



**SURVEY OF RETAIL CELLULAR/MOBILE MARKET IN THE
BAHAMAS REQUEST FOR PROPOSALS AND TERMS OF
REFERENCE ('RFP and TOR')**

ECS 03/2021

Issue Date: 12 March 2021

Response Date: 6 April 2021

1. Introduction

The Utilities Regulation and Competition Authority ('URCA') is the independent regulator for Electronic Communications Sector ('ECS') in The Bahamas. The ECS consists of:

- voice and broadband services at a fixed location;
- mobile services including voice, broadband and short message services;
- pay-TV services; and
- AM/FM radio and free-to-air television broadcasting services.

One of the main electronic communications policy objectives of the Communications Act, 2009 ('Comms Act') is to further the interest of persons in The Bahamas by encouraging, promoting and enforcing sustainable competition. URCA's functions and powers are specified in sections 7 and 8 of the Comms Act and in furtherance of such functions, URCA is tasked under section 39 of the Comms Act to assess the state of competition in key communications markets in The Bahamas. Further to this, URCA is conducting a competition assessment (also known as market review) of the retail cellular/mobile market. Integral to this review exercise is the scope of the relevant product market for mobile voice, SMS and broadband services in The Bahamas. Given this, URCA wishes to commission an independent customer survey (using an appropriate methodology) to gauge usage and preferences of mobile voice, SMS and broadband services throughout The Bahamas. The results of this survey will help to inform URCA's understanding of the product market definition for retail cellular/mobile services. In particular, the survey is intended to find out about:

- Socio-demographic profiles of customers;
- Customer usage and attitude;
- Preference for cellular/mobile services versus fixed-line services and Over-the-Top ('OTT') calling¹ and messaging services;² and
- Customer responsiveness to price changes.

Below, URCA sets out the general scope of the work to be carried out by the Consultant, project deliverables, selection criteria and other information relevant to the survey.

2. Submission of Proposals

URCA advises that **time is of the essence with the completion of this project**. Therefore, interested persons are requested to submit a proposal to URCA for the work to be carried out in

¹Such as Viber, Skype, Google Voice, WhatsApp or FaceTime

²Such as WhatsApp, iMessaging or WeChat

accordance with this RFP and TOR. Respondents must submit their proposal and all associated documents in accordance with the following guidelines **ONLY**:

- (i) Proposals shall be identified as **“Survey of Retail Mobile Market in The Bahamas”** and submitted to:

J. Carlton Smith
Chief Executive Officer
Utilities Regulation and Competition Authority
Frederick House, Frederick Street
PO Box N-4860
Nassau, Bahamas
Email: info@urcabahamas.bs

- (ii) **Complete proposals must be received by no later than 3:00 p.m. on 6 April 2021. Late proposals will not be accepted.**

3. Specific Terms of Reference for Consultancy Services

The scope of work defined in this RFP and TOR requires the Consultant to carry out a **statistically robust and representative survey of cellular/mobile customers throughout The Bahamas**. The essential tasks to be carried out by the Consultant are as follows:

- (i) Develop the conceptual framework of the study;
- (ii) Determine the appropriate research design and methodology;
- (iii) Develop a suitable survey instrument collaboratively with URCA and provide a statement of reliability and validity;
- (iv) Determine the population and sample size for the study;
- (v) Administer pretesting survey instrument amongst a sub-sample of the study population in compliance with the accepted ethical considerations;
- (vi) Administer the final survey instrument amongst the study sample population in compliance with the accepted ethical considerations;
- (vii) Report survey results, which should include the data collection results, descriptive analysis, analysis of results and summary of results;
- (viii) Present and discuss survey results with URCA; and
- (ix) Prepare final report.

4. Proposals and Qualifications

At a minimum, the Proposal must contain a full description of the company background, a technical proposal, work plan and a financial proposal. Additional details are provided below.

4.1 Company Background

The company background information should include the following information:

- a) Company name (and legal registered name if different);
- b) Certificate of Good Standing;
- c) Contact details for all correspondence (i.e., name, physical address, phone number, and email address);
- d) A copy of the current Business License;
- e) A copy of the current Certificate of Registration for VAT;
- f) A brief description of the primary business activities of the company; and
- g) The address of the company's website. If the company does not have a website, then state the same.

4.2 Technical Proposal

The technical proposal should provide, at a minimum, the following:

- a) Relevant details of the team members to be involved in the project, with their CVs attached and the amount of time each would be expected to contribute to the project;
- b) A description of similar assignments and details on appropriate skills, knowledge, and experience of each team members to be committed to the project (both on a company and per individual basis); and
- c) A description of the proposed research methodology.

4.3 Work Plan

A project/work plan outlining:

- a) Indicative timeframes for completion of tasks and deliverables to meet the specified deadline; and
- b) Comments on the approach and methodology to the scope of the work to be performed, including suggestions that may improve the quality/effectiveness of the project.

URCA considers it important to note that its processes require Board review of key project deliverables, such as data analysis and final reports, of no less than seven (7) calendar days. This must be considered in relation to timelines for completion of the project.

4.4 Financial Proposal

The financial proposal should include:

- a) A fixed fee financial proposal containing fee estimates based on the level of effort required to achieve URCA's objectives and Deliverables as specified in Section 5 below;
- b) An estimate of expenses, where applicable, including airfares and hotels depending on the need for travel time, etc.;
- c) The proposed payment terms, with payment dates to correspond to measurable deliverables;
- d) The Proposal shall state fees and expenses separately for each member of the project team and the number of days each will devote to the project;
- e) The Proposal should remain valid for at least thirty (30) calendar days after its submission; and
- f) All fees and expenses must be denominated in Bahamian Dollars.

5. Project Deliverables

The key project deliverables are as follows:

- Prepare and administer pretesting survey instrument;
- Prepare final survey instrument;
- Conduct and Administer final survey instrument;
- Analyse Survey Results; and
- Submit Final Report – URCA expects the Final Report to include background information explaining the methodology and other technical issues, an executive summary with key observations and recommendations and detailed findings with performance information (in graphical and table form where applicable), and an electronic data file of the survey results.

6. Reporting and Accounting

The Consultant will report directly to URCA's Acting Director of Electronic Communications. URCA will indicate the primary point of contact and project lead for the Consultant regarding the day-to-day activities.

The Consultant will regularly interact with and advise URCA's Acting Director of Electronic Communications and project lead on the progress of the work conducted. The Consultant will produce written status reports/updates as required by the Chief Executive Officer and/or the Acting Director of Electronic Communications.

Deliverables and outputs will be monitored and evaluated by URCA’s Acting Director of Electronic Communications and project lead.

7. Conflict of Interest

The company must disclose to URCA any potential or perceived conflict of interest issues within its Proposal document. Any potential or perceived conflict of interest that arises at any time following submission of the Proposal should be disclosed to URCA as soon as it arises.

8. Form of Agreement

It is expected that the services to be carried out shall be performed based on a contract. The prospective Consultant shall submit a draft contract for URCA’s consideration, which must be consistent with the TOR and Deliverables (Sections 3 and 5 above). URCA will review the draft contract, and the final terms and conditions of the contract will be subject to URCA’s approval.

9. Evaluation of Proposals

Only proposals in possession of URCA by the indicated date and time shall be considered. Upon receipt, URCA will review the responses and may conduct interviews if deemed appropriate. If interviews occur, the short-listed companies will be notified when and where interviews will be held.

Each Proposal will be reviewed and evaluated to determine whether it satisfies the submittal requirements contained within this RFP and TOR. Failure to fulfil the submittal requirements may be cause for rejection of the Proposal. The proposals will be ranked based on the following maximum allocation of points for specific elements of each Proposal:

CRITERIA	CRITERIA MAXIMUM SCORE
Technical Evaluation: <ul style="list-style-type: none"> • Firm’s experience in completing projects of similar nature and scope – 15% • Qualification/experience of personnel proposed for assignment to the project (i.e., qualifications – 10% • Completeness of response – 10% 	35%
Project/Work Plan: <ul style="list-style-type: none"> • Approach and methodology to performing the work in response to the Deliverables – 25% 	35%

<ul style="list-style-type: none"> • Timeframe for prompt completion of the project – 10% 	
<p>Financial Evaluation:</p> <ul style="list-style-type: none"> • The lowest financial Proposal submitted by a technically qualified party will be scored highest – 30% 	30%
Total	100

10. Timing

It is anticipated that the contract will commence on 1 May 2021 and be completed **no later than 1 June 2021**.

11. Miscellaneous

URCA reserves the right to:

- a) reject any or all proposals for failure to meet the requirements contained herein or for any other reason which in URCA’s sole discretion renders the Proposal unsuitable;
- b) waive any technicalities; and
- c) select the Proposal, which in URCA’s sole discretion best meets URCA’s requirements.

This RFP and TOR creates no obligation (legal or otherwise) on URCA to award a contract to or compensate the respondent for any costs incurred during the proposal presentation, response, submission, presentation, or oral interviews. URCA also reserves the right to negotiate further with any respondent to the RFP and TOR. Respondents should not rely upon the opportunity to alter their qualifications during any discussions.

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