

# Advertisement printed in leading Newspapers & Evaluation Criteria



**IBA** Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*

## Pre-Qualification of Advertising Agencies

**Institute of Business Administration (IBA), Karachi,** invites applications from reputed advertising agencies, possessing the experience of conceptualizing, designing, printing campaigns, routine ads, brochures, reports etc., producing audio-visual ads, documentaries and also good at handling public relations, marketing, media solutions and event management activities.

The agencies must be registered with the Sales Tax and Income Tax departments (where applicable).

The interested agencies/companies are required to submit application with professional profile that must include the following particulars:

1. A list of similar projects in hand and the projects completed during the last five years. Give a brief description of each project, its starting & completion dates and the names and telephone numbers of the contact persons.
2. List of clients to whom services were rendered during the last five years. Also give the list of specific assignments offered.
3. A list of key technical persons who are regular employees of the agency.
4. A list of equipment and technical expertise the agency owns in the field.
5. Total number of years in the business.
6. Status of company/agency i.e., Partnership/ Proprietorship/Limited company.
7. Membership of professional institutions, organizations and valid professional licenses.
8. Any other document/information that will support and strengthen your application.

The evaluation criteria can be downloaded from the IBA's website: [www.iba.edu.pk](http://www.iba.edu.pk) or can be obtained from the office of Manager Communication.

Interested agencies are requested to send their applications for pre-qualification at the address given below, latest by **July 31, 2010**. Only pre-qualified agencies will be issued IBA's term of references to enable them to submit their technical and financial proposals.

IBA reserves its right to accept or reject any or all applications without assigning any reason as per PPRA rules.

PRE-QUALIFICATION

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<b>Total Marks</b>	<b>100</b>
<b>Minimum Required marks for Prequalification</b>	<b>75</b>
If relevant projects in hand are 5 & more	10
If specific project in last five years are 10	10
If overall experience is more than 10 years	15
If satisfactory technical expertise (services as well as staff) is available	24
If required latest equipment are available	15
If company has partnership / private ownership	7
Head office in Karachi	3
Having at least 5 professional licenses/international alliances/awards	10
Extra supportive information	6