



**Kenya Airports Authority**

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**KAA/OT/MBD/0257/2023-2024**

**5<sup>th</sup> June, 2024**

To: All Tenderers

**RE: RE-TENDER FOR PROVISION OF BRAND AND COMMUNICATION  
AUDIT SERVICES FOR KENYA AIRPORTS AUTHORITY**

**TENDER NO. KAA/OT/MBD/0257/2023-2024**

**ADDENDUM NO. 2**

The following are tender clarifications/addendum issued regarding the above tender in accordance to instructions to tenderers clause 10.1 of the bidding document for the referenced tender.

No.	QUERY	RESPONSE
1.	<b>Scope of Work:</b> The title indicates a brand and communication audit, but the scope has communication strategies as part of the deliverables. The output of an audit should be a report outlining the current state of the brand and recommendations based on the feedback, not a communication strategy. A separate tender should be issued for developing a communication strategy based on the audit's findings. Marketing and Social Research agencies are not necessarily communication agencies; thus, these tasks should not be conflated.	From the findings and recommendations, we expect an abstract strategy as a way forward. This should guide development of a robust brand and communication strategy need be.
2.	<b>Tender Type:</b> The document inconsistently describes the services as both "Non-Consulting" and "Consultancy." Please clarify which one it is.	This tender is for the provision of brand and communication audit services as provided in the bidding document.
3.	<b>Pagination:</b> The tender document is incorrectly paginated from page 29 onward. This might pose a significant problem during tender evaluation.	Bidders are hereby notified that they need to comply with section 13.1 of the instructions to Tenderers which states in part that the Tenderer shall chronologically serialize pages of all tender documents submitted. The pagination in the tender document will therefore not affect the bidders' document.
4.	<b>Stakeholders:</b> Passengers, who are the primary	We undertake robust industry

	users of these airports, are not listed as stakeholders. They are critical to the audit and must be included.	passenger surveys touching on the entire customer journey and brand experience. That information is available.
<b>5.</b>	<b>Timelines:</b> The six-week project period is unrealistic given the extensive interview schedule and milestones. No research agency can deliver a comprehensive audit report within this timeframe.	Six weeks is adequate. Bidders are therefore need to comply to this requirement
<b>6.</b>	We request an addendum to the tender to address these issues. It is our considered view that the tender attempts to cover too much under a single tender, requiring different skill sets. Please consider splitting the tender into two separate ones for the audit and communication strategy to enable our participation.	As per response on Q1 this is a brand audit survey.

The closing/opening date remains **6<sup>th</sup> June 2024 at 11:00 am.**

Kindly ensure your tender is valid for a period of **126 days** and your tender security is valid for a period of **156 days** from **6<sup>th</sup> June 2024 at 11.00 a. m.**

This addendum forms part of the bidding document and is binding on all bidders. All other conditions remain the same.



**Vincent Korir**

**GM (PROCUREMENT AND LOGISTICS)**

**For: MANAGING DIRECTOR/CEO/D.K**