



# **REQUEST FOR PROPOSALS**

## **Media Production of Short Videos for Micro-Credential Learning**

**PROPOSAL NO.** BIHC/HOB/MC/001926

**Type of Contract:** Media Production  
**Deadline :** October 13, 2025

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# TERMS OF REFERENCE (TOR)

## 1.0 Introduction

BIHC stands as a premier Pan-African hub for Hospitality and Culinary Arts training, research, and consultancy. Birthed in Kenya, we exist as part of a conglomerate of self-sustaining social business enterprises aiming to empower, transform and impact communities through innovative and impactful investment initiatives.

Operating as conscientious global citizens, we specifically focus on promoting inclusive and equitable quality education, fostering lifelong learning opportunities, and spearheading research-led initiatives that contribute to the development of robust ventures in the hospitality business sector.

In the last decade, we have built a brand that has sought to disrupt the industry by:

- Shaping the perception of hospitality as a career path and foundation for diverse pathways
- Setting the standard for training methodology and curricula for practical training in the spheres of culinary art and hospitality management founded on Swiss ethos
- Fostering access opportunities for career opportunities across 5 continents and diverse industries beyond hospitality, a rare feat for any tertiary education institution in Kenya
- Influencing thought leadership around skills development, training and consultancy for hospitality led ventures

BIHC is developing a suite of **micro-credential courses** aimed at upskilling learners through short, focused, and industry-relevant content.

To support this, BIHC seeks to engage a Media Production Partner to design, shoot, edit, and package high-quality short video modules that will form the core learning materials for our micro-credential platform.

## 2.0 Objective

To produce a professional suite of short, high-impact instructional videos that support BIHC's micro-credential learning programs. The content must be engaging, educationally sound, professionally edited, and compatible with digital and mobile-first learning platforms.

## 3.0 Scope of Work

The consultant will be responsible for:

- Collaborating with BIHC faculty and instructional designers to develop a visual content plan for each micro-credential course.
- Producing between 50–80 short videos (1–5 minutes each) across a range of topics such as hospitality service, customer experience, and soft skills.
- Capturing on-location filler shoots (e.g., kitchens, front office labs, restaurants) at BIHC and/or partner locations with main content shot on a green screen or alternative
- Providing post-production editing, including:
  1. Branding and title intros
  2. Subtitles and transcription
  3. Graphics
  4. Light motion graphics and animation where needed

## 5. Background music and professional voice-overs (optional based on script)

- Delivering optimized versions of all videos for both desktop and mobile consumption (16:9) (9:16)
- Submitting scripts, storyboards, and preview cuts for approval before final editing
- Ensuring content is pedagogically aligned and promotes active learning
- Providing actors or equipping faculty with the necessary on camera guidance for makeup, props, dress code and media training where necessary
- Prepping faculty for on-screen including media training, makeup and props if necessary

### 4.0 Minimum Deliverables for the Project

- Content plan and production schedule
- Scripts and/or shot lists per video based on draft outline
- Raw footage (archived and accessible)
- 50–80 final edited videos (1–5 min each), exported videos in high resolution + web-optimized formats
- Subtitled versions of all final outputs
- All necessary graphics
- Intro/outro video bumpers aligned with BIHC branding
- At least 10 social-media teaser cuts (30–60 sec each) for promotion
- Final media production report (video usage guide, filenames, metadata)

### 5.0 Expertise Required

The consultant must demonstrate:

- Proven track record in educational and/or e-learning video production
- Experience with short-format instructional content
- Strong creative direction, scriptwriting, and production planning
- Access to professional-grade equipment (audio, video, lighting)
- Skilled in editing software (Adobe Premiere, Final Cut Pro, etc.)
- Experience working with hospitality or training institutions preferred
- Access or ownership to a studio setup with necessary audio-visual support equipment

### 6.0 Duration

The engagement will run for 3–4 weeks from contract award, including pre-production, filming, post-production, and revisions.

### 7.0 Payment

Payment terms will be based on the successful completion of agreed-upon milestones. Invoices will be paid within 45 days of submission and approval by the BIHC.

### 8.0 Reporting Requirements

The consultant is required to submit progress reports. An inception report is expected one week after signing of the contract, mid-term report is expected to be at the start and Final report is expected to be submitted three weeks after the cocktail event.

### 9.0 Submission of Proposal

BIHC requests interested media agency consultant to submit a detailed proposal including curriculum vitae and testimonials to [tenders@bihc.ac.ke](mailto:tenders@bihc.ac.ke) ('Media Production of Short Videos for Micro-Credential Learning') **not later than Monday 13<sup>th</sup> October 2025 at 11:00am.**

The bidders MUST provide a technical and financial proposal in two separate envelopes clearly marked "Technical Proposal" and "Financial Proposal" and sealed in one plain envelope clearly marked "**Proposal No. BIHC/HOB/MC/001926**"

The Proposal should be submitted in hard copies as addressed below and bids deposited into the tender Box situated at the South C, (Bellevue), Red Cross Road, off Popo Road.

**The Chair Tender Committee  
Boma International Hospitality College  
P.O Box 26601-00100  
Nairobi.**

All bidders or their representatives are invited to attend the tender opening on Monday 13<sup>th</sup> October 2025 at 12:00 noon at the Boma International Hospitality College. (Physical / Online)

#### **10.0 Clarification of Proposal document**

Any request for clarification must be sent via the e-mail indicated below. BIHC will respond in similar nature and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants/service company/vendors, shall be addressed at least **three (3) working days** before the deadline for submission of proposals, in writing to the emails provided [tenders@bihc.ac.ke](mailto:tenders@bihc.ac.ke)

#### **11.0 Cost structure and non-Escalation**

The bidder shall, in their offer (Financial Proposal), detail the proposal costs as per the template provided. No price escalation under this contract shall be allowed. BIHC shall not compensate any bidder for costs incurred in the preparation and submission of this RFP, and in any subsequent pre-contract process.

#### **12.0 Proposal Responsiveness**

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

#### **13.0 Currency for Pricing the proposal**

All bids in response to this RFP should be expressed in Kenya Shillings (KES). Expressions in other currencies shall not be permitted.

#### **14.0 Correction of Errors**

Bids determined to be substantially responsive will be checked by BIHC for any arithmetical errors. Errors will be corrected by BIHC below:

- a) where there is a discrepancy between the amounts in figures and in words, the amount in words will govern, and
- b) where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by BIHC in accordance with the above procedure for the correction of errors.

### 15.0 Evaluation and Proposal comparison

Technical proposals will be evaluated and oral presentation conducted prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be the mandatory requirement in whatever respect may be returned unopened.

### 16.0 Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available in relation to this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of BIHC, unless it is to Bidder's Contractors for assistance in preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

### 17.0 Corrupt or Fraudulent Practices

BIHC requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

BIHC will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating.

Please report any malpractices to [info@bihc.ac.ke](mailto:info@bihc.ac.ke)

### 18.0 Proposal Evaluation Criteria

A four stage evaluation procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Mandatory Requirements
- Technical Proposal 50 marks
- Oral presentation 20 marks
- Financial Proposal 30 marks

### 19.0 Mandatory Requirements

The proposal shall be evaluated on the basis of its adherence to the following compulsory requirements, this applies to both local and international firms and individuals

Document/ Requirements
Company, Institution or organizational Profile
Valid Tax compliance certificate and PIN certificate
Certificate of incorporation/registration (for firms) – indicate if one is a sole proprietor (Individual bidder)
Company's CR12 for all registered companies
<ul style="list-style-type: none"><li>• Profiles of Lead Persons</li><li>• CVs of the key personnel to be involved in the paralegal trainings detailing their experience in the relevant assignment</li></ul>

Current Letters of Commendation from at least 2 organizations/institutions relevant to this assignment. Include a table listing the Company name, Client's Contact Person – email and telephone number authorizing us to contact them for reference
Case studies and proof of previous work done. At least 3 recommendations required
<b>Proceed to next stage (Yes / No)</b>

**NB:** Non-submission of any of the above MANDATORY requirements will automatically result in disqualification

## 20.0 Technical Proposal Evaluation

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

Survey Criteria	Bidder s score	Remarks
<b>(1) Introduction:</b> <ul style="list-style-type: none"> <li>Description of the Firm and the Firm's Qualifications</li> </ul>	5	
<b>(2) Background :</b> Understanding of the project, context and requirements for services	10	
<b>(3) Proposal Plan:</b> The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	10	
<b>(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients</b> <ul style="list-style-type: none"> <li>Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience</li> </ul>	10	
<b>(5) Proposed Team Composition:</b> <ul style="list-style-type: none"> <li>Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment.</li> <li>The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment.</li> </ul>	10	
<b>(6) Work Plan:</b> A Detailed logical, work plan for the assignment MUST be provided.	5	
<b>Total Score out of 60</b>	<b>50</b>	

Total scores of the technical bid analysis shall be considered to a denominator of 60. All firms who score 50% and above will go to the orals stage. Thereafter, the competitive bidders will proceed to the to the financial survey stage.

## 21.0 Oral Presentation

Criteria	Bidder's Score	Remarks
Understanding of the assignment	5	
Clear methodology that captures practical aspect of the assignment	10	
Presentation of two samples of work from previous assignments relevant to this project	5	
<b>Total Score out of 30</b>	<b>20</b>	

## 22.0 Financial Proposal Evaluation

The Financial Proposal shall be included in the proposal presented. The maximum number of points for the Financial Proposal shall be **30% (30 points)**. This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

**Points for the Financial Proposal being evaluated =**

$$\frac{(\text{Maximum number of points for the financial proposal}) \times (\text{Lowest price})}{\text{Price of proposal being evaluated}}$$

A total score obtained including Technical, Oral and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score is the winning bid.

## ADDITIONAL NOTES

Any request for clarification must be sent via the e-mail indicated below. BIHC will respond in similar nature and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants/service company/vendors.