



REQUEST FOR PROPOSAL NUMBER: AF/MKT/RFP26001/2026

Date: April 20, 2026

REQUEST FOR PROPOSAL

NAME: Request for Proposal for BHT and NPS

1. Introduction

ATOMA is looking for qualified research firms to submit proposals to conduct a comprehensive brand research study in order to evaluate our brand positioning, market perception, customer awareness, and competitive standing in the market.

2. Background ATOMA:

A telecommunication company incorporated and existing under the Laws of Afghanistan and having its office at Park Plaza opposed of Shar-e Naw Park Kabul Afghanistan PO Box # 700, Kabul. ATOMA is a leading telecom company in Afghanistan, having the highest customer base and operates a large network of sites across Afghanistan. ATOMA played a significant role in the development and expansion of telecommunications services in Afghanistan, particularly in the areas of mobile voice and data services. Offering a wide range of mobile communication services, including voice calls, SMS, mobile internet, and value-added services. We introduced various innovative products and packages tailored to the needs of Afghan consumers. Also serves the business sector, offering solutions such as mobile banking, enterprise connectivity, and other services to support businesses' communication needs.

3. Survey Objectives

The primary aim of the research is to explore perceptions of customers of mobile service providers of the quality of the products and services they receive from, as well as their likelihood to recommend, ATOMA versus competitors.

4. For Net Promoter Score Survey (NPS):

- Measure customer loyalty
- Identify promoters, passives, and detractors
- Understand drivers of satisfaction

5. For Brand Health Tracker Survey (BHT):

- Measure brand awareness
- Assess brand perception
- Track brand performance vs competitors

- Identify brand strengths and weaknesses

6. Scope of Work

The selected research agency will do.

Typical scope includes:

- Survey design and questionnaire development
- Sampling strategy
- Data collection (online, physical interview, phone, or mixed mode)
- Data cleaning and analysis
- NPS calculation
- Brand health metrics analysis
- Final report and presentation

7. Methodology Expectations

To explain their proposed approach.

This may include:

- Sampling methodology
- Survey distribution method (online, CATI, SMS, etc.)
- Data collection process
- Quality control methods

8. Market Segmentation Analysis

Analyze perception across segments such as:

- Age groups
- Income levels
- Geographic areas
- Customer vs non-customer groups

9. Competitor Brand Analysis

Evaluate:

- Competitor brand awareness
- Strengths and weaknesses of competitor brands
- Market positioning comparison

10. Data Analysis and Reporting

- Statistical analysis
- Key findings and insights
- Strategic recommendations

11. Research Methodology (Expected from Consultant)

Bidders should propose an appropriate research methodology including:

- Sample size
- Data collection method
- Sampling technique
- Research tools
- Data analysis techniques
- Quality assurance approach

Preference will be given to firms using advanced statistical techniques and robust sampling methods.

12. Deliverables

The selected firm will be required to provide:

- Research methodology document
- Survey questionnaires and research tools
- Raw dataset
- Cleaned dataset

- NPS score calculation
- Brand health indicators (awareness, consideration, preference, etc.)
- Data analysis report
- Competitor comparison analysis
- Presentation to stakeholders
- Strategic recommendations
- Dashboard (if applicable)

All deliverables must be provided in both editable and presentation formats.

13. Vendor Qualifications

Interested firms should meet the following criteria:

- Experience with NPS surveys
- Experience with brand health tracking studies
- Experience working with large organizations
- Ability to conduct quantitative and qualitative research
- Skilled research team with expertise in data analytics
- Relevant case studies
- Research team profiles

14. Time Period:

RFP Issuance date: 7th April 2026

Proposal Submission Deadline: 20th April 2026

Required timeline for the entire survey and final report submission is one month after contract is awarded.

15. Proposal Submission Requirements

Technical Proposal:

- Company profile
- Relevant experience
- Proposed research methodology
- Work plan and timeline
- Team composition
- Sample reports of previous studies

16. Financial Proposal

- Detail Cost breakdown
- Payment terms
- Commercial proposal should cover one month of the research timeline and all associated costs.

17. Evaluation Criteria

- Technical capabilities and experience (40%)
- Solution functionality and survey/reporting methodology (30%)
- Price and commercial terms (20%)
- Financial stability and references (10%)
- Compliance with Documentation Requirements (Pass/Fail)

18. Eligibility Criteria

- Business license
- Any relevant license required for this specific service.
- Tax clearance certificate for the last three Year
- Years of experience
- Financial capability
- Similar project experience
- References from previous clients
- Conflict of interest declaration

TENDERER'S ACKNOWLEDGEMENT/ PRELIMINARY NON-DISCLOSURE AGREEMENT.

19. Tender's Acknowledgment:

Please mark as appropriate:

We acknowledge receipt and acceptance of the RFP and intend to submit a tender as required

We acknowledge receipt of the RFP but decline to tender for the following reasons: Please write your reason here: We undertake to return to ATOMA within the below-mentioned deadline from receipt of the complete RFP package with all attachments, information and documents related thereto as provided by ATOMA and any copies made thereof. The complete tender documents along with the Proposal to be submitted in a SEALED envelope addressed to the Supply Chain Department of ATOMA and to be physically submitted in the tender box located in ATOMA Head Office, Reception, located in Shar-E-Naw Kabul not later than Dated (20th April 2026). Bidders are requested to do the registration at ATOMA at the time of obtaining the RFP from ATOMA reception.

Bidders should ensure that they provide accurate email addresses and contact numbers at the time of registration. Bids are invited from reputable companies for "Request for Proposal for BHT and NPS Research" according to ATOMA requirements and Technical Specifications as per RFP. Bid received after the mentioned deadline shall not be accepted. ATOMA reserves the right to accept or reject any or all bids and to annul the bidding at any time, without thereby incurring any liability to the affected supplier(s) or any obligations to inform the affected supplier(s) on the grounds of ATOMA's action.

20.Preliminary Non-Disclosure Agreement:

We agree that all information and documents contained in or related to this RFP as provided by ATOMA is proprietary information and shall be treated as confidential. We undertake that all such information and documents, as described above, shall not be divulged to any other party (such prohibition applies to any further release of information regarding this RFP by ATOMA) without the prior written permission from ATOMA to do so. We agree that this RFP and all information and documents relating to it and provided hereunder by ATOMA are not to be used for any purpose other than for the preparation of our tender submission. This undertaking will also apply to any subsequent contract resulting from this RFP.

Name: _____

Designation: _____

Signed / Date / Stamped: _____

21. Submission Instructions:

- All proposals must be submitted electronically to:
Temp_ismail.safil@atoma.com.af, sadeequllah@atoma.com.af
- The sealed envelope should be submitted at:
ATOMA Head Office, Reception Shar-E Naw Kabul, Afghanistan.
- The sealed envelope must be placed in ATOMA tender box, located in ATOMA main office reception.
- All questions regarding this RFP must be submitted in writing.
- Responses will be provided to all potential bidders.
- Bids must remain valid for 120 days from the submission deadline.
- The bid must be submitted in English.
- ATOMA reserves the right to reject any or all proposals.

22. General Requirements and Compliance

- The supplier must have and always maintain and all the time, at its own cost and expense, all permits, licenses, authorization, and approval from relevant government entities necessary for the service provided under this RFP/Agreement.

All foreign companies are therefore required to ensure that all corporate documents are:

- Officially translated into English, if not already in English
- Notarized or certified by an appropriate authority in the country of origin (e.g., notary public, apostil, Ministry of foreign Affairs, or embassy) such as Business Licenses, Incorporation Certificates, Tax Certificates, Bank Reference Letters, ISO Certifications properly stamped, signed, and dated
Failure to submit properly certified and verifiable documentation may result in disqualification or reduced eligibility.
- The top three suppliers shall present slide presentations to the cross-functional team comprised of R&D, legal and compliance, procurement and Marketing).

23. Queries and Submissions:

All queries related to this document should be addressed to:

Procurement department of ATOMA

Email: temp_ismail.safil@atoma.com.af, sadeequllah@atoma.com.af Phone# 0772227050, 0772222021.