

REQUEST FOR PROPOSAL

For: [Installation & Operation of Mega Screen Mounted Display (“SMD”)/ Light Emitting Diode (LED) at PSO Retail Outlets (“Project”)]

Issued: [February 26, 2017]

Submission deadline: [March 17, 2017 before 5:00PM]

Background

Pakistan State Oil is the largest national Oil Marketing Company fueling the energy needs of the nation and has been driving the wheels of the national economy. The Company is engaged in the marketing and distribution of various POL products including Motor Gasoline (Mogas), High Speed Diesel (HSD), Furnace Oil (FO), Jet Fuel (JP-1), Kerosene, CNG, LPG, Petrochemicals and Lubricants. PSO has the most wide-spread retail network in the country with over 3,500 retail outlets including 1,600 New Vision Retail Outlets mainly serving automotive and agricultural sector. PSO serves around 3 Million customers everyday across the entire economic value chain and controls around 74% of the country’s oil storage capacity and refueling facilities at nine airports and two sea ports. (Further detailed information may be viewed at www.psopk.com).

Project Brief

PSO fuel stations are strategically located in main cities and highways which provide an immense opportunity for mass addressing by putting up large Digital Signboards for maximum viewership & generating viable revenue base through advertisements displaying on the same. The company invites proposals from reputable business entities/ advertising firms (“Applicant(s)”) to install Screen displays and/or video walls, Mega LED Screens for outdoor placement at PSO retail outlets. The objective of the company is to provide “Value Added Services” at the forecourt aimed at generating sustainable revenue base in addition to enhancing the corporate image and brand equity of PSO.

Terms & Conditions

Applicant shall

- Install, operate and maintain screen displays and/or video walls, and/or Mega LED Screens.
- Abide by all federal, local, provincial laws and PSO HSE guidelines & standards.
- Pay electricity bill as per sub meter installed.
- Arrange own standby electricity system.
- Install security and surveillance system “CCTV”, if required, for the security of display screen at his own cost.
- Insure PSO/dealer assets, including third party risk coverage, in case of any screen malfunction & damage/loss due to breakdown of the equipment installed and *provide copy of the same*.
- Require prior PSO approval for the content displayed on these screens which shall not include ads of the PSO competitors. PSO shall not approve any content that hurts the sentiments of any individual, community, sect or religion or causing offense to the community...

- Deposit a Security Amount equivalent to 3 months of PSO’s share which shall be refunded at the end of the project tenure
- Ensure that the company has not been blacklisted by any procurement agency or by any company *by submitting an undertaking on its letter head in this regard*)

Interested applicants may register their interest for participation in the project by sending the following information:

Company Information

Information to be provided by the Applicant along with relevant supporting documents:

- Applicant’s business background
- Relevant experience
- Years in business;
- Location of offices
- Legal form of applicant (i.e. Sole proprietor, corporation, partnership, joint venture, company etc.)
- Customer references within Pakistan, and/or outside Pakistan for similar projects representing the accounts currently serviced by the vendor and details of completed projects.
- Applicant Core Business Areas

Area	Description	Revenue (PKR)

- Annual Turnover of Applicant

Financial Proposal (to be submitted as separate document)

The financial proposal will be submitted covering the following areas:

1. Project Brief
(Includes the Brief, No. of retail outlets where Applicant intends to implement project and their respective locations, cities and timeline for project implementation)
2. SMD/LED Screen Specifications
(Includes features, Brand, Type, Size & Resolution)
3. Financial Model

Submission Procedure

Proposals along with the necessary information required must be received by hand or by courier (courier address attached) no later than the deadline given above. All proposals must be received in hard/soft copies. All proposed financials must be submitted as Excel documents, not PDFs. Physical proposals must be submitted in sealed opaque containers and marked, [Installation & Operation of Mega Screen Mounted Display (SMD)/ Light Emitting Diode (LED) at PSO Retail Sites].

The name and address of the Applicant must also appear on the envelope

Disclaimer

Pakistan State Oil Company Limited reserves the right to reject any or all proposals without assigning any reason

Pakistan State Oil Company may consider any proposal as not qualified which is not prepared and/or not submitted in accordance with the provisions hereof and may reject any or all proposals without assigning any reason. Any proposal received after the time and date specified shall not be considered.

Courier Address

MANAGER NEW INITIATIVES
NEW INITIATIVES DEPARTMENT
7th FLOOR, PSO HOUSE, KHAYABAN-E-IQBAL, CLIFTON, KARACHI
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