



Eastern Cables Limited

REQUEST FOR EXPRESSIONS OF INTEREST (EOI) FOR SERVICES (FIRM), Local/International

1.	Ministry/Division	Ministry Of Industries/ Bangladesh Steel & Engineering Corporation
2.	Agency	Eastern Cables Limited
3.	Name of Procuring Entity	Eastern Cables Limited
4.	Procuring Entity Code	Not used at presents
5.	Procuring Entity District	Chittagong
6.	Expression of Interest for Selection Of	Consulting Firm (Time-based)
7.	EOI Ref. No.	ECL/Secretary-0009/364, Date: 25.06.2016
8.	Date (dd/mm/yyyy)	04.09.2018
Key Information		
9.	Procurement Sub-Method	Quality and Cost Based Selection (QCBS)
FUNDING INFORMATION		
10.	Budget And Source OF FUNDS	Own Fund
11.	Development Partner (if applicable)	N/A
PARTICULAR INFORMATION		
12.	Project/Program Code (If Applicable)	Not used at present
13.	Project/Program Name (If Applicable)	Detailed Feasibility Study & Preparation of DPP (Development Project Proposal) based on the study for Establishment of "A 3000MT-3500MT of XLPE Cable Production Plant CCV Line (Voltage rating 0.6 KV to 36KV)" in Eastern Cables Ltd, Patenga, Chittagong.
14.	EOI Closing Date and time	21.10.2018 And 12.30 PM
INFORMATION FOR APPLICANT		
15.	Brief Description of the Assignment	<ol style="list-style-type: none"> The consultant will carry out a feasibility study identifying a sampling methodology, appropriate data and information collection tools, market verification of cable industries machineries, visiting sites, cable factories and other related organizational offices to collect base line information, also communication with foreign countries and manufacturer for necessary information such as plant's operational machineries with specification & number, raw materials, Spare parts etc. Perform financial analysis/IRR, ERR calculation & NPV analysis. Prepare detail Drawing and Lay-out / Indicative Design of this plant including identification of the International source of manufacturing machineries and equipments. Estimate the total investment cost to establish plant with testing facilities, quality construction including chemical, electrical & physical testing facility and training institute within the factory complex. Perform demand analysis, which includes as follows: market access, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, regional market (Nepal, Bhutan, India, Myanmar & Middle East) analysis, other markets analysis, market growth, competition, pricing analysis, criteria of unit cost & case scenarios, strategy of sales & marketing, awareness campaign and identify the suitability of manufacturing or assembling of XLPE Cable in Bangladesh at present situation & future probability of establishing a XLPE cable industry at Chittagong, Bangladesh with analyzing the data and preparing a final analytical report along with DPP(Development Project Proposal). Prepare the Initial Environmental Examination(IEE), Environmental Impact Assessment (EIA) Socio-economic impact assessment etc. The firm may hire specialists/firms/company for these works.
16.	Experience, Resources & Delivery Capacity Required	<ol style="list-style-type: none"> General experience of the consultant firm should have at least 05 (five) years local/international and specific experience is in conducting feasibility study & prepare DPP in similar nature project and having excellent analytical skills and adequate experience in conducting field study and surveys etc. The consulting firm should have an adequate financial & technical resource/ capability to perform the assignment in due time & manner. The firm should have a well conversant team of specialist with the sampling technique and have a strong and proven orientation towards applied research in plant such as XLPE cable & HT cable production plant. Eligible consulting firm is to indicate the interest in providing the above mentioned services. Interested consultants must provide information indicating that they are qualified to perform the services (such as: Prepare DPP, brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, proposed methodology, work plan etc.) Submitted EOI's would be evaluated on the basis of among others the following: <ul style="list-style-type: none"> - Registration of the firm - Financial Soundness of the firm (e.g. annual turnover of the firm) - Availability of resources including support services - Availability of professionals(Specially technical professionals) - Experiences of firm in similar works - Experiences of firm in others works - Staffing and logistics of the firm - Proposed Methodology & Work Plan. Applicants must be a renowned consultancy firm having minimum 5 (Five) years of overall experience in detailed feasibility study such as XLPE Cable Production Plant CCV Line (Voltage rating 0.6KV to 36KV), HT cable production plant etc. The financial capability should be shown as Financial Turnover supported by audited financial reports for the last 03 (three) years. While indicating information relating to experience in similar works, association of firms (if any) shall be made clear whether responsibility of the firm was in capacity of a principal firm (lead partner) or as an associated firm (sub-consultant/JV partner).

		<p>7. In case of an association for this EOI, please clearly indicate the type of association and role of each firm (e.g. Sub-consultant/ Lead and JV Partner). The principal firm (lead partner) shall be liable for the entire study obligations under the contract.</p> <p>8. The above mentioned criteria are an outline of overall for the prospective consulting Firm. However, the detailed Terms of Reference (TOR), qualification criteria, resource requirements, financial strength and all other related terms as required for rendering the consultancy services will be clearly elaborated in the Request For Proposal (RFP).</p>		
17	Other Details	<p>a. Expression of Interests (EOI) in three sets (one original + two duplicate) & 01(One) soft copy (in CD) shall be submitted in sealed envelope, delivered to the address of the undersigned.</p> <p>b. Any application submitted later than the specified time shall not be entertained.</p> <p>c. TOR could be collect from Eastern Cables Limited, North Patenga, Chittagong as hard copy & also from the web address: www.easterncables.gov.bd</p>		
18	Association with foreign firms is	Encouraged		
19	Ref. no.	Location	Indicative Start Date (Month/Year)	Indicative Completion Date (Month/Year)
20	ECL/Secretary-0009/364, Dt: 25.06.16	North Patenga, Chittagong.	Nov-2018	Jan-2019
PRODUCTION ENTITY DETAILS				
21	Name Of the Official Inviting EOI	Engr. Ushamoy Chakma	23	Address of the Official Inviting EOI
				Eastern Cables Limited, North Patenga, Chittagong-4204, Bangladesh.
22	Designation of the official inviting EOI	Managing Director	24	Contact details of the official inviting EOI
				Tel: +88031-2501291, Mobile: : +8801819-311050, Email: md@easterncables.com
The Procuring entity reserves the right to accept or rejects all EOI's				

Departmental Head (Planning & Civil)

Terms of Reference (TOR)

The Terms of Reference (TOR) explain the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the client & the consultant & expected results deliverables. Adequate and clear TOR is essential for the understanding of the assignment and its correct execution by the consultant. It also helps reducing risk of ambiguities during the preparation of proposals by the consultant, contract negotiation & execution of the services.

Terms of Reference normally contain the following sections:

- Background of the project
- Objectives of the assignment
- Scope of Services
- Transfer of knowledge(training) (When appropriate)
- List of reports, schedule of deliveries, period of performance
- Data, personnel, facilities & local services to be provided by the client
- Institutional arrangements

Terms of Reference (TOR)
for
Appointment of Consultant Firm
for

Detailed Feasibility Study & Preparation of DPP (Development Project Proposal) based on the study for Establishment of “A 3000MT-3500MT of XLPE Cable Production Plant CCV Line (Voltage rating 0.6 KV to 36KV)” in Eastern Cables Ltd, Patenga, Chittagong.

A. Assignment Background

Technologies are upgraded day by day. Peoples are always choosing more longevity and latest technology goods. To use the innovated technology XLPE Power Cable which has more current carrying capacity & longevity for power transmission line Eastern Cables Ltd likes to implement the manufacturing plant. The plant will manufacture XLPE Power Cable and marketed in the competitive market & ECL will be gained financially. Presently, ECL has about 15% market share in Electric power Cable Sector. By the implementation of the proposed project the above percentage will be raised to 25-30%. As Governments’ only electric cable & wire production factory ECL could help to control the market price of the XLPE power cable. Establishing the said project will break the monopoly of private manufacturers & imported XLPE power cable. Also ECL will be financially viable and survive in the global competition by establishing the said project. The proposed project will help to improve product quality, product diversification and overall ECL will be benefited financially as a Sound Government Entity. It is mentionable here that the said project will be implemented (if Approved) in ECL Premises so no land acquired is required.

B. Objective of the Assignment

The main objective of the assignment is to introduce innovative technology for country demand and increase the Efficiency, Effectiveness & productivity of the existing factory. It will help to introduce latest technology for fulfill current market demand of XLPE Power Cables 0.6 KV to 36 KV. The project could reduce production cost of XLPE Power Cable to survive in the competitive market as well as to save foreign currency. It’ll reduce wastage of Power Cable by using Crosslink Polyethylene instead of PVC. The Governments electrification target throughout the country should be supported by that modern technology.

C. Scope/Description of Work

The consulting firm will carry out a feasibility study identifying a sampling methodology, appropriate data and information collection tools, market verification of cable industries machineries, visiting sites, cable factories and other related organizational offices to collect base line information, also communication with foreign countries and manufacturer for necessary

information such as plant's operational machineries with specification & number, raw materials, Spare parts etc. Perform financial analysis/IRR, ERR calculation & NPV analysis. Prepare detail drawing and lay-out/Indicative design of this plant including identification the international source of manufacturing machineries and equipments. Estimate the total investment cost to establish plant with testing facilities, quality construction including chemical, electrical & physical testing facility and training institute within the factory complex.

Perform demand analysis, which includes as follows: market access, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, regional market (Nepal, Bhutan, India, Myanmar & Middle East) analysis, other markets analysis, market growth, competition, pricing analysis, criteria of unit cost & case scenarios, strategy of sales & marketing, awareness campaign and identify the suitability of manufacturing or assembling of XLPE Cable in Bangladesh at present situation & future probability of establishing a XLPE cable industry at Chittagong, Bangladesh with analyzing the data and preparing a final analytical report along with DPP(Development Project Proposal). Prepare the Initial Environmental Examination (IEE), Environmental Impact Assessment (EIA) socio- economic impact assessment etc. The firm may hire specialists/firms/company for these works.

D. Outline of the tasks to be carried out

1. In order to achieve the intended results, this consultancy includes the following tasks:

- a.** Estimate the total investment cost to establish “**A 30000MT-3500MT of XLPE Cable Production Plant CCV Line (Voltage rating 0.6 KV to 36KV)**” with testing facilities, quality construction including chemical, electrical & physical testing facility and training institute within the factory complex.
- b.** Performed demand analysis. This includes as follows:
 - Market Access
 - SWOT (Strengths, Weaknesses, Opportunities and Threats)
 - Local market analysis
 - Regional market (Nepal, Bhutan, India, Myanmar & Middle East)
 - Other markets
 - Market Growth
 - Competition
 - Pricing Analysis
 - Criteria of unit cost & case scenarios
 - Sales & Market Strategy
 - Sales Forecast
 - Marketing
 - Financial Terms
 - Machineries Spare Parts
 - Advertisement & Awareness Campaign
 - Finally prepare a complete DPP (Development Project Proposal).
- c.** Perform Field Survey, format an appropriate survey methodology, including sampling method to focus the research & data collection
- d.** Performed Financial analysis/IRR, ERR calculation & NPV analysis
- e.** List of Machineries with specifications, numbers & capacity, manpower needed etc.
- f.** Prepare detail drawing & lay-out/indicative design of this plant including identification of

the local & international source of manufacturing machinery & equipments

- g. Format clear conceptual framework of this study
- h. Submit a draft report & DPP to ECL feedback
- i. Incorporate comments to create a final draft of the report & DPP for ECL in addition to providing all raw data collected during the study in electronic format
- j. Provide data sets, final report/analysis & prepare DPP
- k. Submit Summarized report & DPP.

E. Qualifications & Experiences:

01. General experience of the consultant firm should have at least 05 (five) years and specific experience is in conducting feasibility study & prepare DPP in similar nature project and having excellent analytical skills and adequate experience in conducting field study and surveys etc. The consulting firm should have an adequate financial & technical resource/ capability to perform the assignment in due time & manner.

02. The firm should have a well conversant team of specialist with the sampling technique and have a strong and proven orientation towards applied research in plant such as XLPE cable & HT cable production plant.

03. Eligible consulting firm is to indicate the interest in providing the above mentioned services. Interested consultants must provide information indicating that they are qualified to perform the services (such as: Prepare DPP, brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, proposed methodology, work plan etc.)

04. Personnel Requirements / Team Composition:

The study Team would compose of the following Minimum team members:

SL	Key Professionals & other Staff	Number	Qualification & Experience
1	Team Leader	1	The Team Leader should have a B.Sc Eng. degree in Engineering with excellent analytical skills & at least 10 Years experience in conducting field research, surveys & feasibility study monitoring & evaluation of different Electric cable & wire production project. S/he should have knowledge about modern XLPE cable production technology & machineries. S/he should be familiar with the latest available software applications in the field of study (Specially PLC) & use of monitoring & evaluation techniques.
2	Engineer	2	A graduate Electrical/Electronics/ Mechanical Engineer with excellent analytical skills & at least 05 Years experience in conducting field study, surveys & feasibility study monitoring & evaluation of different Electric cable & wire production project. S/he should have knowledge about modern XLPE cable production technology & machineries.
3	Civil Engineer	1	The Civil Engr. should have a Bachelor degree in Civil Engineering with excellent analytical skills & at least 07 Years experience in Planning & designing of factory building construction. S/he should have knowledge about establishment of civil structures in the Electric cable & wire production project. Also s/he should have knowledge about CAD software such as auto CAD for drawings.
4	Economist	1	The economist should have a Master degree in Economics with excellent analytical skills & at least 07 Years experience in experience in demand analysis. Which includes as follows : Market Access, SWOT(Strengths, Weaknesses, Opportunities and Threats) analysis, regional market (Nepal, Bhutan, India, Myanmar & Middle East) analysis, other markets analysis, market growth, competition, pricing analysis, criteria of unit cost & case scenarios, strategy of sales & marketing. S/he should have knowledge about feasibility study in the field of electrical technology & cable/wire production project.
5	Supervisor	1	The supervisor should be a Diploma Engg. in Electrical/Electronics/Mechanical. S/he should have at least 5 Years experience in project consultancy.
6	Investigator	2	The investigator should be a Diploma Engg. in Electrical/Electronics/Mechanical. S/he should have at least 3 Years experience in project consultancy.
7	Other support staff e.g. Data entry operator	1	As required by work.
Total		09	

The investigator will visit XLPE Cable production factories and existing market & conduct survey with questionnaire, discuss with beneficiaries, use other methodologies(as agreed with cable factory) to collect required information. The investigator will give input to the survey, conduct FGD

& apply other techniques to assess the national benefit of the project. Supervisor will check the quality of the collected information & to supervise the overall survey finally prepare complete DPP.

F. Duration, Terms & Conditions:

The assignment should be completed within 03(Three) months from the date of the signing contract. The Firm will work in close co-operation with the Departmental Head, Production/Planning and other staff. They will be solely responsible and accountable to the Managing Director, ECL for their services and activities. As the contract is performance based, so the task will have to be completed within the stipulated time frame. Payments for the assignment will be payable on a report submitted reflecting the key outputs.

G. Reporting Requirements/Deliverables:

During the contract, the consultant will report to the Managing Director, ECL or his designated representative(S). Updates on data collection and analysis should be provided once every two weeks, the final deliverable includes:

- a. Inception report: submit a detail of the proposed timing and methodology (including proposed sampling techniques; data collection methods; method of data processing, analysis, including detail of the statistical analysis etc.)
- b. Final survey methodology and field work itinerary
- c. Regular updates on progress and any problems encountered to ECL
- d. Debriefing of the studies with major findings; and
- e. A publishable report reviewing the analysis and highlighting the major findings for ECL management.
- f. Submit Factory Design, Drawing & Layout.
- g. Prepare a Complete DPP.

H. Final Outputs Required of the Consultant and Delivery Schedule:

The assignment should be completed within 03 Months of signing the contract. ECL will provide required project related documents after signing of the contract. The delivery schedule after that will be:

Evaluation activities	Working Period
Inception report: submit a detail outline of the proposed timing, methodology and details work plan etc.	Within 2 week of contract signing
Finalize sample, collection methodology, checklist and field visit itinerary in consultation with ECL	Within 4 week of contract signing
Data processing, editing and analysis	Within 7 week of contract signing
Prepare draft report, design, drawing and layout submit to ECL	Within 9 week of contract signing
Incorporate ECL comments and include supplemental data (if needed)	Within 11 week of contract signing
Submit final report in hard and soft copy and any additional raw data and documentation in soft copy to ECL.	Within 13 week of contract signing

I. Data, Services and Facilities to be provided by ECL.

1. a. ECL will provide only relevant program documents including project concept paper & progress reports etc.
- b. **Procedure for Review of Progress Reports, Inception, Status, Final Draft and Final Reports/Outcomes** (to be included if applicable)
2. The Managing Director of ECL, or his representative(s), will review, provide comment and approve final versions of all deliverables.