

Ref: DBBL/100/055/2026/59

March 15, 2026

**Group-2: Tender Schedule for Trade Marketing Representatives (TMR) for ROCKET**

**Technical Offer**

**1. Bidder's Particulars:**

- a) Name of the Company :
- b) Address :
- c) Contact Person :
- d) Mobile Number :
- e) E-mail :
- f) Other Particulars :

SL	Particulars	Information
1	Business Type: (Proprietorship/ Partnership/Limited)	
2	Company establishment Date	
3	Office Type: (Own/rental)	
4	Annual Investment Amount (BDT)	
5	Capability of initial investment in a single project	
6	Capability of additional investment at any point of time	
7	Yearly Turnover (last 3 years)	
8	Bank Solvency Certificate	
9	Will there be separate account manager for Dutch-Bangla Bank PLC or not?	
10	Educational qualification of Account Manager	
11	Client list of Company	
12	Highest work order for Trade Merchandiser (client & order quantity)	

Please provide evidence/supporting documents where applicable

2. Experience of the Bidder providing services of the quoted items in any organization of Bangladesh. Need to mention at least two similar projects in TMR (Proper evidence need to be submitted):

Sl#	Name of the organization	Work order period (month & year)	Work order value
1			
2			

3. Requirement Specification of TMR:

- TMR will be responsible for the execution of all sorts of Point of Sales Materials (POSM) at different shop and locations as per requirement by Dutch-Bangla Bank PLC.
- Occasionally TMR will also support sales team to drive the acquisition drive.
- TMR will also follow up the permanent merchandising item execution and reporting in proper channel.

Required Specification		
Items Description	Quantity	Bidder Response
Number of TMR	Up to 700	
Number of Zonal Coordinator and Supervisor	Up to 35	
Account Director	1 person	
Operational Manager	1 person	
MIS Officer	1 person	
TMR performance evaluation	Every month	
TMR activity monitoring report	Every month	
TMR Salary Ratio	70% Fixed & 30% Variable	
Logistics items	All sort of items required to install POSM, POSM carrying bag for each TMR (ROCKET Branded) to be provided by Agency	
Operational logistics	Provide as required to execute all POSM that provided by Dutch-Bangla Bank PLC	
Project Duration	One year	

The features that must be included in the offer are given below:

1. TMR will be classified in three classes (based on area & salary)
  - a. A category TMR (TMR in Metro area: 200 TMR per month)
  - b. B category TMR (TMR in District & Semi Urban areas: 350 TMR per month) &
  - c. C category TMR (TMR in Thana, Upazila & Rural areas: 150 TMR per month)

In case of better experience and competition advantage category may be changed in District, Semi Urban, Thana, Upazila, Rural etc. keeping the total number of TMR category and budget intact.

2. There will be an automated monitoring system for TMR activities as well as reporting, POSM management (tracking) & TMR evaluation also need to be catered under automation system.
3. All the TMR will be under supervision of Dutch-Bangla Bank PLC field force like Regional Manager/ Area Managers/ Senior Sales Manager/ Sales Manager/ Junior Sales Manager etc.
4. All the TMR will be assigned under territory of Super-Agent (Distributors)
5. Monitoring tools must be available on execution and reporting
6. TMR Supervisor will be assigned based on requirement of Dutch-Bangla Bank PLC.
7. TMR Job description and responsibilities will be determined by the Dutch-Bangla Bank PLC field force and it will not be limited to POSM execution at selected agents.
8. TMR route plan will be determined by the Dutch-Bangla Bank PLC field forces specially Area Managers.
9. TMR performance evaluation must be verified by the Area Managers/ Senior Sales Manager/ Sales Manager/ Junior Sales Manager and approved by Regional Manager.
10. Bidder will quote on category wise each TMR salary including every cost involved in the project like TMR cost, supervisor cost, project director cost, project coordinator cost, logistics item (branded bag, operational logistics, scotch tape, pliers, hammer, string, glue etc.), VAT, AIT & Tax etc.
11. Payment terms for this project will be monthly basis after the submission of all verified documentations
12. Multiple service providers may be engaged for the service.

## Terms and Conditions

1. The participating bidder must submit the offer in two envelope system. The first envelope will contain the technical offer and the second envelope will contain the financial offer. The two envelopes must be covered in a large envelope. All the envelopes will contain the full name and address of the participating company. The name, address and telephone number of the contact person should be mentioned in the forwarding letter submitted with the technical offer.
2. The participating vendors should quote for all the items of this schedule. Partial offer for individual group will not be accepted.
3. The participating vendors should be technically qualified to be selected in financial bidding. The technical evaluation made by Dutch-Bangla Bank PLC will be treated as final.
4. Sealed quotations have to be submitted in the Tender Box at Level-6 of Head Office **on or before March 31, 2026 by 4:00 pm**. The technical offers will be opened at 4:10 pm on the same day in presence of bidders, if any. The financial offer will be opened later on. The evaluation of the technical offers will also be made later on.
5. All the pages of the tender schedule as well as all the offered documents should be duly signed on letter head by the authority of the bidder.
6. **1% (One percent) of the total price to be submitted immediate after Letter of Intent (LOI) awarded through separate Bank Guarantee (BG as per bank format)/ Pay Order (PO) for individual group in favor of "Dutch-Bangla Bank PLC" as performance guarantee money for the period of offer validity. If successful supplier fails to deliver materials or services within the stipulated time, the earnest money will be forfeited.**
7. The performance guarantee will be released after successful delivery of materials or services.
8. All quoted price should include delivery of materials & service cost and VAT, AIT, etc., if any.
9. The terms of payment will be as under:
  - \* No advance will be provided.
  - \* Based on the regional team's verification and random check from concern division of the Bank, bill will be settled on monthly basis.
  - \* Based on successful target achievement partial bill can be settled on monthly basis.
  - \* Dutch-Bangla Bank PLC decision is final for the payment of material and services.
10. Photocopy of all the relevant documents should be submitted with the offer including:
  - a. Company Profile
  - b. Valid Trade License

- c. BIN/TIN certificate
  - d. VAT certificate
  - e. Proof of experience as desired in the general section of this schedule
11. The offers should have validity for at least May 31, 2027.
  12. The ordered quantity may increase or decrease based on the actual requirement of the Bank at the time of issuing Work Order.
  13. Dutch-Bangla Bank PLC shall also be entitled to claim damages for losses which results from breach of work order unless the bidder can prove that the breach or the cause of breach was not due to the bidder or the breach results from the force majeure. Dutch-Bangla Bank PLC shall have the right to make adjustment of the claims with payment or any other payment due to the Supplier.
  14. Material and documents that are used in this project will be under the possession of Dutch-Bangla Bank PLC, after the completion of the project all material or documents should be handed over to concern person of Dutch-Bangla Bank PLC.
  15. This Agreement does not restrict Dutch-Bangla Bank PLC to enter into Agreements with other enterprises at anytime for the same or similar purposes.
  16. All the prices should be mentioned in Bangladeshi Taka.
  17. The authority reserves the right to relax, change or drop any or all of the terms and conditions of the schedule without any further notice.
  18. The Bank shall not be under any obligation to accept the lowest quotation.
  19. The Bank authority reserves the right to accept or reject any or all, in part or full offers or any part of a group.

Seal & Signature  
With Name of the participating vendor

## Financial Offer

Valid until May 31, 2027

### Group-2: Trade Marketing Representatives (TMR)

1. Name of the Company :

2. Quoted price :

SI#	Activities	Quantity	Base Salary of TMR	Unit price with other cost including VAT, AIT & Tax etc.
1	"A" category TMR monthly salary	200		
2	"B" category TMR monthly salary	350		
3	"C" category TMR monthly salary	150		

-Quantity may increase or decrease based on the actual requirement of the Bank

-The full specification of the items is as per Technical Offer.

- Bidder will quote on category wise each TMR salary including every cost involved in the project like TMR cost, supervisor cost, project director cost, project co-ordinator cost, festival bonus, system automation, logistics item (branded bag, operational logistics, scotch tape, pliers, hammer, string, glue etc.), VAT, AIT & Tax etc.

Seal & Signature  
With Name of the participating vendor