



## Bangladesh Communication Satellite Company Limited

SEL Rose N Dale (7<sup>th</sup> & 8<sup>th</sup> floor), 116, Kazi Nazrul Islam Avenue, Dhaka - 1205

### Request for Expressions of Interest for Selection of Consulting Firm (International)

EOI Ref. No. BCSCL/ MD/Marketing/2017-143

Date: 03/01/2018

01.	Ministry/ Division	Posts and Telecommunications Division, Ministry of Posts, Telecommunications and Information Technology	
02.	Agency	Ministry's Own	
03.	Name of Procuring Entity	Bangladesh Communication Satellite Company Limited	
04.	Title of Service	Sales and marketing of the services of Bangabandhu Satellite – 1 to the regional, national and international market	
05.	Procuring Entity District	Dhaka	
06.	Expression of Interest for selection of	Consulting Firm (Time- Based)	
07.	EOI Reference No.	BCSCL/ MD/Marketing/2017-143	
08.	Date	03/01/2018 [dd/mm/yyyy]	
KEY INFORMATION			
09.	Procurement Sub-Method	Quality and Cost Based Selection (QCBS)	
FUNDING INFORMATION			
10.	Budget and Source of funds	Revenue Budget	Own Funds
11.	Development Partner (if applicable)	N/A	
PARTICULAR INFORMATION			
12.	Project/ Programme Code	N/A	
13.	Project/ Programme Name	N/A	
14.	EOI Closing Date and Time	14/02/2018 [dd/mm/yyyy]	5.00 PM (BST)
INFORMATION FOR APPLICANT			
15.	<b><u>Brief Description of the Assignment :</u></b> <b>Work Package: 1</b>  TITLE: Policy formulation for marketing operation and sales of satellite capacity and services. OBJECTIVES: <ol style="list-style-type: none"><li>1. Develop policy framework pertaining to marketing operation and services.</li><li>2. Develop recommendations for policy pertaining to:<ul style="list-style-type: none"><li>• BS-1 Satellite Access</li><li>• Foreign Satellite Access</li><li>• Landing rights for local and foreign countries</li><li>• VSAT Hub and Teleport use policies</li><li>• Usage of RF Spectrum</li></ul></li></ol>		

**TASKS:**

- Review existing policies and established markets regarding satellite access including: government structures, user terminal licensing including transmit/receive, transmit only and receive only stations for the local and international market.
- Develop procedures and policies for domestic and foreign satellite services including the policies governing landing rights in local and foreign countries.
- Develop policies for VSAT Hub and teleport usage.

**DELIVERABLES:**

- Submit all the reports and output of the Tasks mentioned above.

**Work Package: 2**

**TITLE:** Development of Business Strategies

**OBJECTIVES:** Strategic positioning of the service offerings, develop materials to support the sales of services, marketing communications.

**TASKS INCLUDED:**

- Research competition pricing, terms and conditions.
- Review market penetration and sales statistics for competitive assessment.
- Establish pricing recommendations and recommended Terms & Conditions.
- Recommend market focus and strategy by geography, service type, distribution channels.
- Develop the documentation infrastructure necessary to sell and provide services. This includes a legal documentation such as NDAs (Non-Disclosure Agreement), LOIs (Letter of Intent), service level and transponder level agreements.

**DELIVERABLES:**

1. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
2. Product Handbook, Service Handbook
3. Standard Non-Disclosure Agreement (NDA)
4. Marketing Materials
5. Sales and Marketing Brochures, Sales Proposal Template
6. Capacity Requirements / Allocation Assumptions Per Service Type
7. Business Models / Revenue Targets
8. Product Integration.

**Work Package 3:**

**TITLE:** Sale of capacity

**OBJECTIVES:**

Sale of capacity to maximize return on investment.

**TASK INCLUDED:**

Identify the potential customers in both local and international market.  
Negotiation and finalize the pricing in consultation with BCSC.

	<p>Arrange necessary permit, permission, license, approval and any other requirements for selling satellite capacity and services.</p> <p><b>DELIVERABLES:</b></p> <ol style="list-style-type: none"> <li>1. Sale of Satellite capacity and services</li> <li>2. Pricing and targeted marketing strategy.</li> <li>3. Standard Letter of Intent (LOI)</li> <li>4. Transponder Service Agreement</li> <li>5. Service Level Agreement</li> <li>6. Permit, Permission, License, approval and other necessary requirements.</li> </ol>	
16.	<p><b><u>Experience, Resources and Delivery Capacity Required :</u></b></p> <ol style="list-style-type: none"> <li>1. Experience: Minimum 10 years of experience on the matters as mentioned in ToR.</li> <li>2. Company Asset: Provide the last audited balance sheet of the company as enclosure.</li> <li>3. Professional Manpower: Sufficient professionals to implement the proposed ToR satisfactorily.</li> <li>4. Ability to provide services: Achieved a yearly sales volume of minimum 50 Million USD or equivalent in marketing activities in the related field.</li> <li>5. Preferably experienced in marketing satellite bandwidth in the countries under the coverage area of Bangabandhu Satellite – 1.</li> </ol>	
17.	<p><b><u>Other Details (The services of the agent shall include, but not limited to) :</u></b></p> <ul style="list-style-type: none"> <li>• Identify the requirements of potential users in both local and global markets.</li> <li>• Develop business strategy including developing new business models, products and services mix, pricing etc. for Bangladesh and other target countries.</li> <li>• Sale of transponders capacity and services to the local market of Bangladesh and International markets of countries under the coverage of the satellite such as SAARC member countries, Indonesia, the Philippines, STAN countries.</li> <li>• Achieve a yearly sales turnover of minimum 45 Million USD or equivalent.</li> </ul>	
<b>PROCURING ENTITY DETAILS</b>		
18.	Name of the Official Inviting EOI	Md. Saiful Islam
19.	Designation of the Official Inviting EOI	Managing Director (Additional Secretary)
20.	Address of the Official Inviting EOI	Ministry of Posts, Telecommunications and Information Technology, Building no. 7 (4 <sup>th</sup> floor) Room no. 409. Bangladesh Secretariat, Dhaka.
21.	Contact Details of the Official Inviting EOI	Phone: 88-02-9511113, E-mail: saiful@bcscl.com.bd
<b>The procuring entity reserves the right to accept or rejects all EOIs</b>		

Md. Saiful Islam

Managing Director (Additional Secretary)

Bangladesh Communication Satellite Company Limited