



INVITATION FOR REQUEST FOR PROPOSAL (RFP)

NATIONAL COMPETITIVE BIDDING (NCB)

Bid Ref. No. LIB/S/NCB/003/2024-25

Lion International Bank S.C. (LIB) invites sealed bids from eligible bidders to **Recruit a Capable and Qualified Brand Design Agency/ Firm.**

OBJECTIVE/PURPOSE

Lion International Bank invites sealed applications from eligible Brand Design Agencies for appointment as a Bank's Brand Design Agency at the corporate level to:

1. Develop an elegant and distinct brand identity through re-branding the existing one;
2. Develop comprehensive guidelines for application across various media, languages, product reminders, sub-brands, stationeries;
3. Brand various operational units, products & services, branches, and Head Office; and
4. Provide supervisory/consultation support in branding implementation in Head Offices and selected branches etc.

BIDDING REQUIREMENTS:

Bidding Process will be conducted through National Competitive Bidding (NCB) procedures contained in the Lion International Bank S.C and are open to all eligible bidders. Interested eligible bidders may obtain further information from Procurement & Facilities Management Department.

Bidders can obtain and inspect the bidding documents through Soft Copy by providing an Email address, Flash Disk or CD upon payment of a non-refundable fee of Ethiopian Birr **500.00 (Five Hundred)**. The method of payment will be Cash on site.

The Bidder shall furnish, as part of its bid, bid bond guarantees of **Birr 200,000.00(Two Hundred Thousand)** in favour of the bank.

1. A complete set of Bidding Documents in English may be purchased by interested bidders as of **24 September, 2024 from** Monday to Friday in the morning from 8:00 AM to 12:00 noon and in the afternoon from 1:00 PM to 5:00 PM, and Saturday in the morning from 8:00 A.M to 12:00 noon at the address given below.
2. Bids must be delivered to the address below as per the below schedule. Electronic Bidding will not be permitted. Late bids will be rejected.
3. Bids will be opened in the presence of the bidders/representatives who choose to attend in person at the address below as per the following schedule.

CLOSING DATE & TIME	OPENING DATE & TIME
22 October, 2024 at 2:30 PM	22 October, 2024 at 3:00 PM

4. The Bank reserves the right to reject or accept the bid.
5. The Bank address is:

LIB's Head Office, Procurement & Facilities Management Department, located at 22 Area, Haile G/Selassie Avenue, LEX Plaza Building 4th floor, Tel No. 011-667-46-74/011-662-89-96.

NOTE: Bid security must be provided in the form of either a Cash Payment Order (CPO) or a bank guarantee. Please note that a bank guarantee issued by Lion International Bank S.C. is not acceptable and will lead to disqualification. However, bidders can submit a bid security in the form of a CPO from any branch of Lion International Bank.