

**BROADBAND SYSTEMS CORPORATION
(BSC Ltd)**

**Remera, Airport Road
(KN5 RD), Opposite ChezLando
P O Box 7229, Kigali, Rwanda
Email : procurement@bsc.rw**

REQUEST FOR PROPOSAL

**PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR
PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION**

JUNE 2026

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Section 1. Letter of Invitation (LOI)

REQUEST FOR PROPOSALS N°: 009/S/NOT/BSC/2026

TITLE: PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION

1. Broadband Systems Corporation Ltd ("BSC Ltd") is a licensed Internet Service Provider (ISP) that is incorporated under the laws and regulations of the Republic of Rwanda. The company is engaged in the business of providing advanced Information and Communication Technology ("ICT") services based on broadband connectivity.
2. BSC Ltd now invites shortlisted Firms to submit their technical and financial proposals **PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION**. More details on the consultancy are provided in the Terms of Reference included in this RFP.
3. The present Request for Proposal has been addressed to all qualified consultants.
4. Firms will be selected under **Least Cost Based Selection (LCBS)** method of selection and procedures described in this Request for Proposal documents (RFP).
5. The technical and financial proposals should be presented separately in different envelopes, each bearing the nature of the proposal, name of Consultancy Firm and all the envelopes should be submitted in an outer envelope sealed with the following indications:

"PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION"

To: Chairperson of the Tender Committee BSC Ltd

Remera Gisimenti Airport Road

(KN5 RD), Opposite Chez Lando

P O Box 7229, Kigali, Rwanda

E-mail: procurement-bsc@bsc.rw

6. Well printed proposals written in English language, properly bound and presented in 3 copies one of which is the original must reach BSC Ltd's Procurement office at Remera, Airport Road (KN5 RD), Opposite Chez Lando not later than **2nd JULY 2026 at 10:00 A.m.** late bids shall be rejected. The public opening will take place at **10:30 A.m.** on the same day at BSC Ltd conference room.

7. The bids must have a validity period of **one hundred twenty days (120)** days from the bids opening date.

Done at Kigali, on 16/06/2026

Sincerely,

Gilbert KAYINAMURA
Chief Executive Officer

Section 2. Instructions to Consultants

1. Introduction

- 1.1. The Client named in the Data Sheet will select a Consultant/consulting organization (the Consultant) in accordance with the method of selection specified in the Data Sheet.
- 1.2. The qualified Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for consulting services required for the assignment named in the Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Consultant.
- 1.3. Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultants.

Conflict of Interest

- 1.4. BSC Ltd Procurement policy requires that Consultant provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, strictly avoid conflicts with other assignments or their own corporate interests, and act without any consideration for future work and in accordance with the law on public procurement.
- 1.5.1. Without limitation on the generality of the foregoing, Consultant, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting activities

- 1.5.2. A Consultant that has been engaged by the Client to provide goods, works or services other than consulting services for a project, and any of its affiliates, shall be disqualified from providing consulting services related to those goods, works or services. Conversely, a Consultant hired to provide consulting services for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods or works or services other than consulting services resulting from or directly related to the Consultant's consulting services for such preparation or implementation. For the purpose of this paragraph, services other than consulting services are defined as those leading to a measurable physical output, for example surveys, exploratory drilling, aerial photography, and satellite imagery.

Conflicting assignments

- 1.5.3. A Consultant (including its Personnel and Sub-Consultants) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant to be executed for the same or for another Client.

Conflicting relationships

- 1.5.4. A Consultant (including its Personnel and Sub-Consultants) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the assignment, (ii) the selection process for such assignment, or (iii) supervision of the Contract, shall not be awarded a Contract.
- 1.5.5. Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Consultant or the termination of its Contract.

Unfair Advantage

- 1.5.6. If a Consultant could derive a competitive advantage from having provided consulting services related to the assignment in question, the Client shall make available to all Consultants together with this RFP all information that would in that respect give such Consultant any competitive advantage over competing Consultants.

Fraud and Corruption

- 1.6. BSC Ltd procurement regulations require that all procuring team, as well as Consultants participating in procurement process adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract. In pursuance of this policy, the following procurement regulations are observed:
- (a) defines, for the purpose of this paragraph, the terms set forth below as follows:
- (i) "Corrupt practice" means offering, giving, receiving money or anything of value to make a public official partial in the tender award or contract execution process;
 - (ii) "Fraudulent practices" refer to any act of lying, providing misinformation, including collusive practices among bidders aiming at influencing the procuring entity to making wrong decisions or to giving room for poor execution of the contract;

- (iii) "Collusive practices" means a scheme or arrangement between two or more consultants with or without the knowledge of the Client, designed to establish prices at artificial, non-competitive levels;
 - (iv) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract.
- (b) Require rejection of a proposal for award if it is determined that the Consultant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question;
 - (c) Require sanctions to a Consultant, including declaring the Consultant ineligible, either indefinitely or for a stated period of time, to be awarded any contract if at any time it is determined that the Consultant has, directly through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing a contract; and
 - (d) Gives the right to require that, a provision be included requiring Consultants to permit the procuring entity to inspect their accounts and records and other documents relating to the submission of proposals and contract performance, and have them audited by auditors appointed by client.
- 1.7. Consultants, their Sub-Consultants, and their associates shall not be under a declaration of ineligibility for corrupt and fraudulent practices in accordance with the above para. 1.6.
- 1.8. Consultants shall furnish information on commissions and gratuities, if any, paid or to be paid to agents relating to this proposal and during execution of the assignment if the Consultant is awarded the Contract.

Proposal Validity

- 1.9. The Data Sheet indicates how long Consultants' Proposals must remain valid after the submission date. During this period, Consultants shall maintain the availability of Professional staff nominated in the Proposal. The Client will make its best effort to complete negotiations within this period. Should the need arise; however, the Client may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall certify that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, Consultants could submit new staff in replacement, who would be considered in the final evaluation for contract award. Consultants who do not agree have the right to refuse to extend the validity of their Proposals.

2. Clarification and Amendment of RFP Documents

- 2.1. Consultants may request a clarification of any of the RFP documents up to the number of days indicated in the Data Sheet before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Client's address indicated in the Data Sheet. The Client will respond in writing, or by standard electronic means and will send written copies of the response to all Consultants. Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under para. 2.2.
- 2.2. At any time before the submission of Proposals, the Client may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Consultants and will be binding on them. Consultants shall acknowledge receipt of all amendments. To give Consultants reasonable time in which to take an amendment into account in their Proposals the Client may, if the amendment is substantial, extend the deadline for the submission of Proposals.

3. Preparation of Proposals

- 3.1. The Proposal (see para. 1.2), as well as all related correspondence exchanged by the Consultants and the Client, shall be written in the language (s) specified in the Data Sheet.
- 3.2. In preparing their Proposal, Consultants are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.
- 3.3. While preparing the Technical Proposal, Consultants must give particular attention to the following:
- (a) If a Consultant considers that it may enhance its expertise for the assignment by associating with other Consultants in a joint venture or sub-consultancy, it may associate with either (a) Consultant(s), or (b) Consultants if so indicated in the Data Sheet. In case of association with Consultant(s), the Consultant shall act as association leader. In case of a joint venture, all partners shall be jointly and severally liable and shall indicate who will act as the leader of the joint venture.
 - (b) The estimated number of Professional staff-months or the budget for executing the assignment shall be shown in the Data Sheet, but not both. However, the Proposal shall be based on the number of Professional staff-months or budget estimated by the Consultants.

For fixed-budget-based assignments, the available budget is given in the Data Sheet, and the Financial Proposal shall not exceed this budget, while the estimated number of Professional staff-months shall not be disclosed.
 - (c) Alternative professional staff shall not be proposed, and only one curriculum

vitae (CV) may be submitted for each position.

Language

- (d) Documents to be issued by the Consultants as part of this assignment must be in the language(s) specified in the Reference Paragraph 3.1 of the Data Sheet. If Reference Paragraph 3.1 indicates two languages, the language in which the proposal of the successful Consultant will be submitted shall govern for the purpose of interpretation. It is desirable that the Consultant's Personnel have a working knowledge of the Client's national language.

Technical Proposal Format and Content

- 3.4. Depending on the nature of the assignment, Consultants are required to submit a Full Technical Proposal (FTP). The Data Sheet indicates the format of the Technical Proposal to be submitted. Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicated in the following paragraphs from (a) to (g) using Standard Forms.
 - (a) For the FTP a brief description of the Consultants' organization and an outline of recent experience of the Consultants and, in the case of joint venture, for each partner, on assignments of a similar nature is required. For each assignment, the outline should indicate the names of Sub-Consultants/ Professional staff who participated, duration of the assignment, contract amount, and Consultant's involvement. Information should be provided only for those assignments for which the Consultant was legally contracted by the Client as a corporation or as one of the major Consultants within a joint venture.
 - (b) For the FTP comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/ effectiveness of the assignment; and on requirements for counterpart staff and facilities including: administrative support, office space, local transportation, equipment, data, etc. to be provided by the Client.
 - (c) The FTP description of the approach, methodology and work plan for performing the assignment covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under. The work plan should be consistent with the Work Schedule which will be shown in the form of a bar chart timing proposed for each activity.
 - (d) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member, and their tasks.
 - (e) Estimates of the staff input (staff-months of local professionals) needed to carry out the assignment. The staff-months input should be indicated separately for

home office and field activities, and local Professional staff.

- (f) CVs of the Professional staff signed by the staff themselves or by the authorized representative of the Professional Staff.
 - (g) For the FTP detailed description of the proposed methodology and staffing for training, if the Data Sheet specifies training as a specific component of the assignment.
- 3.5. The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

Financial Proposals

- 3.6. The Financial Proposal will be a lump sum to carry out the assignment. It shall include all costs associated with the assignment.

Taxes

- 3.7. The Consultant may be subject to local taxes (such as: value added or sales tax, social charges or income taxes on non-resident Foreign Personnel, duties, fees, levies) on amounts payable by the Client under the Contract. The Client will state in the Data Sheet if the Consultant is subject to payment of any local taxes.
- 3.8. Consultants may express the price of their services in a maximum of three freely convertible currencies, singly or in combination. The Client may require Consultants to state the portion of their price representing local cost in the national currency if so indicated in the Data Sheet.

4. Submission, Receipt, and Opening of Proposals

- 4.1 The original proposal (Technical Proposal and Financial Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the Consultants themselves. The person who signed the proposal must initial such corrections.
- 4.2 An authorized representative of the Consultants shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".
- 4.3 The Technical Proposal shall be marked "**ORIGINAL**" or "**COPY**" as appropriate. The Technical Proposals shall be sent to the addresses referred to in para. 4.5 and in the number of copies indicated in the Data Sheet. All required copies of the Technical Proposal are to be made from the original. If there are discrepancies between the original and the copies of the Technical Proposal, the original governs.
- 4.4 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "**TECHNICAL PROPOSAL**". Similarly, the original Financial Proposal (if required under the selection method indicated in the Data Sheet) shall be placed in a sealed envelope clearly marked "**FINANCIAL PROPOSAL**" followed by the number and the name of the assignment, and with a warning "**DO NOT OPEN WITH THE TECHNICAL PROPOSAL.**" The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number and title of the Loan, and be clearly marked "**DO NOT OPEN, EXCEPT IN PUBLIC**". The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be cause for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.
- 4.5 The Proposals must be sent to the address/addresses indicated in the Data Sheet and received by the Client no later than the time and the date indicated in the Data Sheet, or any extension to this date in accordance with para. 2.2. Any proposal received by the Client after the deadline for submission shall be returned unopened.
- 4.6 The Client shall open the Technical Proposal immediately after the deadline for their submission. The envelopes with the Financial Proposal shall remain sealed and securely stored.

5. Proposal Evaluation

- 5.1 From the time the Proposals are opened to the time the Contract is awarded, the Consultants should not contact the Client on any matter related to its Technical and/or Financial Proposal. Any effort by Consultants to influence the Client in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Consultants' Proposal.

Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.

Evaluation of Technical Proposals

- 5.2 The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP, and particularly the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet.

Public Opening and Evaluation of Financial Proposals for QCBS

- 5.3 After the technical evaluation is completed, the Client shall inform the Consultants who have submitted proposals the technical scores obtained by their Technical Proposals, and shall notify those Consultants whose Proposals did not meet the minimum qualifying mark or were considered non responsive to the RFP and TOR, that their Financial Proposals will be returned unopened after completing the selection process. The Client shall simultaneously notify in writing Consultants that have secured the minimum qualifying mark, the date, time and location for opening the Financial Proposals. The opening date shall not be sooner than seven days after the notification date. The notification may be done by hand with acknowledgement of receipt or be sent by registered letter, cable, telex, facsimile.
- 5.4 Financial Proposals shall be opened publicly in the presence of the Consultants' representatives who choose to attend. The name of the Consultants and the technical scores of the Consultants shall be read aloud. The Financial Proposal of the Consultants who met the minimum qualifying mark will then be inspected to certify that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded. Consultants' attendance at the opening of Financial Proposals is optional.
- 5.5 The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the

total amount, or between word and figures the formers will prevail. In addition to the above corrections, as indicated under para. 3.6, activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items. In case an activity or line item is quantified in the Financial Proposal differently from the Technical Proposal, (i) if the Time-Based form of contract has been included in the RFP, the Evaluation Committee shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity and correct the total Proposal cost, (ii) if the Lump-Sum form of contract has been included in the RFP, no corrections are applied to the Financial Proposal in this respect. Prices shall be converted to a single currency using the selling rates of exchange, source and date indicated in the Data Sheet.

- 5.6 In case of QCBS, the lowest evaluated Financial Proposal (F_m) will be given the maximum financial score (S_f) of 100 points. The financial scores (S_f) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; $T + P = 1$) indicated in the Data Sheet: $S = S_t \times T\% + S_f \times P\%$. The Consultant achieving the highest combined technical and financial score will be invited for negotiations.

6. Negotiations

- 6.1 Negotiations will be held at the date and address indicated in the Data Sheet. The invited Consultant will, as a pre-requisite for attendance at the negotiations, certify availability of all Professional staff. Failure in satisfying such requirements may result in the Client proceeding to negotiate with the next-ranked Consultant. Representatives conducting negotiations on behalf of the Consultant must have written authority to negotiate and conclude a Contract.

Technical negotiations

- 6.2 Negotiations will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the Consultant to improve the Terms of Reference. The Client and the Consultants will finalize the Terms of Reference, staffing schedule, work schedule, logistics, and reporting. These documents will then be incorporated in the Contract as "Description of Services". Special attention will be paid to clearly defining the inputs and facilities required from the Client to ensure satisfactory implementation of the assignment. The Client shall prepare minutes of negotiations which will be signed by the Client and the Consultant.

Financial negotiations

- 6.3 If applicable, it is the responsibility of the Consultant, before starting financial negotiations, to contact the local tax authorities to determine the local tax amount to be paid by the Consultant under the Contract. The financial negotiations will include a clarification (if any) of the Consultant's tax liability in the Republic of Rwanda, and the manner in which it will be reflected in the Contract; and will reflect the agreed technical modifications in the cost of the services. In the cases of QCBS, Fixed-Budget Selection, and the Least-Cost Selection methods, unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for staff nor other proposed unit rates. For other methods, Consultants will provide the Client with the information on remuneration rates.

Availability of Professional staff/experts

- 6.4 Having selected the Consultant on the basis of, among other things, an evaluation of proposed Professional staff, the Client expects to negotiate a Contract on the basis of the Professional staff named in the Proposal. Before contract negotiations, the Client will require assurances that the Professional staff will be actually available. The Client will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or for reasons such as death or medical incapacity. If this is not the case and if it is established that Professional staff were offered in the proposal without confirming their availability, the Consultant may be disqualified. Any proposed substitute shall have equivalent or better qualifications and experience than the original candidate and be submitted by the Consultant within the period of time specified in the letter of invitation to negotiate.

Conclusion of the negotiations

- 6.5 Negotiations will conclude with a review of the draft Contract. To complete negotiations the Client and the Consultant will initial the agreed Contract. If negotiations fail, the Client will invite the Consultant whose Proposal received the second highest score to negotiate a Contract.

7. Award of Contract

- 7.1 After completing negotiations the Client shall award the Contract to the best selected Consultant, and promptly notify all Consultants who have submitted proposals. After Contract signature, the Client shall return the unopened Financial Proposals to the unsuccessful Consultants.
- 7.2 The Consultant is expected to commence the assignment on the date and at the location specified in the Data Sheet.

8. Confidentiality

Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Consultants who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Consultant of confidential information related to the process may result in the rejection of its Proposal and may be subject to the sanctions under the law on public procurement.

Section 3. Instructions to Consultants, Data Sheet

<p>Paragraph Reference 1.1</p>	<p>Name of the Client: Broadband Systems Corporation Ltd (“BSC Ltd”) Method of selection: LCBS</p>
<p>1.2</p>	<p>Financial Proposal to be submitted together with Technical Proposal: Yes Name of the assignment is: PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION</p>
<p>1.3</p>	<p>The Client's representative is: Chairperson of the Tender Committee Remera, Airport Road (KN5 RD), Opposite Chez Lando P O Box 7229, Kigali, Rwanda Email : procurement-bsc@bsc.rw</p>
<p>1.4</p>	<p>The Client will provide the following inputs: N/A</p>
<p>1.11</p>	<p>Proposals must remain valid 120 days after the submission date.</p>
<p>2.1</p>	<p>Clarifications may be requested not later than 3 days before the submission date. The address for requesting clarifications is: Chairperson of the Tender Committee Remera, Airport Road (KN5 RD), Opposite Chez Lando P O Box 7229, Kigali, Rwanda Email : procurement-bsc@bsc.rw</p>
<p>3.1</p>	<p>Proposals shall be submitted in English</p>
<p>3.3 (a)</p>	<p>Consultants may associate with other short-listed Consultants: N/A</p>
<p>3.3 (b)</p>	<p>The estimated number of key personnel is: 5 key staff</p>
<p>3.4</p>	<p>The format of the Technical Proposal to be submitted is: Full Technical Proposal</p>
<p>3.7</p>	<p>Amounts payable by the Client to the Consultant under the contract to be subject to local taxation? Yes</p>

3.8	Consultant to state local cost in the national currency: Yes									
4.3	Consultant must submit the original and 3 copies of both the Technical Proposal and Financial Proposal.									
4.5	<p>The Proposal submission address is to: Chairperson of the Tender Committee Remera, Airport Road (KN5 RD), Opposite Chez Lando P O Box 7229, Kigali, Rwanda Email : procurement-bsc@bsc.rw Submission date: 2ND/07/2026 Time: 10:00a.m. Opening time: 10:30a.m.</p>									
5.2	<p>Criteria, sub-criteria, and point system for the evaluation of Full Technical Proposals are:</p> <p>II. Technical evaluation:</p> <p>Criteria, sub-criteria, and point system for the evaluation of Proposals are:</p> <p>1. General experience of the firm in the field at least 10 years: 5 points; Each year of experience is scored 0.5 points S/Total 1: 0.5 point for each year/ 5 points</p> <p>2. Relevant experience in similar assignment at least 5 projects: 15 points; Each similar project is scored 3 points S/Total 2: 15 points</p> <p>3. Quality of the methodology proposed: 20 points; Technical approach and methodology: 15 points Work plan: 5 points S/Total 3: 20 points</p> <p>4. Qualifications and experience of the key personnel proposed for the mission: 60 points Experts: 60 points;</p> <table border="1" data-bbox="367 1705 1487 1881"> <thead> <tr> <th colspan="2" data-bbox="367 1705 1344 1759">1. Senior executive</th> <th data-bbox="1351 1705 1487 1759">SCORE</th> </tr> </thead> <tbody> <tr> <td data-bbox="367 1768 409 1801">1</td> <td data-bbox="415 1768 1344 1801">Qualifications for key personnel</td> <td data-bbox="1351 1768 1487 1801">[2]</td> </tr> <tr> <td data-bbox="367 1810 409 1881"></td> <td data-bbox="415 1810 1344 1881">A Bachelor's or Master's degree in the field of public relations, journalism, or marketing or any other related field</td> <td data-bbox="1351 1810 1487 1881">2</td> </tr> </tbody> </table>	1. Senior executive		SCORE	1	Qualifications for key personnel	[2]		A Bachelor's or Master's degree in the field of public relations, journalism, or marketing or any other related field	2
1. Senior executive		SCORE								
1	Qualifications for key personnel	[2]								
	A Bachelor's or Master's degree in the field of public relations, journalism, or marketing or any other related field	2								

2	<u>General experience</u>	[7]
	At least 7 years of work experience in communications, marketing and/or the public relations field.	7
3	<u>Specific Experience (relevant experience in similar services)</u>	[6]
	The team leader should have personally overseen at least four similar assignments of equal or larger magnitude prior to this submission	4
	Experience in region	2
TOTAL		<u>15</u>
2. 1 Copywriter and 1 Account manager		SCORE
1	<u>Qualifications for key personnel</u>	[2]
	A Bachelor's or Master's degree in the field of public relations, journalism, marketing or a similar field	2
2	<u>General experience</u>	[5]
	At least 3 years of work experience in communications, marketing, public relations or a similar field.	5
3	<u>Specific Experience (relevant experience in similar services)</u>	[5]
	Proven experience of at least two (2) years as professional copywriter.	3
	Proven experience of at least two (2) years as Website and Social Media Expert	2
TOTAL		<u>12</u>
3. Graphic designer and illustrator		SCORE
1	<u>Qualifications for key personnel</u>	[2]
	Design/Multimedia; specific qualifications, or technical studies in design or layout are an advantage	2
2	<u>General experience</u>	[5]
	At least 5 years of experience in design and strong layout skills.	5
3	<u>Specific Experience (relevant experience in similar services)</u>	[5]
	Proven experience of graphic production from start to published/printed products with knowledge of printing processes and colour management.	4
	Experience in developing design related to social behaviour change is an advantage and will be considered.	1
TOTAL		<u>12</u>
4. Animator (1)		SCORE
	<u>Qualifications for key personnel</u>	[2]

	Relevant certificate or bachelor's degree in Animation, Graphic Design, multimedia production, or a related field, or technical studies/certification in design, layout or multimedia software like Adobe Suite is a plus	2
	General experience	[6]
	must possess at least three years' experience in brand management in an advertising firm.	6
	Specific Experience (relevant experience in similar services)	[5]
	Strong portfolio demonstrates a range of animations is required.	3
	Previous working experience with international organizations	2
	TOTAL	<u>13</u>
	5. Photographer/videographer	SCORE
1	Qualifications for key personnel	[2]
	Training Certificate in photography, videography, and or media production	2
2	General experience	[3]
	At least 5 years of proven work experience as a photographer	3
3	Specific Experience (relevant experience in similar services)	[3]
	Experience working with development partners and/or similar projects is considered an advantage	3
	TOTAL	<u>8</u>
	<p>Note: The firm is required to propose the team leader who will head the proposed team to work with BSC Ltd.</p> <p style="text-align: right;">Total points for the four criteria: 100 Pts</p> <p>The minimum technical score required to pass is : 70%</p>	
5.6	The single currency for price conversions is: N/A	
5.7	<p>The formula for determining the financial scores is the following: $Sf = 100 \times Fm / F$, in which <i>Sf</i> is the financial score, <i>Fm</i> is the lowest price and <i>F</i> the price of the proposal under consideration.</p> <p>The weights given to the technical and Financial Proposals are: T= 0.7, and P= 0.3</p>	

7.2

Expected date for commencement of consulting services: **After signing the contract.**

SECTION 4: TERMS OF REFERENCE

PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES AND COMMERCIAL DIGITAL CONTENT PRODUCTION

LOT 1 PROVISION OF INTEGRATED 360 DEGREES MARKETING COMMUNICATIONS FOR PRODUCTS & SERVICES

1. Introduction & Background

Broadband Systems Corporation, Ltd (BSC Ltd) is a licensed Internet Service Provider (ISP) that is incorporated under the laws and regulations of the Republic of Rwanda. The company is engaged in the business of providing advanced information and Communication Technology (“ICT”) services based on Broadband connectivity.

To deliver the best possible service to our customers and build the company loyalty & brand awareness, BSC Ltd has decided to select a consulting firm to provide services of coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.

1.1. Objective

The Firm should enhance company awareness to boost sales by implementing creative advertising and promotions and exercise its best capacity for transferring BSC Ltd service to customers through on/offline marketing activities. In order to build up not only an innovative and dynamic image for the company but also a brand-new awareness of service that is differentiated from competitors, various promotional and marketing strategies should be set up and implemented.

- Develop brand awareness and image
- Increase category demand and purchase actions
- Change customer belief or attitude
- Reinforce purchase decisions
- Design Promotional materials
- Supervise Printing/Production of required marketing items.

- Advise and recommend new marketing strategies to the company in line with the new market trends
 - Market research and trends analysis
- 2. Contract Period:** 1-year framework contract renewable upon satisfaction by the client.
 - 3. Scope of Work**

Month-on-Month Bare Minimum

Activity	Description
Social media management & engagement	Weekly brainstorming session (Account Manager + Content Creator, Graphic Designer, Audio Visual Designer)
	Share weekly content plan for BSC approval
	Design for social media 3 Post per Week (Instagram, Twitter, Facebook, LinkedIn)
	Monitor performance & engagement (weekly)
Internal Comms, Visuals & Stationary Marketing Collateral	Day to day content creation and design of mock-ups and visuals for internal use as per updated brand manual (staff badges, departmental/unit events, internal documents like ppts, email signatures, letterheads, internal communiques for public feed etc)
Reels Video Production	Video Content Creation, Storyboarding and Planning. (2 Video Reels) and (1 Tutorial Animation "How to")
	Production of 1 to 2 minutes video reel with voice (Maximum 2 Internal Staff)
	Production of 1 to 2 minutes video reel with voice (Maximum 2 Staff Explaining a product)
	Tutorial Animation (how to) about a chosen product (without voice over)
Photography	Photography Coverage of Internal Events or activities for social media posts
Strategy	Provide ideas of activities to increase brand visibility and engagement around BSC offerings

Website	Website content design [Web banner updates and message scrolling updates]
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4. Scope of Work

- Lead efforts in a Brand Refresh Exercise, scoping, planning and execution.
- Product profiling and customer segmentation
- Make CI (Corporate Identity)/BI (Brand Identity) awareness strategy & media mix plan/execution.
- Develop and implement a complete company's communication strategy to increase company's brand image on market.
- Support BSC marketing & sales activities to increase its visibility in the market.
- BSC website re-designing and updating on a regular basis during the contract period.
- Build up the strategy for BSC Ltd in launching its products to the market.
- Develop customer & market survey plan/execution and advise on corrective actions for company's customer satisfaction and retention strategy.
- Report initial/progress/ final results of given work
- Develop and Maintain company web presence and social media network.
- Advice on Marketing Communication Plan
- Regular Market and sector research.

Details of Services

5. Work Process

Remark whether this function is in-sourced or out-sourced

- a. Analyze telecom market (customer & competitors) research
- b. Build-up IMC marketing strategy (target group, goal)
- c. Build-up specific IMC message/image/scenario
- d. Make/Execute design material

e. Evaluate performance

Other key considerations

- Revisit BSC marketing strategy to align it with the new company's business strategy and advise on the flow of marketing activities implementation.
- Conduct local market study and analysis to inform the formation of a branding, marketing and communication strategy in a business context, brand context, target market context and competitor context.
- Development of a branding Strategy for the marketing of BSC in line with its strategic business goals that will be approved for implementation.
- Development of Brand Architecture and Brand Positioning for BSC
- Developing and executing a marketing strategy for the marketing and sales of the entire Company, this will clearly define a marketing Mix and should be based on competition and customer analysis of the market.
- Develop unique brand names(s) for new products aimed at creating a unique brand naming that is attractive to sell, this will be aligned to promotions and selling creativity.
- To carry out marketing implementation, control, routine evaluation and review of the above branding, marketing strategy and make recommendations to BSC Management.
- To develop a comprehensive strategic Public Relations (PR) strategy for the Company and implement it.
- Concept development, artworks design, promotional materials production supervision and execution of all marketing and sales campaigns and the following branding and marketing materials for BSC
- Come up with a customized company interactive website where potential clients can get details regarding the company products
- To set up and to support operationalizing well-branded-sales points at Head Office and other identified commercially viable points as will be agreed with Management that enhance the branding, marketing and selling of the Company.

Annex C: Consultant's Reporting Obligations

The **Firm** will work directly and report to the **Chief Commercial Officer (CCO)** or any other person to be designated by the Company's administration.

Project Progress

To ensure efficient progress in the delivery service, the Consultant shall give regular/ad hoc reporting of progress status, description of situation, progress performance, etc. related to the course of work implementation.

Risk & Security Control

All information provided/released by BSC Ltd or analysed by the Consultant during the implementation of this service is the property of BSC Ltd and must be returned to BSC Ltd upon the expiry of the contract.

The Consultant may not disclose or divulge to a third party BSC Ltd's corporate information obtained in the process of this service.

Risk control activities must include speedy measures, and any risks must be discussed with BSC Ltd immediately upon their discovery and addressed as appropriate.

LOT 2: COMMERCIAL DIGITAL CONTENT PRODUCTION

Services on Demand basis at a fee:

Media Buying, Commercial Digital Content Production and Flighting:

LOT 1 Media Management		MINs/SECs/HRs	Days
Media management			
Media Buying	TV commercial slot before news (RBA)	1 SEC	1
	- TV commercial slot in-between news (RBA)	1 SEC	1
	- TV commercial slot after news (RBA)	1 SEC	1
	- TV commercial on popular TV program (RBA)	60 SEC	1
	- TV program Appearance on TV (RBA)	15 MIN	1

	- TV program Appearance on TV(RBA)	30 MIN	1
	- TV program Appearance on TV(RBA)	1HR	1
	- Featured event/story during news (RBA)	5 MIN	1
	- Jingle spot ad on radio before news (Radio Rwanda)	1 SEC	1
	- Jingle ad on radio in-between news (Radio Rwanda)	1 SEC	1
	- Jingle ad on radio after news (Radio Rwanda)	1 SEC	1
	- Jingle spot ad during popular radio programming (Radio Rwanda)	1 SEC	1
	- Radio mention on popular radio show (Radio Rwanda)	1 mention	1
	- Talk show appearance on popular radio slot (Radio Rwanda)	30 MIN	1
	- TV commercial slot before news (TV1)	1 SEC	1
	- TV commercial slot in-between news (TV1)	1 SEC	1
	- TV commercial slot after news (TV1)	1 SEC	1
	- TV commercial on popular TV program (TV1)	1 SEC	1
	- TV Appearance on TV(TV1)	30 MIN	1
	- Featured event during news (TV1)	5MIN	1

	- Jingle spot ad on radio before news (Radio 1)	1 SEC	1
	- Jingle ad on radio in-between news (Radio 1)	1 SEC	1
	- Jingle ad on radio after news (Radio1)	1 SEC	1
	- Jingle spot ad during popular radio programming (Radio 1)	1 SEC	1
	- Radio mention on popular radio show (Radio 1)	1 Mention	1
	- Talk show appearance on popular radio slot (Radio 1)	30 MIN	1
	- TV commercial slot before news (TV10)	1 SEC	1
	- TV commercial slot in-between news (TV10)	1 SEC	1
	- TV commercial slot after news (TV10)	1 SEC	1
	- TV commercial on popular TV program (TV10)	1 SEC	1
	- TV program Appearance on TV(TV10)	15 MIN	1
	- TV program Appearance on TV(TV10)	30 MIN	1
	- TV program Appearance on TV(TV10)	1 HR	1
	- Featured event during news (TV10)	5 MIN	1
	- Jingle spot ad on radio before news (Radio 10)	1 SEC	1

	- Jingle ad on radio in-between news (Radio 10)	1 SEC	1
	- Jingle ad on radio after news (Radio 10)	1 SEC	1
	- Jingle spot ad during popular radio programming (Radio 10)	1 SEC	1
	- Radio mention on popular radio show (Radio 10)	1 Mention	1
	- Talk show appearance on popular radio slot (Radio 10)	30 MIN	1
	- Jingle spot ad on radio before news (Royal FM)	1 SEC	1
	- Jingle ad on radio in-between news (Royal FM)	1 SEC	1
	- Jingle ad on radio after news (Royal FM)	1 SEC	1
	- Jingle spot ad during popular radio programming (Royal FM)	1 SEC	1
	- Radio mention on popular radio show (Royal FM)	1 Mention	1
	- Talk show appearance on popular radio slot (Royal FM)	30 MIN	1
	- Talk show appearance on popular radio slot (Royal FM)	1HR	
	- Web banner posting on The New Times		30

	- Web banner posting on igihe.com		30
	- Web banner posting on inyarwanda.com		30
	- Web banner posting on KTPress		30
	- Featured article & social media on The New Times (full page)		1
	- Featured article & social media on The New Times (half page)		1
	- Featured article & social media on KT Press (full page)		1
	- Featured article & social media on KT Press (half page)		1
	- Featured article & social media on igihe.com (full page)		1
	- Featured & social media on article igihe.com (half page)		1
	Featured & social media on article inyarwanda.com (half page)		1
	Featured article & social media on inyarwanda.com (full page)		1
	- Influencer posting on all socials & collaboration 1 week		7
	- Influencer posting on all socials & collaboration 2 weeks		14
	- Influencer posting on all socials & collaboration 1 month		30

	- Influencer posting on all socials & collaboration 6 months		1 80
	- Influencer posting & collaboration on all socials 1 year		365
	Podcast hosting (The Long Form)		1
	OpEd (The New Times – including drafting)		1
	OpEd (EAC newspapers eg Daily Monitor, Standard, The EastAfrican)		1
	Talkshow appearance on popular morning show (Capital FM)		30

LOT 3	Technical requirements for Digital Commercial Content production	MINs/SECs/HRs
TVC Production (Television Commercial):	A video in format: H264, MP4, MOV Output resolution: 4k, Full HD 1080p	0 sec -59sec
		1 Min – 2 Min
		2 Min – 5 Min
		5 Min – 10 Min
3D Animation:	A video in format: H264, MP4, MOV Output resolution: Full HD 1080p	0 sec -59sec
		1Min – 5 Min
Documentaries Production:	Documentary Film video in format: H264, MP4, MOV Output resolution: 4k, Full HD1080p	1Min – 10 Min
		10 Min – 30 Min
		30Min – 1 Hr
Live Streaming	Live Streaming with Camera XDCAM Full HD Resolution 1920/1080MXF images, Atem Video Switcher, Camcorder with Three-Chip 2/3" Sensor Block, Full HD 1920x1080 up to 60p, XAVC with 16x Hyper deck for Live Recordings.Auto Focus Zoom Lens Included,	Half Day
		Full Day

Technical Capacity

Technical Capacity	State All equipment that are available		<ul style="list-style-type: none">- Full frame Camera with 30.3 Megapixels Dual Pixel CMOS AF sensor, 100-40000 ISO, 120fps, EOS 4K + Full HD movies and 150,000-pixel metering sensor,- Canon Lenses 70-200mm with f/2.8L, 50mm with f/1.4 and 24-105mm with f/4,- Laptop with Graphic of NVIDIA® GeForce RTX™ 3070 Ti Laptop GPU, Windows 11 Pro, 12th Gen Intel® Core™ i9-12950HX, 17.3 inch, WQHD (2560 x 1440) 16:9, Refresh Rate:240Hz, 2TB + 2TB PCIe® 4.0 NVMe™ M.2 Performance SSD,- Atem Video Switcher, Three-Chip 2/3" Sensor Block, Full HD
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			1920x1080 up to 60p, XAVC with 16x Auto Focus Zoom Lens Included, Hyper deck for Live Recordings.
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Work Experience		
Key Position	Experience	Qualifications
Senior executive (1)	<ul style="list-style-type: none"> ● Strong track record of creating and implementing results-driven communications, PR, and marketing strategies in emerging markets, including in Africa, using a range of tools. Prior familiarity with the local context is an advantage. ● Solid understanding of the innovation and technology sector and its potential impact on Africa's economic and social development. ● Experience as a Project Manager responsible for developing large-scale IT projects with modern technologies. ● Excellent leadership abilities, experience coaching and management of an IT PR and communications team ● Experience in different PR, Branding and 	<ul style="list-style-type: none"> ● A Bachelor's or Master's degree in the field of public relations, journalism, or marketing or any other related field. ● At least 7 years of work experience in communications, marketing and/or the public relations field. ● PR, Communications and branding certifications are considered an advantage. ● Experience working with development partners and/or similar projects is considered an advantage.

	<p>Communication management methodologies.</p> <ul style="list-style-type: none"> ● Strong interpersonal communication and management skills. ● Able to lead with authority and influence with positive energy. ● Resourceful and able to work out solutions with innovative thinking and new technologies. ● Excellent verbal and written communication skills and experience writing technical documents. <ul style="list-style-type: none"> ● Demonstrated understanding of development issues. ● Ability to generate creative, practical approaches to overcome challenging situations. ● Demonstrated ability to focus on impact and results. ● Demonstrated ability to develop clear goals that are consistent with agreed strategies. ● Proven ability to adapt content and style for different audiences 		
<p>Junior executives (2), i.e. 1 Copywriter and 1 Account manager</p>	<ul style="list-style-type: none"> ● Track record of creating and implementing results-driven communications, PR, and marketing strategies in emerging markets, including in Africa, using a range of tools. 	<ul style="list-style-type: none"> ● A Bachelor's or Master's degree in the field of public relations, journalism, marketing or a similar field. ● At least 3 years of work experience in communications, 	

	<ul style="list-style-type: none"> ● Solid understanding of the innovation and technology sector and its potential impact on Africa's economic and social development. ● Demonstrated ability to draft concise and informative copy in English for a range of uses from detailed progress reports to media releases. ● Effectively identifies priority activities and assignments. <ul style="list-style-type: none"> ● Adjusts priorities as required. ● Foresees risks and allows for contingencies when planning. ● Monitors and adjusts plans and actions as necessary. <ul style="list-style-type: none"> ● Uses time efficiently and meets deadlines. ● Excellent written and oral communication skills. <ul style="list-style-type: none"> ● Fluent in English and Kinyarwanda. ● The account manager should be ready to spend 80% of his/her time at the client's office. 	<p>marketing, public relations or a similar field.</p> <ul style="list-style-type: none"> ● PR, Communications and branding certifications are considered an advantage. ● Experience working with development partners and/or similar projects is considered an advantage. ● Proven experience of at least two (2) years as professional copywriter. ● Proven experience of at least two (2) years as Website and Social Media Expert. ● Proven experience in translation and interpretation from English to Kinyarwanda and vice-versa 	
<p>Photographer/videographer (to be hired on an as needed basis)</p>	<ul style="list-style-type: none"> ● Discretion and judgment in applying expertise to complex and/or sensitive issues. <ul style="list-style-type: none"> ● Generates creative, practical approaches to overcome challenging situations. ● Demonstrated ability to focus on impact and results. ● Demonstrated ability to 	<ul style="list-style-type: none"> ● Training Certificate in photography, videography, and or media production. ● At least 5 years of proven work experience as a photographer. ● PR, Communications and branding 	

	<p>develop clear goals that are consistent with agreed strategies.</p> <ul style="list-style-type: none"> • Demonstrated ability to effectively identifies priority activities and assignments. • Demonstrated ability to adjust priorities as required. • Demonstrated ability to foresee risks and allow for contingencies when planning and to monitor and adjust plans and actions as necessary. • Demonstrated ability to use time efficiently and meets deadlines. 	<p>certifications are considered an advantage.</p> <ul style="list-style-type: none"> • Experience working with development partners and/or similar projects is considered an advantage. 	
<p>Graphic designer and illustrator (1)</p>	<ul style="list-style-type: none"> • Responsible for the design services of required materials such as brochures, presentations, factsheets, infographics, posters, newsletters, social media cards and others to support communications, and outreach and to enhance visibility and understanding of RDAP as well as increasing the efficiency of its programmatic activities and specific campaigns and events. • Produce communication and information materials such as, but not limited to, publications, infographics, fractographic, storybooks, corporate brochures, manuals, flipcharts, presentations, fact sheets, posters, GIFs, data visualization etc. 	<ul style="list-style-type: none"> • Bachelor's Degree in Graphic Design/Multimedia; specific qualifications, or technical studies in design or layout are an advantage. • At least 5 years of experience in design and strong layout skills. • Very good creative skills and advanced command over a full range of graphic design software, including Adobe Suite/CC such as illustrator, InDesign, Photoshop. • Proven experience of graphic production from start to published/printed products with 	

	<ul style="list-style-type: none"> ● Develop creative treatment and design for communication materials as specified in the creative brief and technical specifications. ● Transforming text-based communications materials into visual graphic design materials such as infographic, animations, brochures, backdrop, branding material etc. ● Provide recommendations on the best and most relevant visual design style and materials suitable for the project's target audience. <ul style="list-style-type: none"> ● Liaise with RISA's Communications Unit regarding any visual design work to ensure compliance with communications policies and branding rules. 	<p>knowledge of printing processes and colour management.</p> <ul style="list-style-type: none"> ● Experience in developing design related to social behaviour change is an advantage and will be considered. ● Previous working experience with international organizations is an asset. ● Proficiency in written and spoken English and Kinyarwanda. 	
Animator (1)	<ul style="list-style-type: none"> ● Creating character sketches for new animations based on design briefs. ● Developing storyboards for animation projects ● Designing backgrounds, sets and other elements of the animated environment. ● Developing timing and pacing of motion, based on audio requirements. ● Working with the story editors to merge the various layers of animation. ● Recording dialogue for the 	<ul style="list-style-type: none"> ● Relevant certificate or Bachelor's Degree in Animation, Graphic Design, multimedia production, or a related field, or technical studies/certification in design, layout or multimedia software like Adobe Suite is a plus ● Strong portfolio demonstrating a range of animations is 	

	<p>animation, where necessary</p> <ul style="list-style-type: none"> • Collaborating with other creatives including designers, photographers and other animators to finalize projects 	<p>required.</p> <ul style="list-style-type: none"> • Excellent creativity and originality • Superior knowledge of the principles of animation such as staging, timing, ease in, ease out and anticipation. • Proficiency in the use of design and animation software • Great attention to detail • Previous working experience with international organizations is an asset. • Proficiency in written and spoken English. • Demonstrated ability to use time efficiently and meets deadlines.
Logistics (1)	<ul style="list-style-type: none"> • Prepare logistics and support plans, deployment timelines and budget requirements. • Develop contingency plans and implement methodologies and tools to enable effective execution of logistic plans. • Provide effective and timely planning, oversight, management and coordination of logistics 	<ul style="list-style-type: none"> • At least 2 years proven working experience as a Logistics officer. • Demonstrable ability to lead and manage staff. • Excellent analytical, problem solving and organisational skills. <ul style="list-style-type: none"> • Ability to work independently and

	<p>support operations.</p> <ul style="list-style-type: none"> ● Ensure effective and timely provision and coordination of diverse logistics support requirements. <ul style="list-style-type: none"> ● Manages logistics operations including management of logistics assets, materials and personnel. 	<p>handle multiple projects.</p> <ul style="list-style-type: none"> ● Certificate in Business Administration, Logistics or Supply Chain or related field.
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Credentials and client reference coordinates must be supplied for cited experience. All team members must be fluent in English.

Note: if it involves models, drone client has to pay extra amount.