Ethiopian Broadcasting Corporation

Invitation for Bid

Preparation of Ethiopian Broadcasting Corporation strategic plan or document that works for 5 years (2008-2012)

Company name:-Ethiopian Broadcasting Corporation

Avenue:-nearby Black Lion Specialized Hospital

City: - Addis Ababa

Phone: - 011-5-51—69-77

Fax:-

Email address:

Website: ertagov.com
Invitation Bid for preparation of Ethiopian Broadcasting Corporation strategic plan (document)

Bid number EBC/------------2007

The Ethiopian broadcasting corporation has determined to enhance its productions’ qualities that can satisfy ever increasing demand of its audience. The corporation/EBC/ wants to prepare comprehensive long term strategic plan that works for 5 years {2008-2012} years. To this end, the Ethiopian Broadcasting Corporation invites any qualified, competent and energetic national and international firms/companies/ for the preparation of the strategic plan or document.

Objectives

The project aims to prepare a Modern Broadcast Media Strategic Document (plan), which provides a road map with a clear and applicable solution that transforms Ethiopian Broadcasting Corporation into the 21st century media powerhouse.

The potential candidate will have the following objectives the required services are listed as follows but not limited.
* develop EBC’s strategic plan document which analyses current situation, identifies opportunities and constraints, outlines gaps and recommends specific interventions (proposition) along the structure that enhances future performance of EBC’s broadcasting.

* It should also indicate mechanism/system of improving EBC staffs ability to adopt/apply modern technological solutions.

* It should propose viable systems of applied management structure, creative and production processes, technical capability, quality programming development and designing, audience research and program marketability.

* The document should give clear guidance on how EBC should promote its programs, be a global competitor, maximize it audience reach, and develop media convergence, acquiring independent produced material and commissioning contracts.

* It should identify future projects along the broadcast industry, present clearly identified implementation plan with estimated cost and likely sources of finance or how to finance it.

- The strategy should serve as a principal guide for EBC’s activities in which the organization would implement so as to bring the ultimate change-professionalism, quality programming, technologically advanced, informative, educational and entertaining.
The specific Objectives include:

* Studying the past and current organizational and performance of the Ethiopian Broadcast Corporation to identify strength and weakness along the entire structure and specify relevant programs and projects that enhance EBC’s overall performance and;

* Produce a clearly and concisely presented short to long term broadcasting development strategic document for EBC, which is validated through stakeholders and expert review panels and endorsed by the Board/EBC’s management.

**Required qualifications**

-Any competent company that works in the area of consultancy in related fields, have valid license for Ethiopian fiscal year 2007, and can present the registration certificate from concerned organization.

**Scope of work**

Requested Services are listed as follows but not limited

Developing **modern broadcasting development strategic document for Ethiopian Broadcasting Corporation** for short to medium term period 5 years (2008-2012 years) that applies not only to EBC but also
other regional Media that see EBC as a leading media power house in the country.

**Required Outputs**

The Modern broadcast media strategic document for EBC for short and medium term inclusive of clearly specified programs/projects with cost and duration estimates, likely sources of funding/financing, clear implementation plan with set priorities and identified implementing departments/body.

To be valid the document should be progressively reviewed and endorsed at different layers

**Companies Profile**

The company must fulfill the following requirements. These are

- Bidding will be conducted in accordance with the open international competitive tendering procedures contained in the public procurement proclamation of the Government of the federal democratic republic of Ethiopia and open to all bidders’ from eligible source countries.
- Bidders should be locally registered by ministry of Trade and Industry or any authorized body
- The consulting firm to be hired must be highly competent or reputable and must have experienced key professionals and appropriate support staff with ample work experience.
- Vat registration certificate.
- Clearance from Inland Revenue Administration
- The consulting firm will be selected under Quality and cost based selection method in accordance with public procurement Agency procedures for selection and employment of consultants.

- The company must have proven experience in designing and managing reform strategies and policies of public broadcast institution; and similar organizations.

- Solid knowledge and understanding of reforms, particularly broadcast reform;

- Strong management skills in the planning and financial management of broadcast institutions and a proven record of achieving results;

- Must have sound knowledge and understanding of developmental journalism principles and practices;

- Highest standards of institutional integrity;

- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Proven ability to work in a collaborative, team environment;

- Experience in the political, social, and cultural issues in Ethiopia, and/or the region.

- The assignment is expected to commence on the 2nd of October 2014 and to come to an end on 1st of October 2015

Interested eligible bidders may obtain further information and clarification including TOR from EBC’s head office at working hours from Monday – Friday

- A complete bidding document can be purchased at EBC’s head quarters

- Bids shall be submitted in wax-sealed envelopes up to ten consecutive days starting from the second day of announcement during working days

- Bids will be opened on… day in the Corporation in Addis Ababa in the presence of the bidders and the representatives.

- The Ethiopian Broadcasting Corporation reserves the right to reject any or all bids.