Gulshan-01, Dhaka by 12.00 PM (Bangladesh Standard Time) **December 19, 2024**. The purchaser reserves the right change the Time schedule at any time.
11. **Required Content of the Quotation:** Quotation must be submitted as per prescribed form as instructed below:
  - i) Proposal must be addressed for "**Chairman, Purchase Committee**" of Community Bank Bangladesh PLC.
  - ii) Complete Proposal / Offer must be signed with date by the authorized representative of the company.
  - iii) Must mention the subject line "**RFQ (Request for Quotation) for fixation of UPC for Creative works (Media Communication Contents and alike) of Community Bank Bangladesh PLC.**" (Ref: CBBPLC./GSD/RFQ/2024/0072) in top of the Envelope.
12. **Quotation Validity:** The Quotation shall be valid for 365 calendar days (01 Year) from the Quotation submission/ closing date. Which will continue for a year/until further notice (if both parties agreed). Details discussion/terms & condition will be available in Service Level Agreement (SLA).
13. **Disqualification:** Manipulation or any kind of unusual approach or failure to submit the proposal/ offer within stipulated time frame will be treated as "Disqualification" to attend in the bidding.
14. **Sample/Test of the Product/Service:** Bank may ask mock test before selection of any vendors which is FOC (Free of Cost).

**B. Financial Terms & Conditions:**

15. Quoted Price must include material, labor and service charges as per attached price format.
16. Delivery lead-time will be as per site and Bank requirements.
17. In the event of supply of any items, which do not match with the required specification, quantity or sample's quality or is of substandard quality, the Bank reserves the right for outright rejection of the works/product, and the supplier will have to do the works/supply the product again with their own cost with acceptable quality within 30 (thirty) days from the date of rejection.



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18. Detail Technical Specifications along with country of origin must be mentioned in the offer and all the relevant documents including Catalog and Brochures must be attached with offer. If the Tenderer is an authorized dealer/distributor of the said product they will provide the document of dealership/distributorship of the Manufacturer.
19. Following papers/documents must be sent with the proposal (if submitted earlier, may not be require to resubmit):
- i) Valid Trade License
  - ii) Bank solvency certificate/documents (If applicable)
  - iii) VAT Registration certificate
  - iv) Up-to-date TIN certificate
  - v) Up-to-date copy of TAX payment receipt
  - vi) Client list with goodwill certificate (If available)
  - vii) Experience certificate (If available)
  - viii) Electrical Supervisory Certificate
20. Mode of Payment is to be mentioned in the offer. Community Bank Bangladesh PLC discourages advance payment if not necessary.
21. Please contact undersigned for any types of clarifications in regard to products/services/works related clarifications only.

Mentionable that, if the scope of works and your company type does not match with our requirement, you need not to submit any offer in this regard. In case, any terms & conditions is not compatible with the Tender Process, they may be relaxed.

Scope Of Creative Works of Community Bank Bangladesh PLC.		Total Cost in BDT (including VAT & Tax)
Work Nature and brief description		
SI	<b>Area of Work: Print Advertisement - Newspaper</b>	
1	Full Page New Design and Concept (without photography)	
2	Half Page New Design and Concept (without photography)	
3	Quarter Page New Design and Concept (without photography )	
4	8" x 3 col New Design (without photography )	
5	Design (Any Size) with our existing content and visuals	
6	Newspaper Spot Advertisement	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: Print Advertisement - Magazine</b>	
1	DPS New Design and Output Artwork	
2	Full Page New Design and Concept (without photography)	
3	Half Page New Design and Concept (without photography)	
4	Strap/spot new design	
5	Mag Cover New Design without photography	
6	Financial statement full page (one)	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	

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Work Nature and brief description		
SI	<b>Area of Work: Print Advertisement - Notice</b>	
1	Press Release Write-up	
2	Full Page New Design	
3	Half Page New Design	
4	Quarter Page New Design	
5	Advertorial/ Newsletter (per page) design and writeup	
6	Below 40 CI	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: POP/ POS Materials - Offset Print</b>	
1	Leaflet/ flyer both side output	
2	Leaflet/ flyer 2 fold output	
3	Leaflet/ flyer 3 fold output	
4	Leaflet/ flyer 4 fold output	
5	E-Flyer/EDM Output	
6	Dangler Design and Output	
7	Bunting Design and Output	
8	Poster Design and Output	
9	Sticker/ Strip/ Ticket/ Coupon Design and Output	
10	Direct Mailer Concept and Design	
11	Brochure/ Application Form Cover and Inner Design	
12	Per page Brochure	
13	Per Page Application Form Inner	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: POP/ POS Materials - Installation</b>	
1	Backdrop New Concept and Design	
2	Banner (Cross/ x/ Pop Up) New Concept and Design	
3	Kiosk New Concept and Design	
4	Cutout New Concept and Design	
5	Bell Sign Design	
6	Table Top	
7	Dispenser	
8	Trolley	
9	Price List	
10	Gondola	
11	Wall/ Stairs/ Glass Branding (12 x 10) New Concept and Design	
12	Backdrop/ Stairs/ Glass Branding/ Wall Branding Design (Any Size) with our existing content and visuals	
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Work Nature and brief description		
SI	<b>Area of Work: Collaterals</b>	
1	Big/ A4 Envelop General New Concept and Design	
2	Small/ Cheque Envelop New Concept and Design	
3	Brochure Holder/ Jacket Design/ File Folder	
4	CD Cover Design	
5	Shopping/ Gift Bag	
6	Badge/ Tag/Cap/ Flag	
7	T-Shirt New Concept and Design	
8	Jersey New Concept and Design	
9	Cheque Design	
10	Money and Other Receipt	
11	Trophy Work Design	
12	Certificate/ Share Certificate	
13	Pen, Mug, Pen-Drive, Calculator/ Name Plate etc Branding	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: Core Brand Materials</b>	
	<b>Project - Calendar</b>	
1	Wall Calendar Concept and Design 12 + 1 page (without photo purchase)	
2	Wall Calendar Concept and Design 6 + 1 page (without photopurchase)	
3	Wall Calendar single page Concept and Design/ Year Planner	
4	Wall Calendar per page change	
5	Wall Calendar Envelop	
6	Wall Calendar Design Adapting in to the Desk per page	
7	Desk Calendar 12 page Concept and Design 12 + 1 page	
8	Desk Calendar Concept and Design 6 + 1 page	
9	Desk Calendar single page Concept and Design	
10	Desk Calendar per page change	
11	Desk Calendar Envelop	
12	Pocket Calendar	
13	Calendar with our given picture and materials	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Project - Annual Report</b>	
1	Annual Report Cover and Inner Concept, Design and Output	
2	Inner Per Page single	
3	Annual Report Envelop	
4	Annual Report Full Package	
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Work Nature and brief description		
SI	Mix Materials	
1	Notebook/ Diary Cover and Inner Design and Output	
2	Invitation/ Welcome/ Greeting Card Envelop concept, Design	
3	Gift/ Welcome Box	
4	Box/ Cartoon Design/ Shipping Unit/Outer Carton/Box	
5	ID Card	
6	Letter Head	
7	Visiting Card	
	<i>(VAT and AIT will be added on the top of it) (Adaptation 30%)</i>	
SI	<b>Area of Work: Core Brand Identity Materials</b>	
No.	<b>Description</b>	
1	Brand manual/ Brand Guideline with Execution paper (logo, visual, templet of channels) based on Core Brand identity and Sustainable Brand strategy concept	
	<i>(VAT and AIT will be added on the top of it) (Adaptation 30%)</i>	
SI	<b>Area of Work: Product Identity Materials</b>	
1	Product / Service Name Only	
2	Product / Service Logo Only	
3	Product / Service Name and Logo	
4	Adaptation of Existing Logo	
5	ATM Card Design	
6	New Card Envelope	
7	Welcome Pack Design	
	<i>(VAT and AIT will be added on the top of it) (Adaptation 30%)</i>	
SI	<b>Area of Work: Outdoor</b>	
1	Hoarding/Billboard New Concept and Design	
2	Shop Sign/ Shop Fascia/ Sign Board / Shop Shade / Dealers Board	
3	Fencing Design - Single Design (12 x 10)	
4	Big Banner (Vertical/ Horizontal) (12 x 10)	
5	Festoon (12 x 10)	
6	Full Bus	
7	Back Side	
8	Left or Right Side	
9	Front Side	
10	Bus Shelter	
11	Cover Van Design	
12	Tanker Branding	
13	Train Branding 1 Boggy	
14	Light Box	
	<i>(VAT and AIT will be added on the top of it) (Adaptation 30%)</i>	



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Work Nature and brief description		
SI	<b>Area of Work: Electronic Media</b>	
1	Project - TVC Concept and Storyboard Duration 60 sec to 90 sec	
2	Project - RDC Concept and Storyboard Duration 60 sec	
3	Project - Audio Visual Concept and Storyboard Duration 180 sec to 300 sec	
4	Project - Computer Graphics Concept and Storyboard Duration 120 sec to below 180 sec	
5	Project - Storyboard – Sketching Duration 180 sec to 300 sec	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: Event/ Campaign/ Conference/ Program/ Special Occasion Package</b>	
1	Stall Design	
2	Project/ Event/ Activity Theme and Mnemonic Concept and Design <b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	
SI	<b>Area of Work: Digital</b>	
1	Web Design	
2	Social Media Advertisement with existing materials retainer	
3	Social Media Cover Image with existing materials	
4	Social Media Profile Image with existing materials	
5	Social Media Advertisement Image with existing materials	
6	Website Advertisement with existing materials	
7	Desktop Image with existing materials	
8	E-Mail Image with existing materials	
	<b>(VAT and AIT will be added on the top of it) (Adaptation 30%)</b>	

Regards,



(SM Shahin Iqbal)  
VP & Head of General Services Division  
Community Bank Bangladesh PLC.


