



Capital Development Authority
Project Management Office

Request for Proposal

Establishment of Cineplex in Islamabad

Issue Date: 21st May, 2008

**Project Management Office
Capital Development Authority
Islamabad.**



SECTION I: **INTRODUCTION**

The Capital Development Authority is endeavouring to make Islamabad one of the most dynamic and vibrant cities in Pakistan. There are numerous development projects that are being executed and planned for the capital city.

These projects include numerous luxury hotels, budget hotels, shopping malls, quality food outlets, family entertainment areas and parks. While these projects are essential for Islamabad to achieve the vision of becoming a city full of life and distinct identity, the city also requires a cultural spirit; throbbing and pulsating. There is a dire need to provide quality recreational, cultural and entertainment facilities to achieve what we have planned so far.

One of the most important mediums of entertainment all over the world has been the cinema. Unfortunately this has been on the decline in Pakistan for last two decades. CDA has taken on itself to bring the cinema back in a way that it achieves the respect and aura which once allured families to throng cinema theatres.

CDA intends to select a developer for establishing a Cineplex along with other facilities. This would act as a complete entertainment complex for families, individuals and foreign visitors. The essential element of the project will be cinema halls. The facility is envisioned to have restaurants, children's play areas, arcade games, a bowling alley, an all-inclusive health club facility and many other attractions.

End of Section I



SECTION II:

PROJECT REQUIREMENTS

PROPOSED PROJECT

CDA intends to develop a state of the art, all-purpose, family-oriented Cineplex, which will include:

- A multitude of cinema halls, preferably 4 or more individual halls of varying sizes
- A children's entertainment area including an arcade, indoor play areas etc.
- A food court having multinational restaurant chains of repute
- A comprehensive bowling alley
- An all-inclusive health club including a gymnasium, spa, swimming pool etc.

SCOPE OF SERVICES – GENERAL

The developer will be responsible for the following, but not limited to, two essential broad areas:

- **Planning & Construction:** Pre-Planning; Planning; Construction.
- **Operations:** Operational Management; Quality Assurance; Staff Training; Facility-wide Maintenance

PROPOSAL FORMAT

Developers' response to this RFP must be submitted in hardcopies provided as per the structure provided in the table below, along with the non-refundable scrutiny fee of Rs. 50,000/- in the form of a pay order or bank draft made out in favour of “**PMO, CDA**”. We have also provided a brief description of each section of the responses. We strongly advise proposers to following the structure below:



Technical Response

Section	Title	Description
1	Overview	
I	Understanding of Project's Requirements	Present in this section your understanding, as a developer, of what CDA is expecting from the scope of work defined in this RFP
II	Approach & Methodology	Present in this section the approach you intend to use in carrying out the scope of work defined in this RFP and identify the methodology on which the approach is based. Please provide the details of the methodology and the various similar projects this methodology has been used.
III	Organisation Experience	Present in this section at least 2 (two) local and 2 (two) international references of similar projects. Please use the format provided in section "Experience" and "Project Experience"
IV	Organisation Profile	Present in this section a brief description of your organization and any other organizations you may be involving in delivering the scope of work defined in this RFP. Please also fill details as per the format provided in "Company Details"
2	Project Organisation & Team	
I	Proposed Project Organization	The proposer should present the proposed project organisation structure indicating roles to be played by the



Section	Title	Description
		resources and roles to be played by CDA.
II	Proposed Project Team	<p>Present in this section a brief summary of the experience of each resource you propose to use on the project. At a minimum, the team should consist of a Project Director to provide strategic direction and oversight, a Project Manager to conduct day to day coordination and Team Leads for each stream of the project.</p> <p>Please provide qualification, relevant experience (number years and number of projects) clearly for each of the team members.</p>
3	Project Plan & Deliverables	
I	Conceptual Project Plan	Present in this section the proposed conceptual plan and the related project plan clearly indicating key dependencies and deliverables.
II	Proposed Project Schedule	Present in this section the schedule of the entire project, from start to finish, identifying the deliverables related to key project milestones.
Appendices		
App 1	Sample Contract Terms and Conditions	<p>Provide the standard terms and conditions based on which your proposal is based.</p> <p><u>This is a mandatory appendix</u></p>
App 2	Detailed Resource CVs	Detailed CVs for the resources proposed. The CVs should be signed by the individuals.



Section	Title	Description
		<u>This is a mandatory appendix</u>
App 3	High Level Deliverable Contents	A high level table of contents with brief description of each section within it for each deliverable of the proposer's response. <u>This is a mandatory appendix</u>

Financial Response

Title	Description
Financial Response	<p>The financial response must consist of two separate parts, the Financial Feasibility, which will include:</p> <ul style="list-style-type: none"> ● Financial and operational projections duly verified by a firm of chartered accountants having satisfactory Quality Control Review Certificate from the Institute of Chartered Accountants of Pakistan ● Project cost and its Financing plan ● Projected balance sheet ● Projected Profit and Loss account ● Projected Cash Flow statement ● Computation of Internal Rate of Return ● Break-even and Sensitivity Analysis ● Detail of all relevant working notes and assumptions made thereto <p>The second part will be the exact lease amount the developer shall pay to the CDA, the length of the proposed lease and other related financials in a separate sealed envelope.</p>

Details to provided by the proposers in Technical response

Company Details

Name



Address (Head office and Branch offices)

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No. of years established in Pakistan	
Total No. of employees in Pakistan	
No. of Civil Engineering employees	
No. of Functional Employees – Finance	
No. of Functional Employees – Supply Chain	
No. of Functional Employees – HR	
No. of Functional Employees - Project Management	
Profitability of the firm (Attach annual financial statement)	
Turnover of the firm (Attach annual financial statement)	
NTN Number	
GST Number	

Experience

Number of Similar assignments in Pakistan	
Number of Similar assignments Globally	
Number of Similar assignments Globally in Civic Organizations	

Project Experience

Please provide at project briefs to cover your experience. Replicate the table below and complete one for each project you present.

Project 1



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Name of client				
Industry of client				
Location of client (city, country)				
Duration of the project	Start:	mm yyyy	End:	mm yyyy
Scope of the project				
Value of the Project (US\$)				
Project Status (In Progress / Complete)				

Evaluation Process and Criteria

- The technical evaluation will have 70% weight and the financial evaluation will have 30% weight.
- The proposers obtaining at least 70% in the technical evaluation will have their financial responses opened by CDA.

End of Section II



SECTION III:

General Information to Proposers

DEFINITIONS

For the purposes of this RFP, the following terms have the following meanings:

- **“Authority”** shall mean the Capital Development Authority.
- **“Contract”** shall mean the agreement between the Authority and the proposer chosen as a result of this RFP, which addresses the services required by the Authority mentioned below.
- **“Proposal”** shall mean the written document submitted to the Authority’s Project Management Office in response to this RFP.
- **“Proposer”** shall mean an individual or business entity submitting a Proposal in response to this RFP.

PRIMARY CONTACT

The primary contact for this RFP is:

**Khawar Saeed,
Director Project Management Office,
Executive Block, Capital Development Authority,
Khayaban-e-Suharwardy
Islamabad.
Phone: 00-92-51-9253021
Fax : 00-92-51-2891043**

ADDENDA INTERPRETATIONS

If it becomes necessary to revise any part of this RFP, a written addendum will be provided. The Authority is not bound by any oral clarifications to change the scope of



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the work for this project. All addenda issued by the Authority will become part of the official RFP and will be put on the Authority's website: www.cda.gov.pk.

LABELING OF PROPOSALS

All proposals must be submitted in a sealed envelope clearly marked "*Establishment of Cineplex in Islamabad*". Address of the firm should also be clearly marked.

Technical and Financial Proposals should be put in separate and sealed envelopes. No responsibility will attach to the Authority, any official or employee thereof, for the pre-opening, post-opening, or failure to open a proposal not properly addressed and identified.

CONDITIONS OF PROPOSAL SUBMITTAL

- The proposals must be signed in ink by an individual authorized to legally bind the party submitting the proposal.
- Proposers may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document.
- All proposals shall be prepared in a comprehensive manner as to content, but no necessity exists for expensive binders or promotional material.

INDEMNITY

The proposer agrees to defend, indemnify, and hold the Authority harmless from any and all causes of action or claims arising out of or related to the proposer's performance on this project.

End of Section III



SECTION IV:

Terms and Conditions of the Proposal

RFP DOCUMENT

Information provided herein is intended solely to assist Proposers in the preparation of their Proposals. To the best of the Authority's knowledge, the information provided is accurate. However, the Authority does not warrant such accuracy, and any errors or omissions subsequently determined will not be construed as a basis for invalidating this RFP.

REJECTION OF PROPOSALS

While the Authority has every intention to award a contract as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the Authority to award and execute a contract.

The Authority reserves the right to reject, at any time and for any reason, any and all proposals it receives as a result of this RFP.

The Authority's intent is to enter into a contract of construction and development as a result of this RFP. However, if after reviewing the proposals received, the Authority determines that the Authority should not enter into a contract, or to enter into a partial or different contract from the contract indicated by this RFP, the Authority will act in accordance with what the Authority determines at that time to be in its best interest. No Proposer or any other party has any entitlement, interest, or right in this decision by the Authority, and by submitting a proposal, acknowledges the Authority's right to exercise its discretion in this regard without any right of recourse by the Proposer. In the event of inconsistencies or contradictions between language contained in the Authority's



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solicitation document and a vendor's response, the language contained in the Authority's original solicitation document will prevail.

GENERAL

- The cost for developing proposals is entirely the responsibility of the proposer and will not be chargeable to the Authority.
- All materials submitted in response to this RFP will become the property of the Authority.
- All proposers must submit three (3) copies of their proposal no later than **Saturday 21st June 2008**. After receipt of the proposals, the Authority will evaluate each proposal. During this process, the Authority may require additional information for clarification purposes; however, proposals cannot be changed after the time designated for receipt. RFPs received by email will not be entertained.
- Delivery of the proposal will be to:

**Khawar Saeed,
Director Project Management Office,
Executive Block, Capital Development Authority,
Khayaban-e-Suharwardy
Islamabad.
Phone: 00-92-51-9253021
Fax : 00-92-51-2891043**

Materials sent or addressed to any other recipient within the CDA will not be entertained.

Questions prior to the submittal of the RFP must be submitted in writing and may be directed to Khawar Saeed, Director (PMO), at 051 9253021



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Any proposal that has not met the completeness that is required, as set forth in this RFP, shall be rejected.

DISCLOSURE, OWNERSHIP OF PROPOSAL CONTENTS, AND CONFIDENTIALITY

Technical and price information provided in Proposals will be held in confidence and will not be disclosed, revealed, or discussed with competitors. The Proposal of the selected Proposer may become the basis for any contract entered into and will become subject to the Authority's provision on public access to records and information. To the extent a Proposer includes any uniquely proprietary or confidential information in the Proposal, the Proposer must clearly and unequivocally mark such information. The Authority will not reveal any such information to any third party, unless required to do so by law.

Proposers must agree to make no other distribution of their Proposal beyond that made to this Office.

RFP PROPOSAL COSTS

The Authority is not liable for any costs or expenses incurred by any Proposer in the preparation of the Proposal, attendance at any conference, or meeting related to this RFP. The Authority is not liable for payment of any amount to the selected Proposer until a Contract has been awarded and executed by the Capital Development Authority and the Proposer has performed the services pursuant to the Contract that entitle the Proposer to receive payment under the terms of the Contract.



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SUB-CONTRACTORS

It is intended that a single party have total responsibility for this project so as to assure a fully operational system. Therefore, any Proposer desiring to use subcontractor(s) must identify each on a separate document titled “Sub-Contractors” included with their proposal. Include for each sub-contractor, their company’s name, the company’s principal owners, description of their involvement in the project, and qualifications for each aspect of the area in which they will be involved. The sub-contractor(s) cannot be changed after submission of the Proposal except with the written approval of the Authority. The Proposer is responsible for all actions, workmanship, performance, and payment of their sub-contractor(s).

RFP REVISIONS

Proposal Interpretations and Addenda and Clarifications may be issued to correct mistakes, answer questions, or resolve ambiguities during the proposal solicitation process. The Authority shall send any change to or interpretation of this RFP to each firm or individual via e-mail to whom an RFP has been distributed. Any such changes or interpretations shall become a part of this RFP and may be incorporated into any contract awarded pursuant thereto.

ECONOMY OF PREPARATION

Proposals should be prepared simply and economically, thereby providing a straightforward, concise description of the Proposer’s ability to meet the requirements of the RFP as mentioned in Section II.



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PROPOSAL WITHDRAWAL

The Proposer at any time before the RFP Submission Deadline date and time may withdraw their Proposal. If the Proposer desires to resubmit their Proposal, it must be re-submitted by the submission deadline.

PROPOSER PRESENTATIONS

A presentation may be needed if there are number of equally qualified and priced proposals that warrant further review. Project management Office Staff will notify Proposers of such an event in a timely manner.

End of Section IV