



SURUHANJAYA PERSAINGAN MALAYSIA
MALAYSIA COMPETITION COMMISSION

Request for Quotation
Logo Design Revampment and New Corporate Brand Manual

RFQ NO:
ISSUE DATE: 5 NOVEMBER 2019

TABLE OF CONTENTS

INTRODUCTION3

GENERAL CONDITIONS4

SCOPE OF QUOTATION10

PROPOSAL FORMAT.....12

1. INTRODUCTION

The Malaysia Competition Commission (MyCC) is an independent body established under the Competition Commission Act 2010 to enforce the Competition Act 2010. Its main role is to protect the competitive process for the benefit of businesses, consumers and the economy.

The Competition Commission Act 2010 empowers the MyCC to carry out functions such as implementing and enforcing the provisions of the Competition Act 2010, issuing guidelines in relation to the implementing and enforcing of the competition laws, acts as advocate for competition matters, carry out general studies in relation to issues connected with competition in the Malaysian economy or particular sectors of the Malaysian economy, inform and educate the public regarding the ways in which competition may benefit consumers in and the economy of Malaysia.

The main objective of the Competition Act is to promote and protect the process of competition among enterprises in the market. Competition can facilitate efficiency and innovation as it encourages enterprises to take the initiative to produce a wide range of products and services with high quality at low cost. This competition law is one of the measures taken by the Government to ensure that the country's economy remains competitive and free of anti-competitive practices that can undermine the country's economic development.

Our Vision

To be the leading competition authority in Malaysia.

Our Mission

To execute our mandate efficiently and effectively with a commitment to ensure a conducive competition culture to make markets work well for consumers, businesses and the economy.

2. GENERAL CONDITIONS

2.1 This RFQ is subject to the following terms and conditions:

2.1.1 MyCC may engage a successful supplier to provide the services required covering the whole or any part of the scope of work proposed;

2.1.2 MyCC shall not be liable for any costs incurred or work done in relation to the quotation and any reports submitted to MyCC;

2.1.3 This RFQ document is not to be constructed as a legal document, does not constitute an offer by MyCC and has no legal effect whatsoever; and

2.1.4 The receipt of the supplier's submission of proposal by MyCC or any clarification session held, if

deemed necessary, should not give rise to any expectation whatsoever on the part of the supplier that they shall be engaged.

2.2 FEES

2.2.1 The fees shall include any duties or taxes imposed by the Government of Malaysia and all anticipated disbursements (please give details).

2.2.2 The successful supplier need not be the one who quoted the LOWEST price. Evaluation of the supplier's proposal shall be based on other matters such as adherence to the scope of work, deliverables and timelines, administrative and procedural requirements of the RFQ, the supplier's prior experiences and track record as well as other important related information.

2.2.3 MyCC will not be responsible and will not compensate any losses incurred in the failure of the appointed supplier in recovering expected total investment.

2.3 QUOTATION SUBMISSION RECEIVED AFTER THE CLOSING DATE

2.3.1 Any quotation received after the stipulated closing date and time shall be rejected. The supplier's proof of posting or other evident transmission shall not be accepted as proof of receipt by MyCC.

2.4 ACCEPTANCE OF QUOTATION

2.4.1 MyCC reserves the right to accept the whole quotation submission or such part or parts thereof made by the supplier as MyCC may at its absolute discretion decide.

2.4.2 MyCC shall not be bound to provide any reasons for the rejection of the quotation.

2.5 OMISSIONS AND ERRORS

2.5.1 No oral, written, fax or otherwise transmitted information, modification or variation of the submission received after the closing date will be considered.

2.5.2 The supplier shall be solely responsible for all such omissions and errors without any additional costs chargeable to MyCC. MyCC shall not entertain any request for variation of prices or submission of

additional quotes for items left out in the original submission on the grounds of lack of knowledge, etc.

2.6 QUOTATION CLARIFICATION

2.6.1 The suppliers are advised to study all terms, conditions and requirements carefully and to make all necessary clarification, etc., before finalizing their offers for submission. Clarification can be sought by sending an email to ccd@mycc.gov.my.

2.7 QUOTATION SUBMISSION

2.7.1 Quotation submissions shall be sent by email to ccd@mycc.gov.my and marked with MyCC's RFQ reference no. (as indicated in this RFQ document) at the subject column.

2.7.2 All submissions shall be typewritten in the English/Malay language.

2.9 CONFIDENTIALITY

2.9.1 Except with prior written consent of MyCC, the supplier shall not at any time communicate to any person or body or entity, any confidential information disclosed for the purpose of the project, nor shall the supplier make public any information

as to the recommendations, assessments and opinions formulated.

2.10 PRESENTATION, DEMONSTRATION OR TRIAL

2.10.1 The supplier may be required to give a presentation, demonstration or trial on their proposal to MyCC. This may provide an opportunity for the supplier to clarify and elaborate on their proposal but shall in no way change the original submission.

2.10.2 The supplier who has been selected will be informed of the date, time and location of these presentations, demonstrations or trials. Failure on the part of the supplier in complying with this condition may render its quotation submission invalid.

2.10.3 The supplier shall bear all expenses related to the above-mentioned activities.

2.11 PROPRIETARY RIGHTS OF MyCC IN REPORTS AND RECORDS

2.11.1 All reports, relevant data and supporting records or materials compiled or prepared by the successful supplier in the course of providing the services shall be kept confidential by the supplier and shall

be the absolute property of MyCC throughout their preparation and at all times thereafter.

2.11.2 The successful supplier shall deliver all these materials to MyCC upon completion or prior termination of the contract.

2.11.3 The supplier may retain a copy of such data for its own record but shall not use the same for purposes unrelated to the contract without prior written consent of MyCC.

2.11.4 For avoidance of doubt, it is agreed that the copyright of the reports prepared by the supplier for the purposes of the Consultancy shall be vested in MyCC.

2.12 INDEMNITY

2.12.1 The supplier shall indemnify and keep indemnified, protect and defend at its own cost and expense, the Commission, its employees and its agents from and against all actions, claims and liabilities arising out of acts done by the supplier or its personnel in the performance of the services.

3. SCOPE OF QUOTATION

3.1 MyCC is seeking the creation of the size of a new logo (as attached in Appendix A), a visual identity that captures the values and mission of the organization and is distinctive and memorable. This logo will be incorporated into MyCC's revamped website, social media and other possible future web presence that MyCC may have. It will also be used on stationeries and other printed materials as needed. A 'creative strategy' or brand document will be produced, reflecting how the existing mission, values and priorities of MyCC in the proposed logo.

3.2 TECHNICAL REQUIREMENTS

MyCC is relying on the supplier to propose a design process for MyCC's consideration. The supplier shall provide an explanation on the proposed design process and methodology as well as how it relates to this project.

3.2.1 Visual Identity

MyCC will not negotiate the contract terms upon selection. All contracts are subject to be reviewed by MyCC's project committee and the project will be awarded upon signing of an agreement or contract, outlining the terms, scope, budget and other necessary items.

No.	Contents				
1.0	Visual Identity Elements	2.0	Corporate Stationery	3.0	Corporate Advertising
	1.1 Introduction		2.1 Business Card		3.1 Signage Billboard
	1.2 Logo Variation		2.2 Letterhead		3.2 Magazine
	1.3 Colour Variation		2.3 Envelope		3.3 News paper
	1.4 Exclusion Zone		2.4 Document/report		3.4 Radio Announcement
	1.5 Size Variation		2.5 Fact sheets		3.5 Television Ads
	1.6 Typefaces		2.6 FAQ Sheet		3.6 Web page
	1.7 Photography		2.7 Power Points presentations		3.7 Public Service Announcement (PSA)
	1.8 Placement		2.8 E-mail messages signature		3.8 News letter
	1.9 Elements		2.9 Uniforms		3.9 Press Kit
	1.10 Element Placement		2.10 Corporate Gifts		3.10 Editorials and letters to the editor
					3.11 Press release
					3.12 Poster & bulletin Board / Bunting
					3.13 Recruitment Advertising
					3.14 Article
					3.15 Leaflet/Brochure and Book templates
					3.14 Vehicle Identification

4. QUOTATION PROPOSAL FORMAT

4.1 Outline

The supplier shall demonstrate their knowledge and presentation skills by creatively responding to this RFQ. The elements that should be included are:

1. company profile and history (including awards, accolades, or other industry recognition);
2. list of key personnel dedicated to the project and their qualifications (if including resumes, please append to end of document.);
3. examples of relevant project work and design style, including past performances;
4. proposed schedule with deliverables and milestones, including phased approach if recommended;
5. cost estimate;
6. 3 client references – 1 current and 2 former; and
7. additional information (press, marketing materials, testimonials, etc.)

5.0 CLOSING DATE

5.1 All quotation submissions shall be prepared in the manner prescribed and submitted on or before **5.00 pm** on **15 November 2019**.

5.2 Late submission shall be rejected.