

**GHANA WATER LIMITED(GWL)  
REQUEST FOR EXPRESSION OF INTEREST  
(NATIONAL COMPETATIVE TENDER)**

**Assignment Title: Consultancy Services to develop a five (5) –year strategic Business and Marketing plan for Ghana Water Institute (GWI) (2024-2028)**

Ghana Water Limited (GWL) intends to apply part of its Internally Generated Funds, towards the cost of providing Consultancy Services to develop a five (5) – year plan (2024-2028) for its subsidiary; the Ghana Water Institute (GWI);

- Strategic Business
- Marketing Plan

**OBJECTIVE**

The strategic plan is expected to be a comprehensive roadmap setting the basic structure, direction, and pace of (GWI) over the next 5 years and beyond in a coordinated and focused manner that supports the Board, its committees and GWI management and stakeholders. It is expected to establish a strategic and tactical framework for execution to achieve the best operational practices in critical business and organizational processes for a training institute. It is also expected to serve as a tool for mobilizing resources to support and execute the mandate of GWI while providing a guide for co-ordination, monitoring, and evaluation.

**DELIVERABLES**

The expected product of this assignment will be a

- i. An inception report outlining the steps and methodology to be used in developing the Strategic Plan.
- ii. A comprehensive report of document review and analysis
- iii. Draft Strategic Plan for review and feedback (with clear vision, mission, and strategic objective)
- iv. Final draft Strategic Plan document that includes Executive summary, background (including SP development process), internal and external analysis, vision and mission statement, organizational values and guiding principles, strategic priorities, metrics to assess progress in the attainment of these strategic priorities, budget, Political, Economics, Social, Technological, Environment, and Legal (PESTEL) and SWOT Analysis, and Operational plan.

The GWCL now invites eligible **local Consultants (Individuals/firms)** to indicate their **interest** in providing the above Services. Interested Consultants shall provide information demonstrating that they have the required qualifications and relevant technical expertise, knowledge and work experience in the area of strategic planning especially within the educational space in Ghana/West Africa including:

1. The required licensing, professional and statutory registrations
2. The nature of consultant's business and number of years in consulting service
3. Technical competence of consultant(s)
4. Availability of appropriate skills
5. Consultant's experience and past performance on similar assignments
6. Capabilities with respect to personnel and facilities
7. Commercial and financial resources.

Consultants may associate with other consultant(s) to enhance their qualifications.

A consultant will be selected in accordance with the **Quality and Cost Based Selection (QCBS)** method as set out in the Public Procurement Act, 2003 (Act 663) as amended, as well as the guidelines of the Public Procurement Authority (PPA). **Only shortlisted Consultants shall be invited to submit technical and financial proposals.**

Written and sealed expressions of interest (***one (1) original copy and four (4) duplicate copies***) must be submitted to the GWL at the address below in person or by courier service and **deposited in the Tender Box located in the Materials Department (Room 115) on or before 17.00 GMT on July 31, 2024.**

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Attention: Mr. Jonas Annan, Chief Manager (Materials)