

INVITATION FOR EXPRESSION OF INTEREST (EOI)

For

Pre-Qualification of Consultants / Consultant Firms to review and enhance amenities of its Housing Scheme

PAEC Foundation invites Expression of Interest (EOI) from competent, qualified and well-experienced Consultants / Consulting Firms / companies for provision of Services for **review and enhance amenities of its Housing Scheme** namely “**PAEC Foundation Housing Project**” situated in Lahore for optimal satisfaction of the community.

Interested Consultants / Consulting Firms / Companies may download the pre-qualification document (PQD) from websites www.paecf.org.pk, www.ppra.gov.pk free of cost.

Applicants / Consultants / Consultant firms are required to submit applications, along with all prescribed pre-qualification documents duly completed, signed, stamped, and sealed, to the PAEC Foundation Head Office (adjacent to NORI Hospital, Hanna Road, G-8/3, Islamabad) by **10th February 2025**.

Proposals that are incomplete, unsigned, unstamped, submitted late or not in accordance with the EOI and PQD requirements will not be considered.

Pre-qualification will be conducted under the Public Procurement Rules 2004. The evaluation criteria include; relevant experience, past performance, capabilities regarding personnel, financial position and appropriate management capacity. Experience of DHA & Bahria Town will be preferred. Request for Proposals (RFP) will only be issued to pre-qualified consultants/firms

The PAEC Foundation reserves the right to cancel the procurement process at any time.

PREREQUISITES FOR PRE-QUALIFICATION / SHORTLISTING

Valid registration with the relevant professional body (e.g. PEC, PCATP, or any other professional body etc.).

Registration with SECP / Registrar of Firms.

Registered with Federal/Provincial Tax/Revenue Authorities with Active Taxpayer's status.

Undertaking by the Firm/Company on a legal paper/stamp paper of value minimum **Rs. 100**, that it is not blacklisted by any Federal, Provincial, State or Local Government department and / or by any Government owned Company/ Foundation/ Authority/ Autonomous Body/ Attached Department.

Pre-qualification/Shortlisting of Firms/Companies will be done in accordance with the criteria detailed in PQD. The Scope of work / Requirements are tentative for pre-qualification only. The actual Scope of work / Requirements will be provided at the time of inviting RFP. However, pre-qualification / shortlisting of any Firm / Company does not guarantee award of work. Detailed Technical & financial evaluation will be done at a later stage.

Assistant Manager (Projects & Procurement)

PAEC Foundation Head Office

Islamabad. Phone: 051-9263295, Extension: 205

PREQUALIFICATION DOCUMENTS FOR HIRING OF A CONSULTANT

Project Name: PAEC Foundation Housing Project.

Project Location: Lahore

Date: 26-01-2025

1. INTRODUCTION

PAEC Foundation Invites Expression of Interest (EOI) for prequalification from competent, qualified and well-experienced Consultants / Consulting Firms / companies for provision of Services for **review and enhance amenities of its Housing Scheme** namely “**PAEC Foundation Housing Project**” situated in Lahore for optimal satisfaction of the community. The services are required to ensure the project’s compliance with legal and regulatory standards and to optimize its potential.

2. SCOPE OF WORK

The consultant will be required to perform the following tasks:

Planning Services:

- i. Review existing master plan for the Housing Scheme.
- ii. Obtain necessary approvals from relevant regulatory bodies for revised plan.

Projection Services:

- i. Develop a strategic marketing plan to promote the project.
- ii. Identify target markets and devise effective outreach strategies.
- iii. Provide recommendations for branding and customer engagement.

3. ELIGIBILITY CRITERIA (MANDATORY)

Interested consultancy firms must meet the following criteria:

- i. **Registration with Relevant Authorities:** Firms must be registered with professional bodies such as the Pakistan Council of Architects and Town Planners (PCATP), Pakistan Engineering Council (PEC), or other recognized authorities relevant to the scope of work.
- ii. **Experience:** Firms should have a minimum of 5 years of proven experience in planning and marketing consultancy. Preference will be given to firms having working experience with DHA and Bahria Town Projects.
- iii. **Project Portfolio:** Documentary Evidence of successful completion of at least three (03) similar nature projects in the past five years, including references and contact details of clients.
- iv. **Team Expertise:** Availability of a multidisciplinary team including qualified town planners, architects, and marketing experts with relevant certifications and experience.
- v. **Regulatory Compliance:** Compliance with local and national legal requirements, including tax registration with Federal Board of Revenue (FBR) and Provisional Tax Authority and submission of tax compliance certificates for last 3 years.
- vi. **Undertaking by the Firm/Company** on a legal paper/stamp paper of value minimum Rs. 100, that it is not blacklisted by any Federal, Provincial, State or Local Government department and/or by any Government owned Company/Foundation/Authority/Autonomous Body/Attached Department.

4. SUBMISSION REQUIREMENTS

Firms interested in providing consultancy services should submit their EOI, which must include the following:

- a) **Company Profile:** Overview of the firm, including registration details.
- b) **Relevant Experience:** Details of similar projects completed in the past five years.
- c) **Technical Proposal:** Brief methodology and work plan.
- d) **Key Personnel:** Resumes of key professionals to be deployed for the project.
- e) **Supporting Documents:** Proof of registration, tax compliance certificates, and any other relevant certifications and work completion certificates.

5. EVALUATION CRITERIA

EOIs will be evaluated based on the following criteria:

I. Firm's Experience and Past Performance: 50 marks.

Evaluation will base on the firm's track record, relevance of completed projects, and client satisfaction.

- 5 Years' Experience: 20 Marks
- Each Project Completed: 05 Marks (Maximum: 30 Marks)

II. Financial Capacity: 10 marks.

Assessment will focus on the firm's ability to mobilize resources, manage budgets, and meet technical demands.

- Avg. Annual Turn Over: 25 Million 10 Marks
(Last 3 Years):
If less than 30 Million, then 2 marks will be given for each 5 Million.

III. **QUALIFICATION AND EXPERIENCE OF PROPOSED TEAM MEMBERS:**

Maximum Marks: 25 marks.

Points will be awarded based on the qualifications, certifications, and relevant experience of the proposed team members.

Marketing Expert: 15 Marks

- MBA Marketing: 02 Marks
- Certification: 03 Marks
- Experience : 10 Marks
(Each year of Experience having 2 Marks)

Town Planners: 10 Marks

- Relevant Degree registered with relevant authority: 02 Marks
- Experience : 08 Marks
(Each year of Experience having 2 Marks)

IV. **Quality of Proposed Methodology and Work Plan: 15 marks.**

The methodology will be evaluated on its feasibility, clarity, and alignment with project objectives.

Note: Minimum Qualifying Marks is 75

If no one obtains 75% marks, then qualifying marks will reduce to 65%

6. SUBMISSION DEADLINE

All EOIs must be submitted in a sealed envelope clearly marked “Expression of Interest for Prequalification of Consultant for PAEC Foundation Housing Project Lahore” to the following address by **10 February 2025** through registered courier or by Hand:

**PAEC Foundation Head Office,
Adjacent to NORI Hospital, Hanna Road G-8/3 Islamabad.
Ph. No: 051-9263295-97 (Ext: 205)**

Late submissions will not be considered.

7. General Instructions

1. The hiring process will be conducted in accordance with the Public Procurement Regulatory Authority (PPRA) Rules 2004.
2. Pre-qualification/Shortlisting of Firms/Companies will be done in accordance with the criteria detailed in PQD. The Scope of work / Requirements are tentative for pre-qualification only. The actual Scope of work / Requirements will be provided at the time of inviting RFP. However, pre-qualification / shortlisting of any Firm / Company does not guarantee award of work. Detailed Technical & financial evaluation will be done at a later stage.
3. This is not a request for proposals. Shortlisted firms will be invited to submit detailed proposals.
4. PAEC Foundation reserves the right to reject any or all EOIs without assigning any reason.

**Assistant Manager (Projects & Procurement)
PAEC Foundation Head Office
Islamabad
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