

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

COMPANY'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ DESIGNATION \_\_\_\_\_

TEL. NO. \_\_\_\_\_ CELL NO. \_\_\_\_\_

FAX \_\_\_\_\_

E MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

### NOTE:

- The following factors have been considered as the basis of evaluation:

#### **Section A: Mandatory Requirement**

#### **Section B: Category Based Requirements**

1. *Firm's Status*
2. *Services and Resources*
3. *Clientele and Relevant Experience*

**You have any reservation in submitting any information, please let us have it in writing with proper justification.**

- **Submission of incomplete/false information in response to this query or late submission of information shall result in automatic disqualification.**
- **All parties who will be pre-qualified have to participate in tendering. Otherwise, PSO reserves the right not to consider their organization in future tendering and pre-qualification processes**

### INSTRUCTIONS:

1. Tick mark on the correct option. Use the Details field to elaborate or give comments.
2. Sign and stamp each page of all the documents being submitted.
3. Attach copies of all relevant Certificates/Documents wherein required. Attachments must have corresponding section number clearly written on top.
4. Submission of incomplete/false information shall result in automatic disqualification
5. For photographic evidence (if any), please mention (on the back of the picture) the question number to which the picture corresponds to.
6. Each section should be answered according to the directions given and there should be no deviations from the given format. Any section left blank shall be rated as nil.
7. Further queries (if any) shall be communicated to you accordingly.
8. This is without any commitment on our part at this stage

**Stamp & Signature of Applicant**

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

### SECTION -A

### Mandatory Requirements

S. No	Description	Yes	No
1.	Has your firm been involved in any litigation with PSO or another entity? If yes, please provide details.		
2.	NTN Copy <i>(Please provide copy of NTN)</i>		
3.	GST Copy <i>(Please provide copy of GST)</i>		
4.	Does your firm provide both Qualitative and Quantitative research studies?		

For#1, If yes, please provide details:

---



---



---



---

For#1, Please provide undertaking on Rs.50 Stamp Paper stating that your firm is not involved in any litigation with PSO or another entity.

Stamp & Signature of Applicant

## MARKET RESEARCH AGENCIES

### SECTION B

#### 1. FIRM'S STATUS

S.NO.	DESCRIPTION	DETAILS
1.1	<p><b>Type of Firm</b></p> <p><input type="checkbox"/> Public Ltd / Private Ltd</p> <p><input type="checkbox"/> Proprietorship</p> <p><input type="checkbox"/> Partnership</p> <p><i>(Please provide copy of NTN Certificate)</i></p>	
1.2	<p><b>Presence</b></p> <p><input type="checkbox"/> Full scale office (senior level staff covering all departments) in Karachi and small scale offices in Lahore <b>and</b> Islamabad.</p> <p><input type="checkbox"/> Full scale office in Karachi and small scale offices in Lahore <b>or</b> Islamabad (please specify)</p> <p><input type="checkbox"/> Full scale office in Karachi and small scale offices in any other smaller city/cities (please specify)</p> <p><input type="checkbox"/> Office in Karachi only</p> <p><input type="checkbox"/> Full scale office in a city other than Karachi and small scale offices elsewhere (please specify)</p> <p><input type="checkbox"/> Full scale office in a city other than Karachi (please specify)</p> <p><i>(Please provide on letterhead company contacts across Pakistan)</i></p>	
1.3	<p><b>Number of years since the firm is working on research studies and/ or research services:</b></p> <p><input type="checkbox"/> More than 7 years</p> <p><input type="checkbox"/> 5 – 7 years</p> <p><input type="checkbox"/> Less than 5 years</p> <p><i>(Please provide copies of related documents)</i></p>	
1.4	<p><b>Number of years since the organization was established:</b></p> <p><input type="checkbox"/> More than 7 years</p> <p><input type="checkbox"/> 5 – 7 years</p> <p><input type="checkbox"/> Less than 5 years</p> <p><i>(Please provide copy of certificate of incorporation)</i></p>	
1.5	<p><b>Links with an international research organization or association:</b></p> <p><input type="checkbox"/> Ownership</p> <p><input type="checkbox"/> Affiliation</p> <p><input type="checkbox"/> Any other link (please specify)</p> <p><input type="checkbox"/> None of the above</p> <p><i>[Please furnish documentary evidence]</i></p>	
1.6	<p><b>Number of employees nationwide:</b></p> <p><input type="checkbox"/> More than 150</p> <p><input type="checkbox"/> Between 100-150</p> <p><input type="checkbox"/> Between 50-99</p>	

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<input type="checkbox"/> Less than 50 <i>[Permanent and temporary staff members; please provide list of staff members, their departments, locations and designations]</i>	
1.7	<p><b>Educational qualifications and number of years of work experience of the 5 key company figures (CEO, CFO, Head of Qualitative research, Head of Quantitative research etc)</b></p> <p>(A) MBA from IBA, LUMS, CBM, SZABIST or from a well-reputed foreign university/Masters in Social Sciences from a well reputed institute.</p> <p>(B) MBA from any other HEC-recognized university in Pakistan</p> <p>(C) Masters degree in a field other than business, marketing or social sciences (i.e. arts, engineering etc.)</p> <p>(D) BBA from IBA, LUMS, CBM or SZABIST or from a well-reputed foreign university</p> <p>(E) BBA from any other HEC-recognized university in Pakistan</p> <p>(F) Bachelor's degree in a field other than business, marketing or social sciences (i.e. arts, engineering etc.)</p> <p><i>(Please attach a corresponding label (i.e. A, B, C etc) to each individual)</i></p> <p><input type="checkbox"/> 10 years or more of experience</p> <p><input type="checkbox"/> 5-9 years of experience</p> <p><input type="checkbox"/> Below 5 years of experience</p> <p><i>(Please attach a corresponding label (i.e. I, II, III) to each individual)</i></p>	
1.8	<p><b>Average annual turnover in last 3 years for all research studies/projects managed:</b></p> <p><input type="checkbox"/> More than Rs 50 million</p> <p><input type="checkbox"/> Rs 40-50 million</p> <p><input type="checkbox"/> Rs 30-39 million</p> <p><input type="checkbox"/> Rs 20-29 million</p> <p><input type="checkbox"/> Less than 20 million</p> <p><i>[Please provide documentary evidence to support the same (i.e. copy of income tax-returns)].</i></p>	

## MARKET RESEARCH AGENCIES

### 2. SERVICES AND RESOURCES

S.NO.	DESCRIPTION	DETAILS
2.1	<p><b>Research managers/ moderators strength (nationwide):</b></p> <p><input type="checkbox"/> 10 and more  <input type="checkbox"/> 6 –9  <input type="checkbox"/> 3 –5  <input type="checkbox"/> Less than 2</p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.2	<p><b>Team of field operators/recruitment force (nationwide):</b></p> <p><input type="checkbox"/> 50 and more  <input type="checkbox"/> 25 –49  <input type="checkbox"/> 10 –24  <input type="checkbox"/> Less than 10</p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.3	<p><b>Kindly mention the number of languages that your moderation team is capable of fluently speaking and understanding:</b></p> <p>(A) English, Urdu and all 5 regional languages  (B) English, Urdu and 4 regional languages  (C) English, Urdu and 3 regional languages  (D) English, Urdu and 2 regional languages  (E) Only English and Urdu  (F) Only English/Only Urdu</p> <p><i>Major Regional languages include Pushto, Sindhi, Punjabi, Seraiki, Balochi</i></p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.4	<p><b>Kindly mention the number of languages that your team of recruiters is capable of fluently speaking and understanding:</b></p> <p><i>[Major Regional languages include Pushto, Sindhi, Punjabi, Seraiki, Balochi]</i></p>	

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<p>(G) English, Urdu and all 5 regional languages          (H) English, Urdu and 4 regional languages          (I) English, Urdu and 3 regional languages          (J) English, Urdu and 2 regional languages          (K) Only English and Urdu          (L) Only English/Only Urdu</p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.5	<p><b>Number of specialist skills (psychologists, statisticians, cultural anthropologists, sociologists, visual communications expert etc) that the agency call on - either on the agency's own staff or outsourced on a regular basis (Please specify):</b></p> <p><input type="checkbox"/> 4 or more  <input type="checkbox"/> 1 - 3  <input type="checkbox"/> None</p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.6	<p><b>Number of specialist interviewers available if required (e.g. for interviewing executives or professionals):</b></p> <p><input type="checkbox"/> 5 or more  <input type="checkbox"/> 3 - 4  <input type="checkbox"/> 1 - 2  <input type="checkbox"/> None</p> <p><i>[Will be verified through employee list submitted earlier in Section A /1.6]</i></p>	
2.7	<p><b>Is the firm involved in basic qualitative research techniques such as Focus Group Discussions (FGDs), In Depth Interviews (IDIs) and In-home Visits (IHVs)?</b></p> <p><input type="checkbox"/> FGDs, IDIs and IHVs  <input type="checkbox"/> FGDs and IDIs <b>or</b> FGDs and IHVs <b>or</b> IDIs and IHVs  <input type="checkbox"/> Only FGDs or only IDIs or only IHVs  <input type="checkbox"/> None of the above</p> <p><i>[Please provide photographs as evidence]</i></p>	
2.8	<p><b>Types of research studies:</b></p> <ol style="list-style-type: none"> <li>1. Concept/product testing</li> <li>2. Concept/ad testing</li> <li>3. Packaging/label testing</li> <li>4. Naming research</li> <li>5. Brand health tracking/ATP</li> </ol>	

Stamp & Signature of Applicant

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<p>6. Customer satisfaction tracking          7. Retail audit          8. Usage and attitude (U&amp;A)          9. Market segmentation          10. Ethnographies          11. Mystery shopping          12. Brand positioning          13. Brand image development and/or assessment          14. Brand equity          15. Brand price trade-offs          16. Home usage testing          17. Conjoint analysis          18. Pre and post advertisement surveys          19. Purchase decision dynamics          20. Shopping behavior and preferences          21. Pricing research          22. Others (Please specify)</p> <p><b>From the above list of studies, please indicate your company's relevant experience:</b></p> <p><input type="checkbox"/> 22 and more  <input type="checkbox"/> 15 - 21  <input type="checkbox"/> 9 - 14  <input type="checkbox"/> 4 - 8  <input type="checkbox"/> Less than 4 types</p> <p><i>[Please furnish evidence of all the studies undertaken from the abovementioned types within the last five years]</i></p>	
2.9	<p><b>Does the firm offer CAPI/CATI/PAPI?</b></p> <p><input type="checkbox"/> Yes</p> <ul style="list-style-type: none"> <li><input type="radio"/> CAPI, CATI and PAPI</li> <li><input type="radio"/> CATI and PAPI</li> <li><input type="radio"/> Only PAPI</li> </ul> <p><input type="checkbox"/> No</p> <p><i>(Please provide documents as evidence)</i></p>	
2.10	<p><b>Does the firm offer video conferencing facilities?</b></p> <p><input type="checkbox"/> Yes  <input type="checkbox"/> No</p> <p><i>(Please provide photographs as evidence)</i></p>	
2.11	<p><b>Does the firm offer any special research facilities of its own (e.g. GD rooms, central location test rooms, a call centre, test room or laboratory, test shop, special testing equipment) in any of the three regions i.e. North, Central and South?</b></p> <p><input type="checkbox"/> Yes <i>[If yes, please specify the regions and facilities offered]</i></p> <ul style="list-style-type: none"> <li><input type="radio"/> All 3 regions</li> </ul>	

Stamp & Signature of Applicant

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<ul style="list-style-type: none"> <li>○ 2 regions</li> <li>○ 1 region</li> </ul> <input type="checkbox"/> No <i>(Please provide photographs as evidence)</i>	
2.12	<p><b>Does the firm have a comprehensive written statement of its terms of business?</b></p> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>[Please provide documentary evidence]</i>	
2.13	<p><b>Does the agency offer national/ international quality assurance standards?</b></p> <input type="checkbox"/> International quality assurance standards <i>[Please provide documentary evidence]</i> <input type="checkbox"/> National quality assurance standards <i>[Please provide documentary evidence]</i> <input type="checkbox"/> None of the above <i>[Please provide documentary evidence]</i>	
2.14	<p><b>Is the firm compliant with ESOMAR guidelines?</b></p> <input type="checkbox"/> Yes <i>[Please provide documentary evidence]</i> <input type="checkbox"/> No	

## 3. CLIENTELE & RELEVANT EXPERIENCE

S.NO.	DESCRIPTION	
3.1	<p><i>Client List (portfolio mix)</i></p> <p>Non-Oil Marketing Sectors:</p> <ul style="list-style-type: none"> <li>▪ Beverages (i.e. water, tea, soft drinks etc.)</li> <li>▪ Dairy</li> <li>▪ Food producers/manufacturers</li> <li>▪ Personal care/beauty goods</li> <li>▪ Home care goods</li> <li>▪ Telecoms</li> <li>▪ Banks and financial institutions</li> <li>▪ Automotives</li> <li>▪ Real estate and construction</li> <li>▪ NGOs</li> <li>▪ Government projects</li> </ul>	

Stamp & Signature of Applicant

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<ul style="list-style-type: none"> <li>▪ Pharmaceuticals</li> <li>▪ Electronic goods manufacturer</li> <li>▪ Pesticide companies</li> <li>▪ Mobile Phone Manufacturers</li> <li>▪ Edible Oils</li> <li>▪ Hypermarkets</li> <li>▪ Clothing, shoes and accessories</li> <li>▪ Aviation, travel and hospitality</li> <li>▪ Media (TV/electronic, print, digital)</li> <li>▪ Others (Please specify)</li> </ul> <p><b>From the above list of non-oil marketing sectors, please indicate your company's relevant experience in the above twenty sectors (please specify brand name worked upon within each sector):</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> All 20 sectors</li> <li><input type="checkbox"/> 15 sectors and above</li> <li><input type="checkbox"/> 10 sectors and above</li> <li><input type="checkbox"/> Between 5 to 10 sectors</li> <li><input type="checkbox"/> Less than 5 sectors</li> </ul> <p><i>[Please provide corresponding brand name, project name, research type, month &amp; year from the above categories within the last five years]</i></p>	
3.2	<p><i>Experience of Oil Marketing Companies (OMC)</i></p> <p><b>Please state the number of OMCs you have worked for in Pakistan and/or abroad:</b></p> <p><i>[Please also mention the names of those OMCs you are currently working with or have worked for in the past and include dates of the project period]</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Three or more OMCs</li> <li><input type="checkbox"/> Two OMCs</li> <li><input type="checkbox"/> One OMC</li> <li><input type="checkbox"/> None</li> </ul> <p><b>If you have done or are currently doing projects within multiple divisions of an Oil Marketing Company, then please communicate number of projects within each under mentioned division that you have handled in the past 5 years or else indicate 'None':</b></p> <p><i>[For each project completed or underway: please furnish a brief 40 to 50 word description, the approximate dates for the activities and provide photographic evidence for the same].</i></p>	

Stamp & Signature of Applicant

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<p>Fuels (number of projects):</p> <p><input type="checkbox"/> Three or more</p> <p><input type="checkbox"/> Two</p> <p><input type="checkbox"/> One</p> <p><input type="checkbox"/> None</p> <p>Lubricants (number of projects):</p> <p><input type="checkbox"/> Three or more</p> <p><input type="checkbox"/> Two</p> <p><input type="checkbox"/> One</p> <p><input type="checkbox"/> None</p> <p>Corporate (number of projects):</p> <p><input type="checkbox"/> Three or more</p> <p><input type="checkbox"/> Two</p> <p><input type="checkbox"/> One</p> <p><input type="checkbox"/> None</p> <p>Cards and loyalty programs (number of projects):</p> <p><input type="checkbox"/> Three or more</p> <p><input type="checkbox"/> Two</p> <p><input type="checkbox"/> One</p> <p><input type="checkbox"/> None</p>	
3.3	<p><i>Client References</i></p> <p><i>[Please enclose list of major clients and wherever possible, telephonic and email details of the key point of contact at the firm, as a source of reference]</i></p> <p><i>Also below, please list the number of reference letters you can furnish from your existing clients:</i></p> <p><input type="checkbox"/> 6 and more references</p> <p><input type="checkbox"/> 3-5 references</p> <p><input type="checkbox"/> Less than 3 references</p> <p><input type="checkbox"/> None</p> <p><i>[Please provide sealed letters from your clients and ensure that the reference note is printed on their official letterhead]</i></p>	
3.4	<p><i>Number of research projects that your agency has managed in past 2 years:</i></p> <p><input type="checkbox"/> 40 or more research projects</p> <p><input type="checkbox"/> 30 – 39 research projects</p> <p><input type="checkbox"/> 20– 29 research projects</p> <p><input type="checkbox"/> Less than 20 research projects</p>	

# VENDOR ASSESSMENT PROFORMA

## MARKET RESEARCH AGENCIES

	<i>[Kindly submit project description, corresponding dates and evidence of the same]</i>	
3.5	<p><i>Number of regular clients (a minimum of 3 projects per year) that your agency has done work for in the past 2 years:</i></p> <p> <input type="checkbox"/> 3 or more  <input type="checkbox"/> 2  <input type="checkbox"/> 1  <input type="checkbox"/> None         </p> <p><i>[Kindly submit project description, corresponding dates and evidence of the same]</i></p>	