

Finance and Procurement Department

Supply Chain Management

Request for Bids (RFB)

APPOINTMENT OF SERVICE PROVIDER (ONE STOP SHOP) FOR 360-DEGREE MARKETING AND COMMUNICATION SERVICES FOR TWENTY-FOUR (24) MONTHS

Bid Information

Bid Number	sefa:82/MRK/2024
Bid Submission Date	03 March 2024
Bid Description	Appointment of Service Provider (One stop shop) for 360-degree Marketing and Communication Services for Twenty-Four (24) Months.
Bid Validity Period from Date of Publication	120 days
Bid Non-Compulsory Briefing Session	N/A
Address for Non-Compulsory Briefing Session	N/A
Bid Contact Person	Lindiwe Duma lindiwed@sefa.org.za procurement@sefa.org.za wendyr@sefa.org.za
Evaluation Method: Points System	80/20
Deadline for Responding to Clarifications for this bid	27 March 2024
Fraud Hotline <i>to report any wrongful or criminal deception or coercion intended to result in financial or personal gain by any sefa employee or person involved in this bidding process</i>	0800 000 663 (For anonymous reporting)
For complaints	procurement_complaints@sefa.org.za



Special Conditions and Requirement of Contract

APPOINTMENT OF SERVICE PROVIDER (ONE STOP SHOP) FOR 360-DEGREE MARKETING AND COMMUNICATION SERVICES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS

1. INTRODUCTION AND BACKGROUND

- 1.1. Following a Cabinet decision and the State of the Nation address of 2011, the Small Enterprise Finance Agency (SOC) Limited (**sefa**), was established on 01 April 2012 in terms of section 3 (d) of the Industrial Development Corporation Act, No. 22 of 1940 (IDC Act). **sefa** is a wholly owned subsidiary of the Industrial Development Corporation (IDC) and brings together the activities of the three previous structures (Khula, **samaf**, and the IDC small business activities).
- 1.2. **sefa** operates as a Development Finance Institution (DFI) to foster the establishment, development, and growth of Small, Micro, and Medium Enterprises (SMMEs) and contributes towards poverty alleviation, job creation, and economic growth. **sefa** provides products and services to qualifying SMMEs as defined in the National Small Business Act of 1996, as amended in 2004, through a hybrid of wholesale and direct lending channels.

2. BID SUBMISSION REQUIREMENTS

- 2.1. Bids must be submitted in a **sealed envelope and marked** as follows:

ATTENTION: sefa SUPPLY CHAIN MANAGEMENT

Description of the Bid

Bid Number

Name of the Bidder

2.2. GENERAL BID REQUIREMENTS

- a. Bid documents **must** be initialed on every page.
- b. Number of sealed envelopes/files must be composed of one (1) **ORIGINAL** and one (1) electronic PDF **copy** of the original bid proposal document on a memory stick or flash drive.



- c. The bid proposal should be written in English including the certificates.
- d. Submissions of the Bid responses MUST be made by depositing the Bid proposal into the Tender Box situated at **sefa** Head Office at the physical address below on or before the closing date as stated on page 1 of this Request for Bid document under Bid Information.
- e. The bidder will bear all expenses associated with the preparation and submission of this Bid.

2.3. **sefa PHYSICAL ADDRESS**

11 Byls Bridge Boulevard,
Doringkloof,
Centurion,
0157

For more information, please visit the **sefa** website: www.sefa.org.za

2.4. **BID RESPONSES**

2.4.1. **BID FORMAT**

2.4.2. Bidders shall submit their bid response by the requirements as outlined in the Bid Response Template provided in Appendix 1.

2.4.3. Each section must be clearly marked, and the documents must be bound.

2.4.4. The RFB comprises a number of sections and the bidder's proposal must include all the required information and documentation as outlined in this RFB.

2.4.5. **GENERAL CONDITIONS OF THE CONTRACT**

2.4.5.1. Completion of all Standard Bidding Documents (SBD by hand, attached in **Annexures A**, and adhering to all other requirements as outlined on each form. The following SBD and other forms must be duly completed signed, and returned as part of the Bid Proposal:

Annexure A1 - SBD 1: Invitation to Bid.

Annexure A2 - SBD 4: Declaration of Interest.

Annexure A3 - SBD 6.1: Preference Points Claim Form.

2.4.5.2. Bidders are required to submit a Valid Tax Compliant Status (TCS PIN issued by SARS) attached in **Annexures B1**.



- 2.4.5.3. In bids where Consortium, Joint Ventures, and Sub-Contractors are involved, it is required that each party must submit separate proof of Tax Clearance Certificate(s) or *PIN* issued by SARS, attached in **Annexures B2**.
- 2.4.5.4. Submission of a copy of a **valid B-BBEE certificate** issued through a SANAS Accredited Agency, with the exception of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprises (QSEs). These enterprises need to submit B-BBEE **sworn affidavits** as per the requirements of the Department of Trade and Industry (DTI) for qualifying enterprises except those who fall under the Construction Sector Charter Council (CSCC). Other sworn affidavits will not be accepted. The DTI and CSCC affidavit templates are available under **Annexure C**.
- 2.4.5.5. National Treasury **Central Supplier Database (CSD) registration** (The bidder to attach a proof of registration), attached in **Annexures D**.
- 2.4.5.6. Submission of bidder's **Companies & Intellectual Property Commission (CIPC) registration documents**, listing all Directors or Shareholders and certified copies of the Identify Documents (ID) of Directors or Shareholders (not older than three months), attached in **Annexures E**.
- 2.4.6. The bidder must complete and sign each page of General Conditions of The Contract (GCC) in **Annexure F**.
- 2.4.6.1. The successful bidder and its staff shall comply with all the laws of the Republic of South Africa and as it relates to this bid.
- 2.4.6.2. The bidder's staff must be South African citizens and **sefa** reserves the right to validate citizenship.
- 2.4.7. **PRICE PROPOSAL**
- a. Bidders are required to complete and sign pricing proposals in **Annexure O**.
- b. **NB:** Failure to complete and submit a pricing proposal, will lead to disqualification of the bid.
- 2.5. **LATE BIDS**
- Bids submitted at the stated bid address, after the closing date & time, shall not be considered under any circumstances.



2.6. COUNTER CONDITIONS

The bidder's attention is drawn to the fact that amendments to any of the bid conditions or setting of counter conditions by the bidder shall render the bid invalid.

2.7. BID DISTRIBUTION

2.7.1. The distribution of this RFB outside the Republic of South Africa may be restricted or prohibited by the laws of other countries. Recipients of this RFB are advised to familiarize themselves with and comply with all such restrictions or prohibitions applicable in those jurisdictions, and neither **sefa**, nor any of their respective directors, officers, employees, agents, representatives, or advisors, accepts liability to any person or company for any damages arising out of or in connection with the breach of any restriction or provision outside the Republic of South Africa. Persons contemplating submitting a Bid are advised to obtain legal advice as to the possible consequences thereof in terms of the law of the jurisdictions in which they are located.

2.7.2. Recipients of this RFB document may only distribute it to other parties whom they wish to involve as part of their bidder consortium in submitting a bid.

2.8. PRESENTATIONS

sefa reserves the right to require that any bidder provides a formal presentation of its bid proposal, at a date and time to be determined by **sefa**. All instructions and clarification regarding the purpose and scope of the presentation/demonstration shall be provided by **sefa**. The bidder shall bear all expenses associated with the preparation of such presentations/demonstrations.

2.9. EVALUATION PROCESS

This bid will be evaluated in four (4) stages as follows:

Stage 1 - Administrative Compliance Requirements (Initial Screening Process)

Stage 2 - Mandatory Requirements

Stage 3.- Functionality Criteria

Stage 4 - Price and Preference (Specific Goals).



2.9.1 Signage and Branding Services for A Period of Twenty-Four (24) Months will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).

2.9.2. Brand Development (Corporate Identity and Brand Perceptions) and Marketing and Communication Services will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).

2.9.3. Reputation Management Services, Including Media Monitoring and Public Relations Service for a Period of Twenty-Four Months will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).

2.9.4. Website Development and Design, UX And UI Design for a Period of Twenty-Four Months will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).

2.9.5. Intranet Development and Design, UX and UI Design for a Period of Twenty-Four Months will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).



2.9.6. Social media for a Period of Twenty-Four Months will be evaluated as follows:

- Administrative Compliance Requirements (Initial Screening Process)
- Mandatory Requirements
- Functionality Criteria
- Price and Preference (Specific Goals).

2.9.7. STAGE 1: ADMINISTRATIVE SCM COMPLIANCE (APPLICABLE TO ALL SIX CATEGORIES OF THIS TENDER)

During this stage, bid responses will be reviewed for purposes of assessing compliance with the RFB requirements as detailed outlined in this RFB:

- Annexure A1 - SBD 1: Invitation to Bid.
- Annexure A2 - SBD 4: Declaration of Interest.
- Annexure A3 - SBD 6.1: Preference Points Claim Form.
- Annexures B1 - Valid Tax Compliant Status (TCS PIN issued by SARS)
- Annexure B2 - Valid Tax Compliant Status (TCS PIN issued by SARS) Consortium, Joint Ventures, and Sub-Contractors
- Annexure C – BBBEE Certificate / Sworn Affidavit
- Annexure D - National Treasury Central Supplier Database (CSD) registration.
- Annexure E - bidder's Companies & Intellectual Property Commission (CIPC) registration documents.
- Annexure F - General Conditions of The Contract (GCC)

Stage 1 - Administrative Compliance

- a) The Standard Bid Document (SBD 4 & 6.1) forms must be fully completed and signed by the authorized company representative.

The bidder must submit proof of registration on CSD (Central Supplier Database) in the form of a CSD Report.

- b) Submission of valid Tax Compliance Status (TCS) Certificate with a unique security personal, Identification (PIN) issued by the South African Revenue Services certifying that the taxes of the bidder are in the order must be submitted at the closing date and time of the RFQ.
- (d) The bidder must submit a certified valid B-BBEE certificate; in the event of submission of a B-BBEE Sworn Affidavit, the bidder must ensure that the Affidavit



is stamped by the Commissioner of Oath and indicate the ownership percentages and or specific goals of the Bidding entity;

- (e) The bidder must submit Companies & Intellectual Property Commission (CIPC) company registration documents listing all Directors or Shareholders and certified ID copies for directors/shareholders/members/partners.
- (f) The bidder must submit and initial/signed each page of General Condition of Contract (GC).

Note:

- If the bidder is listed on the National Treasury List of Restricted Suppliers shall result in disqualification of the bid
- If any of its Directors are Listed on the Register of Defaulters shall result in disqualification of the bid.
- If the status of the bidder is reflecting deregistered on CIPC and or CSD shall result in disqualification of the bid.

Note: All bidders who do not comply with the items listed above may be disqualified and not be evaluated further.

2.9.8. STAGE 2: Mandatory Requirements (Each category of this tender has its own mandatory requirements as per areas of specialization).

All bids will be evaluated by the evaluation panel independently in terms of the set evaluation criteria for mandatory.

No.	Sub-Tender Category / Description	Annexures
1.	Signage and Branding Services for a Period of Twenty-Four (24) Months	Annexure G
2.	Brand Development (Corporate Identity and Brand Perceptions) and Marketing and Communication Services.	Annexure H
3.	Reputation Management Services, Including Media Monitoring and Public Relations Service for a Period of Twenty-Four Months.	Annexure I
4.	Website Development and Design, UX and UI Design for a Period of Twenty-Four Months.	Annexure J



No.	Sub-Tender Category / Description	Annexures
5.	Intranet Development and Design, UX and UI Design for a Period of Twenty-Four Months.	Annexure K
6.	Social media for a Period of Twenty-Four Months	Annexure L

2.9.9. STAGE 3 - Functionality Evaluation (Each category of this tender has its own functionality requirements as per areas of specialization).

- a. All bids will be evaluated independently by the evaluation panel members in terms of the defined evaluation criteria for functionality evaluation.
- b. The bidder must score a minimum of **60 points out of 100** on functionality on each of the followings:

No.	Sub-Tender Category / Description	Annexures
1.	Signage and Branding Services for A Period of Twenty-Four (24) Months	Annexure G
2.	Brand Development (Corporate Identity and Brand Perceptions) and Marketing and Communication Services.	Annexure H
3.	Reputation Management Services, Including Media Monitoring and Public Relations Service for a Period of Twenty-Four Months.	Annexure I
4.	Website Development and Design, UX And UI Design for a Period of Twenty-Four Months.	Annexure J
5.	Intranet Development and Design, UX and UI Design for a Period of Twenty-Four Months.	Annexure K
6.	Social media for a Period of Twenty-Four Months	Annexure L

- c. Bidders that score less than 60 points in one or more of the above listed categories will be disqualified and not be considered for further evaluation.
- d. Bids will be evaluated on Functional requirements as outlined from Annexure **G** **to L**.



2.9.10. STAGE 4: EVALUATION OF PROPOSAL ON APPLICABLE POINTS SYSTEM (CRITERIA IS DETAILED IN Annexure M).

- 2.9.10.1. Only bidders that have scored a minimum of **60/100** on functionality on each category as listed above will be evaluated on pricing and specific goals.
- 2.9.10.2. In terms of Preferential Procurement Regulations pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000) and the amended regulations, responsive bids will be adjudicated by the State on the applicable point system.
- 2.9.10.3. The applicable preference point system for this tender is the 80/20 preference point system.
- 2.9.10.4. In terms of the 80/20 points system, points are awarded to bidders on the basis of:

CRITERIA	POINTS
Price	80
Specific Goals	20
TOTAL	100 POINTS

3. POST AWARD CONDITIONS

- 3.1. Services will be rendered during working hours from Mondays to Fridays unless otherwise stated in the Scope of Work / Terms of Reference.
- 3.2. The successful bidder shall submit a monthly statement of all outstanding payments, credit notes issued, and payments made. Such statements shall also contain the order number, the details of the date of the transaction, the invoice number, the remittance number, and credit note details.
- 3.3. **sefa** shall not be held responsible in any way for any damages, losses, theft of equipment, or any valuables of the successful bidder or injury of his/her employees whilst on site or in the execution of their duties.
- 3.4. All procurement related to this service, as outlined in this RFB, shall be conducted by **sefa's** Supply Chain Management department only.



4. **STAFF REQUIREMENTS**

- 4.1. The successful bidder must ensure the following:
- a. That the staff working under this contract are in good health.
 - b. That they are adequately trained prior to the commencement of the contract.
 - c. That replacement staff is available should the need arise. The bidder is obligated to inform **sefa** of any removal and replacement and the replacement of staff can only be done with the formal approval of **sefa**.
 - d. Staff must be dressed appropriately and where required;
 - e. The bidder's staff must be South African citizens and **sefa** reserves the right to validate citizenship.

5. **RESOURCE REQUIREMENTS**

The successful bidder must provide the following equipment, if required by the bidder's staff, in the execution of their duties:

- Laptop or similar device.
- Internet connectivity.
- Transportation and/or vehicle (if required) to deliver the service outlined in this bid.
- Cellphone and/or landline.

6. **SERVICE LEVEL AGREEMENT**

- 6.1. The successful bidder will be required to enter into a Service Level Agreement with **sefa**.
- 6.2. A performance measurement processes will form an integral part of the Service Level Agreement, to be signed after the successful bidder has been appointed.

7. **SUPPLIER DUE DILIGENCE**

- 7.1. **sefa** reserves the right to conduct bidder due diligence to short-listed bidders prior to the final award or at any time during the contract period. This may include site visits if applicable.
- 7.2. **sefa** reserves the right to request the successful bidder and its staff to undergo a security vetting and/or credit vetting processes via external services providers such as Credit Bureaus and the South African Police Services. By submitting a bid proposal,



the bidder gives explicit approval for **sefa** to conduct such vetting requirements, if and when required.

8. **BID CANCELLATION**

In the case of the cancellation of this RFB, **sefa** shall endeavour to inform all bidders, through the same medium used for the communication of the RFB.

9. **MATERIAL CHANGES**

9.1. Any material changes in the control and/or composition of any bidder or any core member of a bidder after submission of a Bid, shall require the prior written approval of **sefa**, and any failure to seek such approval from **sefa** shall result in **sefa** being entitled, in its sole discretion, to exclude the relevant bidder from any further participation in the bid process or to cancel the engagement. This shall be interpreted to include post-appointment and subcontracting of work arising out of this bid to complete certain work.

9.2. **sefa** shall be the sole arbiter as to what constitutes a “material change in the control and/or composition of any bidder”, and as to what constitutes a “core member of a bidder” for purposes of such approval. Any request for such approval shall be made to **sefa’s** Supply Chain Management in writing and shall provide sufficient reasons and information to allow **sefa** to make such a decision. **sefa** reserves the right to accept or reject any such request for approval.

10. **FRAUD ALERT**

10.1. **sefa** takes a zero-tolerance approach to fraud, corruption, and bribery.

10.2. **sefa** is committed to acting fairly, and with integrity, in all its relationships and business dealings both internally and externally (with its suppliers, contractors, and other stakeholders).

10.3. Please note that under no circumstances will **sefa** ever require any payment to secure an award of an RFP or a tender. Individuals that claim that an upfront payment to an individual, third party, or a **sefa** official, is a blatant attempt at defrauding bidders and such a scam must immediately be reported to the **sefa** Anti-Corruption line. **sefa** follows a fair, competitive, and transparent procurement process in evaluating and awarding bids.



10.4. Should you or anyone wish to report any suspected fraud, corruption, or bribery, you can BLOW the whistle by calling a free hotline on **0800 000 663**.

11. **COMMUNICATION**

11.1. **sefa** may communicate with bidders where clarity is sought after the closing date of the bid and before the award of the contract, or to extend the validity period of the bid, if necessary. Such communications will be done via the Supply Chain officials listed as the contact persons for this bid process.

11.2. All communication (enquiries/clarifications) relating to this bid shall take place between the bidder and the Supply Chain Management officials listed as the contact persons for this bid process. Such communication shall be done in writing only.

11.3. Communication between the closing date and the award of the bid, between the bidder and other **sefa** officials or persons acting in an advisory capacity for the State, in respect of this bid, is prohibited.

12. **CONTACT DETAILS**

12.1. Main Contact

Name : **Lindiwe Duma / Wendy Rakitla**

Email: lindiwed@sefa.org.za/procurement@sefa.org.za/wendyr@sefa.org.za

NB: Communication outside this platform is **strictly prohibited** and should bidders be found to be in contact with any of **sefa's** staff members on matters relating to this bid, such bidders shall automatically be disqualified from this bid process.

13. **SCOPE OF WORK / TERMS OF REFERENCE**

The Scope of Work / Term of Reference is attached as **Annexure N**.



14. **ANNEXURES**

- Annexure A1 - SBD 1: Invitation to Bid.
- Annexure A2 - SBD 4: Declaration of Interest.
- Annexure A3 - SBD 6.1: Preference Points Claim Form.
- Annexure B1 - Valid Tax Compliant Status (TCS PIN issued by SARS)
- Annexure B2 - Valid Tax Compliant Status (TCS PIN issued by SARS) Consortium, Joint Ventures, and Sub-Contractors
- Annexure C – BBBEE Certificate / Sworn Affidavit
- Annexure D - National Treasury Central Supplier Database (CSD) registration.
- Annexure E - bidder's Companies & Intellectual Property Commission (CIPC) registration documents.
- Annexure F - General Conditions of The Contract (GCC)
- Annexure G - Evaluation Criteria for Signage and Branding Services for A Period of Twenty-Four (24) Months
- Annexure H - Evaluation Criteria for Brand Development (Corporate Identity and Brand Perceptions) and Marketing and Communication Services.
- Annexure I - Evaluation Criteria for Reputation Management Services, Including Media Monitoring and Public Relations Service for a Period of Twenty-Four Months.
- Annexure J - Evaluation Criteria for Website Development and Design, UX And UI Design for a Period of Twenty-Four Months.
- Annexure K - Evaluation Criteria for Intranet Development and Design, UX and UI Design for a Period of Twenty-Four Months.
- Annexure L - Evaluation Criteria for Social media for a Period of Twenty-Four Months
- Annexure M – Price and Specific Goal Criteria
- Annexure N - The Scope of Work / Term of Reference
- Annexure O – Pricing Schedule

Appendix 1: Bid Proposal Template



ANNEXURE A1

SBD 1

PART A - INVITATION TO BID

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (NAME OF DEPARTMENT/ PUBLIC ENTITY)					
BID NUMBER:	sefa:82/MRK/2024	CLOSING DATE:	03 APRIL 2024	CLOSING TIME:	11:00 AM
DESCRIPTION	APPOINTMENT OF SERVICE PROVIDER (ONE STOP SHOP) FOR 360-DEGREE MARKETING AND COMMUNICATION SERVICES FOR TWENTY-FOUR (24) MONTHS				
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)					
Bylsbridge Office Park					
Building14 Block D 11 Bylsbridge Boulevard					
Cnr Jean Ave and Olievenhoutbosch Centurion					
0157					
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO			TECHNICAL ENQUIRIES MAY BE DIRECTED TO:		
CONTACT PERSON	Lindiwe Duma / Wendy Rakitla		CONTACT PERSON	Vhongani Shumba	
TELEPHONE NUMBER	N/A		TELEPHONE NUMBER	N/A	
FACSIMILE NUMBER	N/A		FACSIMILE NUMBER	N/A	
E-MAIL ADDRESS	lindiwed@sefa.org.za / wendyr@sefa.org.za		E-MAIL ADDRESS	Vhonganis@sefa.org.za	
SUPPLIER INFORMATION					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
FACSIMILE NUMBER	CODE		NUMBER		
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT		[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]					



ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES ENCLOSE PROOF]	ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES, ANSWER THE QUESTIONNAIRE BELOW]
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QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS

IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?	<input type="checkbox"/> YES <input type="checkbox"/> NO
DOES THE ENTITY HAVE A BRANCH IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?	<input type="checkbox"/> YES <input type="checkbox"/> NO
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.	



PART B

TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:
1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED–(NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).
2. TAX COMPLIANCE REQUIREMENTS
2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE.”

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

CAPACITY UNDER WHICH THIS BID IS SIGNED:
(Proof of authority must be submitted e.g. company resolution)

DATE:



ANNEXURE A2

SBD 4

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offer regarding this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s is listed in the Register for Tender Defaulters and the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors/trustees / shareholders/members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**
- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietors/directors/trustees/shareholders / members/ partners or any person with a controlling interest in the enterprise in the table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....
.....

2.4 DECLARATION

I, the undersigned, (name).....
in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

3.1 I have read, and I understand the contents of this disclosure.

3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect.

3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement, or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.

3.4 In addition, there have been no consultations, communications, agreements, or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.

3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.



bid opening or of the awarding of the contract.

- 3.5 There have been no consultations, communications, agreements, or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

Position

Name of bidder



ANNEXURE A3

SBD 6.1

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 To be completed by the organ of state

- a) The applicable preference point system for this tender is the 80/20 preference point system.
- b) Either the 80/20 preference point system will be applicable in this tender. The lowest/highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:



	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **"tender"** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **"price"** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **"rand value"** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **"tender for income-generating contracts"** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **"the Act"** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE



3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) & \mathbf{or} & Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) & \mathbf{or} & Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:



- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.
(Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 method) (To be completed by the tenderer)
Black Ownership	10	
30% Black women ownership	5	
Any % of ownership by Black Designated Group >0	3	
Reconstruction Development Programme Objective: Promotion of SMMEs (Entities that are EME or QSE)	2	

DECLARATION WITH REGARD TO COMPANY/FIRM

- 4.3. Name of company/firm.....
- 4.4. Company registration number:
- 4.5. TYPE OF COMPANY/ FIRM
- Partnership/Joint Venture / Consortium
 - One-person business/sole propriety
 - Close corporation



- Public Company
- Personal Liability Company
- (Pty) Limited
- Non-Profit Company
- State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

..... SIGNATURE(S) OF TENDERER(S)	
SURNAME AND NAME:
DATE:
ADDRESS:



Valid Tax Compliant Status (TCS PIN issued by SARS).



ANNEXURE B2

Valid Tax Compliant Status (TCS PIN issued by SARS)

In bids where Consortium, Joint Ventures, and Sub-Contractors are involved, it is required that each party must submit separate proof of Tax Clearance Certificate(s) or *PIN* issued by SARS.



ANNEXURE C
VALID B-BBEE CERTIFICATE OR SWORN AFFIDAVIT

*Bidders must submit a copy of a **valid B-BBEE certificate** issued through a SANAS Accredited Agency, with the exception of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprises (QSEs). These enterprises need to submit B-BBEE **sworn affidavits** as per the requirements of the Department of Trade and Industry (DTI) for qualifying enterprises except those who fall under the Construction Sector Charter Council (CSCC). Other sworn affidavits will not be accepted.*

To Insert Sworn Affidavit Templates Here, before tender issue

SWORN AFFIDAVIT – B-BBEE EXEMPTED MICRO ENTERPRISE - GENERAL

I, the undersigned,

Full name & Surname	
Identity number	

Hereby declare under oath as follows:

1. The contents of this statement are to the best of my knowledge a true reflection of the facts.
2. I am a Member / Director / Owner (**Select one**) of the following enterprise and am duly authorised to act on its behalf:

Enterprise Name:	
Trading Name (If Applicable):	
Registration Number:	
Vat Number (If applicable)	
Enterprise Physical Address:	
Type of Entity (CC, (Pty) Ltd, Sole Prop etc.):	
Nature of Business:	
Definition of “Black People”	<p>As per the Broad-Based Black Economic Empowerment Act 53 of 2003 as Amended by Act No 46 of 2013 “Black People” is a generic term which means Africans, Coloureds and Indians –</p> <ol style="list-style-type: none"> (a) who are citizens of the Republic of South Africa by birth or descent; or (b) who became citizens of the Republic of South Africa by naturalisation- <ol style="list-style-type: none"> i. before 27 April 1994; or ii. on or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalization prior to that date;”
Definition of “Black Designated Groups”	<p>“Black Designated Groups means:</p> <ol style="list-style-type: none"> (a) unemployed black people not attending and not required by law to attend an educational institution and not awaiting admission to an educational institution; (b) Black people who are youth as defined in the National Youth Commission Act of 1996; (c) Black people who are persons with disabilities as defined in the Code of Good Practice on employment of people with disabilities issued under the Employment Equity Act; (d) Black people living in rural and under developed areas; (e) Black military veterans who qualifies to be called a military veteran in terms of the Military Veterans Act 18 of 2011;”

3. I hereby declare under Oath that:

- The Enterprise is _____% Black Owned using the flow-through principle as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- The Enterprise is _____% Black Female Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- The Enterprise is _____% Black Designated Group Owned as per Amended Code Series 100 of the Amended Codes of Good Practice issued under section 9 (1) of B-BBEE Act No 53 of 2003 as Amended by Act No 46 of 2013,
- Black Designated Group Owned % Breakdown as per the definition stated above:
 - Black Youth % = _____%
 - Black Disabled % = _____%
 - Black Unemployed % = _____%
 - Black People living in Rural areas % = _____%
 - Black Military Veterans % = _____%
- Based on the Audited Financial Statements/Financial Statements and other information available on the latest financial year-end of _____ (DD/MM/YYYY), the annual Total Revenue was R10,000,000.00 (Ten Million Rands) or less
- Please Confirm on the below table the B-BBEE Level Contributor, **by ticking the applicable box.**

100% Black Owned	Level One (135% B-BBEE procurement recognition level)	
At least 51% Black Owned	Level Two (125% B-BBEE procurement recognition level)	
Less than 51% Black Owned	Level Four (100% B-BBEE procurement recognition level)	

4. I know and understand the contents of this affidavit and I have no objection to take the prescribed oath and consider the oath binding on my conscience and on the Owners of the Enterprise which I represent in this matter.
5. The sworn affidavit will be valid for a period of 12 months from the date signed by commissioner.

Deponent Signature: _____

Date : _____

Commissioner of Oaths

Signature & stamp

Date:



ANNEXURE D

National Treasury **Central Supplier Database (CSD) registration** (The bidder to attach a proof of registration).



ANNEXURE E

Submission of bidder's **Companies & Intellectual Property Commission (CIPC) registration documents**, listing all Directors or Shareholders and certified copies of the Identify Documents (ID) of Directors or Shareholders (not older than three months).



ANNEXURE F

The bidder must complete and sign each page of General Conditions of The Contract (GCC)

GOVERNMENT PROCUREMENT
GENERAL CONDITIONS OF CONTRACT

NOTES

The purpose of this document is to:

- (i) Draw special attention to certain general conditions applicable to government bids, contracts and orders; and
- (ii) To ensure that clients be familiar with regard to the rights and obligations of all parties involved in doing business with government.

In this document words in the singular also mean in the plural and vice versa and words in the masculine also mean in the feminine and neuter.

- The General Conditions of Contract will form part of all bid documents and may not be amended.
- Special Conditions of Contract (SCC) relevant to a specific bid, should be compiled separately for every bid (if applicable) and will supplement the General Conditions of Contract. Whenever there is a conflict, the provisions in the SCC shall prevail.

TABLE OF CLAUSES

1. Definitions
2. Application
3. General
4. Standards
5. Use of contract documents and information; inspection
6. Patent rights
7. Performance security
8. Inspections, tests and analysis
9. Packing
10. Delivery and documents
11. Insurance
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13. Incidental services
14. Spare parts
15. Warranty
16. Payment
17. Prices
18. Contract amendments
19. Assignment
20. Subcontracts
21. Delays in the supplier's performance
22. Penalties
23. Termination for default
24. Dumping and countervailing duties
25. Force Majeure
26. Termination for insolvency
27. Settlement of disputes
28. Limitation of liability
29. Governing language
30. Applicable law
31. Notices
32. Taxes and duties
33. National Industrial Participation Programme (NIPP)

General Conditions of Contract

1. Definitions

1. The following terms shall be interpreted as indicated:
 - 1.1 “Closing time” means the date and hour specified in the bidding documents for the receipt of bids.
 - 1.2 “Contract” means the written agreement entered into between the purchaser and the supplier, as recorded in the contract form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
 - 1.3 “Contract price” means the price payable to the supplier under the contract for the full and proper performance of his contractual obligations.
 - 1.4 “Corrupt practice” means the offering, giving, receiving, or soliciting of any thing of value to influence the action of a public official in the procurement process or in contract execution.
 - 1.5 "Countervailing duties" are imposed in cases where an enterprise abroad is subsidized by its government and encouraged to market its products internationally.
 - 1.6 “Country of origin” means the place where the goods were mined, grown or produced or from which the services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembly of components, a commercially recognized new product results that is substantially different in basic characteristics or in purpose or utility from its components.
 - 1.7 “Day” means calendar day.
 - 1.8 “Delivery” means delivery in compliance of the conditions of the contract or order.
 - 1.9 “Delivery ex stock” means immediate delivery directly from stock actually on hand.
 - 1.10 “Delivery into consignees store or to his site” means delivered and unloaded in the specified store or depot or on the specified site in compliance with the conditions of the contract or order, the supplier bearing all risks and charges involved until the supplies are so delivered and a valid receipt is obtained.
 - 1.11 "Dumping" occurs when a private enterprise abroad market its goods on own initiative in the RSA at lower prices than that of the country of origin and which have the potential to harm the local industries in the RSA.
 - 1.12 ”Force majeure” means an event beyond the control of the supplier and not involving the supplier’s fault or negligence and not foreseeable.

Such events may include, but is not restricted to, acts of the purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

- 1.13 “Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of any bidder, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the bidder of the benefits of free and open competition.
- 1.14 “GCC” means the General Conditions of Contract.
- 1.15 “Goods” means all of the equipment, machinery, and/or other materials that the supplier is required to supply to the purchaser under the contract.
- 1.16 “Imported content” means that portion of the bidding price represented by the cost of components, parts or materials which have been or are still to be imported (whether by the supplier or his subcontractors) and which costs are inclusive of the costs abroad, plus freight and other direct importation costs such as landing costs, dock dues, import duty, sales duty or other similar tax or duty at the South African place of entry as well as transportation and handling charges to the factory in the Republic where the supplies covered by the bid will be manufactured.
- 1.17 “Local content” means that portion of the bidding price which is not included in the imported content provided that local manufacture does take place.
- 1.18 “Manufacture” means the production of products in a factory using labour, materials, components and machinery and includes other related value-adding activities.
- 1.19 “Order” means an official written order issued for the supply of goods or works or the rendering of a service.
- 1.20 “Project site,” where applicable, means the place indicated in bidding documents.
- 1.21 “Purchaser” means the organization purchasing the goods.
- 1.22 “Republic” means the Republic of South Africa.
- 1.23 “SCC” means the Special Conditions of Contract.
- 1.24 “Services” means those functional services ancillary to the supply of the goods, such as transportation and any other incidental services, such as installation, commissioning, provision of technical assistance, training, catering, gardening, security, maintenance and other such obligations of the supplier covered under the contract.
- 1.25 “Written” or “in writing” means handwritten in ink or any form of electronic or mechanical writing.

- 2. Application**
- 2.1 These general conditions are applicable to all bids, contracts and orders including bids for functional and professional services, sales, hiring, letting and the granting or acquiring of rights, but excluding immovable property, unless otherwise indicated in the bidding documents.
- 2.2 Where applicable, special conditions of contract are also laid down to cover specific supplies, services or works.
- 2.3 Where such special conditions of contract are in conflict with these general conditions, the special conditions shall apply.
- 3. General**
- 3.1 Unless otherwise indicated in the bidding documents, the purchaser shall not be liable for any expense incurred in the preparation and submission of a bid. Where applicable a non-refundable fee for documents may be charged.
- 3.2 With certain exceptions, invitations to bid are only published in the Government Tender Bulletin. The Government Tender Bulletin may be obtained directly from the Government Printer, Private Bag X85, Pretoria 0001, or accessed electronically from www.treasury.gov.za
- 4. Standards**
- 4.1 The goods supplied shall conform to the standards mentioned in the bidding documents and specifications.
- 5. Use of contract documents and information; inspection.**
- 5.1 The supplier shall not, without the purchaser's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample, or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the supplier in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.
- 5.2 The supplier shall not, without the purchaser's prior written consent, make use of any document or information mentioned in GCC clause 5.1 except for purposes of performing the contract.
- 5.3 Any document, other than the contract itself mentioned in GCC clause 5.1 shall remain the property of the purchaser and shall be returned (all copies) to the purchaser on completion of the supplier's performance under the contract if so required by the purchaser.
- 5.4 The supplier shall permit the purchaser to inspect the supplier's records relating to the performance of the supplier and to have them audited by auditors appointed by the purchaser, if so required by the purchaser.
- 6. Patent rights**
- 6.1 The supplier shall indemnify the purchaser against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the goods or any part thereof by the purchaser.
- 7. Performance security**
- 7.1 Within thirty (30) days of receipt of the notification of contract award, the successful bidder shall furnish to the purchaser the performance security of the amount specified in SCC.

- 7.2 The proceeds of the performance security shall be payable to the purchaser as compensation for any loss resulting from the supplier's failure to complete his obligations under the contract.
- 7.3 The performance security shall be denominated in the currency of the contract, or in a freely convertible currency acceptable to the purchaser and shall be in one of the following forms:
- (a) a bank guarantee or an irrevocable letter of credit issued by a reputable bank located in the purchaser's country or abroad, acceptable to the purchaser, in the form provided in the bidding documents or another form acceptable to the purchaser; or
 - (b) a cashier's or certified cheque
- 7.4 The performance security will be discharged by the purchaser and returned to the supplier not later than thirty (30) days following the date of completion of the supplier's performance obligations under the contract, including any warranty obligations, unless otherwise specified in SCC.

**8. Inspections,
tests and
analyses**

- 8.1 All pre-bidding testing will be for the account of the bidder.
- 8.2 If it is a bid condition that supplies to be produced or services to be rendered should at any stage during production or execution or on completion be subject to inspection, the premises of the bidder or contractor shall be open, at all reasonable hours, for inspection by a representative of the Department or an organization acting on behalf of the Department.
- 8.3 If there are no inspection requirements indicated in the bidding documents and no mention is made in the contract, but during the contract period it is decided that inspections shall be carried out, the purchaser shall itself make the necessary arrangements, including payment arrangements with the testing authority concerned.
- 8.4 If the inspections, tests and analyses referred to in clauses 8.2 and 8.3 show the supplies to be in accordance with the contract requirements, the cost of the inspections, tests and analyses shall be defrayed by the purchaser.
- 8.5 Where the supplies or services referred to in clauses 8.2 and 8.3 do not comply with the contract requirements, irrespective of whether such supplies or services are accepted or not, the cost in connection with these inspections, tests or analyses shall be defrayed by the supplier.
- 8.6 Supplies and services which are referred to in clauses 8.2 and 8.3 and which do not comply with the contract requirements may be rejected.
- 8.7 Any contract supplies may on or after delivery be inspected, tested or analyzed and may be rejected if found not to comply with the requirements of the contract. Such rejected supplies shall be held at the cost and risk of the supplier who shall, when called upon, remove them immediately at his own cost and forthwith substitute them with

supplies which do comply with the requirements of the contract. Failing such removal the rejected supplies shall be returned at the suppliers cost and risk. Should the supplier fail to provide the substitute supplies forthwith, the purchaser may, without giving the supplier further opportunity to substitute the rejected supplies, purchase such supplies as may be necessary at the expense of the supplier.

8.8 The provisions of clauses 8.4 to 8.7 shall not prejudice the right of the purchaser to cancel the contract on account of a breach of the conditions thereof, or to act in terms of Clause 23 of GCC.

9. Packing

9.1 The supplier shall provide such packing of the goods as is required to prevent their damage or deterioration during transit to their final destination, as indicated in the contract. The packing shall be sufficient to withstand, without limitation, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit, and open storage. Packing, case size and weights shall take into consideration, where appropriate, the remoteness of the goods' final destination and the absence of heavy handling facilities at all points in transit.

9.2 The packing, marking, and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the contract, including additional requirements, if any, specified in SCC, and in any subsequent instructions ordered by the purchaser.

10. Delivery and documents

10.1 Delivery of the goods shall be made by the supplier in accordance with the terms specified in the contract. The details of shipping and/or other documents to be furnished by the supplier are specified in SCC.

10.2 Documents to be submitted by the supplier are specified in SCC.

11. Insurance

11.1 The goods supplied under the contract shall be fully insured in a freely convertible currency against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery in the manner specified in the SCC.

12. Transportation

12.1 Should a price other than an all-inclusive delivered price be required, this shall be specified in the SCC.

13. Incidental services

13.1 The supplier may be required to provide any or all of the following services, including additional services, if any, specified in SCC:

- (a) performance or supervision of on-site assembly and/or commissioning of the supplied goods;
- (b) furnishing of tools required for assembly and/or maintenance of the supplied goods;
- (c) furnishing of a detailed operations and maintenance manual for each appropriate unit of the supplied goods;
- (d) performance or supervision or maintenance and/or repair of the supplied goods, for a period of time agreed by the parties, provided that this service shall not relieve the supplier of any warranty obligations under this contract; and

- (e) training of the purchaser's personnel, at the supplier's plant and/or on-site, in assembly, start-up, operation, maintenance, and/or repair of the supplied goods.

13.2 Prices charged by the supplier for incidental services, if not included in the contract price for the goods, shall be agreed upon in advance by the parties and shall not exceed the prevailing rates charged to other parties by the supplier for similar services.

14. Spare parts

14.1 As specified in SCC, the supplier may be required to provide any or all of the following materials, notifications, and information pertaining to spare parts manufactured or distributed by the supplier:

- (a) such spare parts as the purchaser may elect to purchase from the supplier, provided that this election shall not relieve the supplier of any warranty obligations under the contract; and
- (b) in the event of termination of production of the spare parts:
 - (i) Advance notification to the purchaser of the pending termination, in sufficient time to permit the purchaser to procure needed requirements; and
 - (ii) following such termination, furnishing at no cost to the purchaser, the blueprints, drawings, and specifications of the spare parts, if requested.

15. Warranty

15.1 The supplier warrants that the goods supplied under the contract are new, unused, of the most recent or current models, and that they incorporate all recent improvements in design and materials unless provided otherwise in the contract. The supplier further warrants that all goods supplied under this contract shall have no defect, arising from design, materials, or workmanship (except when the design and/or material is required by the purchaser's specifications) or from any act or omission of the supplier, that may develop under normal use of the supplied goods in the conditions prevailing in the country of final destination.

15.2 This warranty shall remain valid for twelve (12) months after the goods, or any portion thereof as the case may be, have been delivered to and accepted at the final destination indicated in the contract, or for eighteen (18) months after the date of shipment from the port or place of loading in the source country, whichever period concludes earlier, unless specified otherwise in SCC.

15.3 The purchaser shall promptly notify the supplier in writing of any claims arising under this warranty.

15.4 Upon receipt of such notice, the supplier shall, within the period specified in SCC and with all reasonable speed, repair or replace the defective goods or parts thereof, without costs to the purchaser.

15.5 If the supplier, having been notified, fails to remedy the defect(s) within the period specified in SCC, the purchaser may proceed to take such remedial action as may be necessary, at the supplier's risk and expense and without prejudice to any other rights which the purchaser may have against the supplier under the contract.

- 16. Payment**
- 16.1 The method and conditions of payment to be made to the supplier under this contract shall be specified in SCC.
- 16.2 The supplier shall furnish the purchaser with an invoice accompanied by a copy of the delivery note and upon fulfillment of other obligations stipulated in the contract.
- 16.3 Payments shall be made promptly by the purchaser, but in no case later than thirty (30) days after submission of an invoice or claim by the supplier.
- 16.4 Payment will be made in Rand unless otherwise stipulated in SCC.
- 17. Prices**
- 17.1 Prices charged by the supplier for goods delivered and services performed under the contract shall not vary from the prices quoted by the supplier in his bid, with the exception of any price adjustments authorized in SCC or in the purchaser's request for bid validity extension, as the case may be.
- 18. Contract amendments**
- 18.1 No variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties concerned.
- 19. Assignment**
- 19.1 The supplier shall not assign, in whole or in part, its obligations to perform under the contract, except with the purchaser's prior written consent.
- 20. Subcontracts**
- 20.1 The supplier shall notify the purchaser in writing of all subcontracts awarded under this contracts if not already specified in the bid. Such notification, in the original bid or later, shall not relieve the supplier from any liability or obligation under the contract.
- 21. Delays in the supplier's performance**
- 21.1 Delivery of the goods and performance of services shall be made by the supplier in accordance with the time schedule prescribed by the purchaser in the contract.
- 21.2 If at any time during performance of the contract, the supplier or its subcontractor(s) should encounter conditions impeding timely delivery of the goods and performance of services, the supplier shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and its cause(s). As soon as practicable after receipt of the supplier's notice, the purchaser shall evaluate the situation and may at his discretion extend the supplier's time for performance, with or without the imposition of penalties, in which case the extension shall be ratified by the parties by amendment of contract.
- 21.3 No provision in a contract shall be deemed to prohibit the obtaining of supplies or services from a national department, provincial department, or a local authority.
- 21.4 The right is reserved to procure outside of the contract small quantities or to have minor essential services executed if an emergency arises, the supplier's point of supply is not situated at or near the place where the supplies are required, or the supplier's services are not readily available.

21.5 Except as provided under GCC Clause 25, a delay by the supplier in the performance of its delivery obligations shall render the supplier liable to the imposition of penalties, pursuant to GCC Clause 22, unless an extension of time is agreed upon pursuant to GCC Clause 21.2 without the application of penalties.

21.6 Upon any delay beyond the delivery period in the case of a supplies contract, the purchaser shall, without canceling the contract, be entitled to purchase supplies of a similar quality and up to the same quantity in substitution of the goods not supplied in conformity with the contract and to return any goods delivered later at the supplier's expense and risk, or to cancel the contract and buy such goods as may be required to complete the contract and without prejudice to his other rights, be entitled to claim damages from the supplier.

22. Penalties

22.1 Subject to GCC Clause 25, if the supplier fails to deliver any or all of the goods or to perform the services within the period(s) specified in the contract, the purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price, as a penalty, a sum calculated on the delivered price of the delayed goods or unperformed services using the current prime interest rate calculated for each day of the delay until actual delivery or performance. The purchaser may also consider termination of the contract pursuant to GCC Clause 23.

23. Termination for default

23.1 The purchaser, without prejudice to any other remedy for breach of contract, by written notice of default sent to the supplier, may terminate this contract in whole or in part:

- (a) if the supplier fails to deliver any or all of the goods within the period(s) specified in the contract, or within any extension thereof granted by the purchaser pursuant to GCC Clause 21.2;
- (b) if the Supplier fails to perform any other obligation(s) under the contract; or
- (c) if the supplier, in the judgment of the purchaser, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.

23.2 In the event the purchaser terminates the contract in whole or in part, the purchaser may procure, upon such terms and in such manner as it deems appropriate, goods, works or services similar to those undelivered, and the supplier shall be liable to the purchaser for any excess costs for such similar goods, works or services. However, the supplier shall continue performance of the contract to the extent not terminated.

23.3 Where the purchaser terminates the contract in whole or in part, the purchaser may decide to impose a restriction penalty on the supplier by prohibiting such supplier from doing business with the public sector for a period not exceeding 10 years.

23.4 If a purchaser intends imposing a restriction on a supplier or any person associated with the supplier, the supplier will be allowed a time period of not more than fourteen (14) days to provide reasons why the envisaged restriction should not be imposed. Should the supplier fail to respond within the stipulated fourteen (14) days the purchaser may regard

the intended penalty as not objected against and may impose it on the supplier.

23.5 Any restriction imposed on any person by the Accounting Officer / Authority will, at the discretion of the Accounting Officer / Authority, also be applicable to any other enterprise or any partner, manager, director or other person who wholly or partly exercises or exercised or may exercise control over the enterprise of the first-mentioned person, and with which enterprise or person the first-mentioned person, is or was in the opinion of the Accounting Officer / Authority actively associated.

23.6 If a restriction is imposed, the purchaser must, within five (5) working days of such imposition, furnish the National Treasury, with the following information:

- (i) the name and address of the supplier and / or person restricted by the purchaser;
- (ii) the date of commencement of the restriction
- (iii) the period of restriction; and
- (iv) the reasons for the restriction.

These details will be loaded in the National Treasury's central database of suppliers or persons prohibited from doing business with the public sector.

23.7 If a court of law convicts a person of an offence as contemplated in sections 12 or 13 of the Prevention and Combating of Corrupt Activities Act, No. 12 of 2004, the court may also rule that such person's name be endorsed on the Register for Tender Defaulters. When a person's name has been endorsed on the Register, the person will be prohibited from doing business with the public sector for a period not less than five years and not more than 10 years. The National Treasury is empowered to determine the period of restriction and each case will be dealt with on its own merits. According to section 32 of the Act the Register must be open to the public. The Register can be perused on the National Treasury website.

24. Anti-dumping and countervailing duties and rights

24.1 When, after the date of bid, provisional payments are required, or anti-dumping or countervailing duties are imposed, or the amount of a provisional payment or anti-dumping or countervailing right is increased in respect of any dumped or subsidized import, the State is not liable for any amount so required or imposed, or for the amount of any such increase. When, after the said date, such a provisional payment is no longer required or any such anti-dumping or countervailing right is abolished, or where the amount of such provisional payment or any such right is reduced, any such favourable difference shall on demand be paid forthwith by the contractor to the State or the State may deduct such amounts from moneys (if any) which may otherwise be due to the contractor in regard to supplies or services which he delivered or rendered, or is to deliver or render in terms of the contract or any other contract or any other amount which may be due to him

25. Force Majeure

25.1 Notwithstanding the provisions of GCC Clauses 22 and 23, the supplier shall not be liable for forfeiture of its performance security,

damages, or termination for default if and to the extent that his delay in performance or other failure to perform his obligations under the contract is the result of an event of force majeure.

25.2 If a force majeure situation arises, the supplier shall promptly notify the purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the supplier shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the force majeure event.

26. Termination for insolvency

26.1 The purchaser may at any time terminate the contract by giving written notice to the supplier if the supplier becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the supplier, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the purchaser.

27. Settlement of Disputes

27.1 If any dispute or difference of any kind whatsoever arises between the purchaser and the supplier in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.

27.2 If, after thirty (30) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the purchaser or the supplier may give notice to the other party of his intention to commence with mediation. No mediation in respect of this matter may be commenced unless such notice is given to the other party.

27.3 Should it not be possible to settle a dispute by means of mediation, it may be settled in a South African court of law.

27.4 Mediation proceedings shall be conducted in accordance with the rules of procedure specified in the SCC.

27.5 Notwithstanding any reference to mediation and/or court proceedings herein,

(a) the parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and

(b) the purchaser shall pay the supplier any monies due the supplier.

28. Limitation of liability

28.1 Except in cases of criminal negligence or willful misconduct, and in the case of infringement pursuant to Clause 6;

(a) the supplier shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the supplier to pay penalties and/or damages to the purchaser; and

- (b) the aggregate liability of the supplier to the purchaser, whether under the contract, in tort or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.
- 29. Governing language** 29.1 The contract shall be written in English. All correspondence and other documents pertaining to the contract that is exchanged by the parties shall also be written in English.
- 30. Applicable law** 30.1 The contract shall be interpreted in accordance with South African laws, unless otherwise specified in SCC.
- 31. Notices** 31.1 Every written acceptance of a bid shall be posted to the supplier concerned by registered or certified mail and any other notice to him shall be posted by ordinary mail to the address furnished in his bid or to the address notified later by him in writing and such posting shall be deemed to be proper service of such notice
- 31.2 The time mentioned in the contract documents for performing any act after such aforesaid notice has been given, shall be reckoned from the date of posting of such notice.
- 32. Taxes and duties** 32.1 A foreign supplier shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed outside the purchaser's country.
- 32.2 A local supplier shall be entirely responsible for all taxes, duties, license fees, etc., incurred until delivery of the contracted goods to the purchaser.
- 32.3 No contract shall be concluded with any bidder whose tax matters are not in order. Prior to the award of a bid the Department must be in possession of a tax clearance certificate, submitted by the bidder. This certificate must be an original issued by the South African Revenue Services.
- 33. National Industrial Participation Programme (NIP)** 33.1 The NIP Programme administered by the Department of Trade and Industry shall be applicable to all contracts that are subject to the NIP obligation.



ANNEXURE G

EVALUATION PROCESS FOR SIGNAGE AND BRANDING SERVICES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS

Mandatory Requirements for Signage and Branding Services

Item	Description	Comply/ Not Comply
a.	<p>Profile of bidder and capacity to deliver.</p> <ul style="list-style-type: none">• The bidder must provide three (3) recent case studies, not older than five years, of similar size and scope, which the bidder has successfully implemented in brand development and installing office signage.• Provide three (3) required samples, submittals, proofs, mock-ups, and prototype signage of signage done for other clients before signing off for manufacturing and the final signage produced.	Comply / not comply
b.	<p>The bidder must provide the following certificates:</p> <ul style="list-style-type: none">• Occupational Health and Safety (OHS) Certificate – (certificate from CHSP (SACPCMP), OHSP (SAIOSH), NOSA, etc).• Electricity Certificate of Compliance (COC) certificate (certificate to be submitted before occupation) failure to do so will render the bid invalid.• Certificated from QCTO or ECSA	
c.	<p>The bidders must have an operation site / national footprint covering all nine provinces:</p> <p>Please attach one or more of the below listed documents and the document(s) for each and every province:</p> <ul style="list-style-type: none">• Copy of Utility Bill or• Lease agreement or• Title Deed or• Company Registration documentation outlining the physical address of the company.	

Bidders who fail to meet one or more (all) of the above requirements will result to disqualification and not be evaluated further.



Functionality Requirements for Signage and Branding Services

The below scoring scale shall be used to evaluate technical proposals:

SCALE	DEFINITION
0	No information provided.
1	Does not meet the requirements.
2	Partially meet the requirements
3	Fully meets the requirements.
4	Exceeds the requirements.
5	Significantly exceeds the requirements.

No.	Criteria	Scoring	Weight
1.	<p>Company Experience and Reference Letters (Signage)</p> <p>The bidder must provide a minimum of three (3) contactable reference letters relating to similar projects (Signage) in the last five (5) years.</p> <p>a) Office Signage design and Installation</p> <p>Scoring:</p> <ul style="list-style-type: none">• No Reference Letter / Not meeting requirements = Zero Points• One Reference Letter = 1• Two Reference Letters = 2• Three Reference Letters = 3• Four Reference Letters = 4• Five and above Reference Letters = 5 <p><i>NB:</i></p> <ul style="list-style-type: none">• The reference letters must be linked to samples and case studies submitted under mandatory requirement.• Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service as stated in the samples provided. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>	1-5	40



No.	Criteria	Scoring	Weight												
2.	<p>Project planning/ Methodology and management (Signage and Branding Services)</p> <p>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</p> <p>b. The bidder must provide how frequently they plan to provide updates on campaign performance and suggest optimizations.</p> <p>c. The bidder must provide a detailed and specific project plan indicating all timelines and activities to be undertaken to ensure project success as follows:</p> <ul style="list-style-type: none"> • Brand development initiatives • Marketing campaigns Management • Graphic design • Content creation <p>d. <i>Analytics and Optimization Tools for Enhancing Campaign Effectiveness.</i></p> <p>e. Breakdown of milestones</p> <p>f. Project completion timeframes</p> <p>Scoring:</p> <table border="1" data-bbox="261 1102 1219 1832"> <tbody> <tr> <td data-bbox="261 1102 1043 1218">The proposed methodology covers less than one activity (as detailed above as from A to F) to be undertaken to ensure project success</td> <td data-bbox="1043 1102 1219 1218">0 Point</td> </tr> <tr> <td data-bbox="261 1218 1043 1335">The proposed methodology covers one activity (as detailed above as from A to F) to be undertaken to ensure project success.</td> <td data-bbox="1043 1218 1219 1335">1 Point</td> </tr> <tr> <td data-bbox="261 1335 1043 1451">The proposed methodology covers two activities (as detailed above as from A to F) to be undertaken to ensure project success.</td> <td data-bbox="1043 1335 1219 1451">2 Points</td> </tr> <tr> <td data-bbox="261 1451 1043 1568">The proposed methodology covers three activities (as detailed above as from A to F) to be undertaken to ensure project success.</td> <td data-bbox="1043 1451 1219 1568">3 Points</td> </tr> <tr> <td data-bbox="261 1568 1043 1684">The proposed methodology covers four activities (as detailed above as from A to F) to be undertaken to ensure project success.</td> <td data-bbox="1043 1568 1219 1684">4 Points</td> </tr> <tr> <td data-bbox="261 1684 1043 1832">The proposed methodology covers five to six activities (as detailed above as from A to F) to be undertaken to ensure project success.</td> <td data-bbox="1043 1684 1219 1832">5 Points</td> </tr> </tbody> </table>	The proposed methodology covers less than one activity (as detailed above as from A to F) to be undertaken to ensure project success	0 Point	The proposed methodology covers one activity (as detailed above as from A to F) to be undertaken to ensure project success.	1 Point	The proposed methodology covers two activities (as detailed above as from A to F) to be undertaken to ensure project success.	2 Points	The proposed methodology covers three activities (as detailed above as from A to F) to be undertaken to ensure project success.	3 Points	The proposed methodology covers four activities (as detailed above as from A to F) to be undertaken to ensure project success.	4 Points	The proposed methodology covers five to six activities (as detailed above as from A to F) to be undertaken to ensure project success.	5 Points	1-5	20
The proposed methodology covers less than one activity (as detailed above as from A to F) to be undertaken to ensure project success	0 Point														
The proposed methodology covers one activity (as detailed above as from A to F) to be undertaken to ensure project success.	1 Point														
The proposed methodology covers two activities (as detailed above as from A to F) to be undertaken to ensure project success.	2 Points														
The proposed methodology covers three activities (as detailed above as from A to F) to be undertaken to ensure project success.	3 Points														
The proposed methodology covers four activities (as detailed above as from A to F) to be undertaken to ensure project success.	4 Points														
The proposed methodology covers five to six activities (as detailed above as from A to F) to be undertaken to ensure project success.	5 Points														



No.	Criteria	Scoring	Weight
3.	<p>Team Profile / Experience</p> <p>a. The bidder must provide an organogram of at least two (2) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account. The team members must have a minimum of five (5) years of experience developing and installing signage projects.</p> <p>b. The bidder must provide one detailed CV for each team member who will be servicing the account the team should have a diversity of Skill sets to ensure that team possesses a diverse skill set, covering areas such as design, signage installation, office signage, and branding and project management.</p> <p>c. The bidder must provide Relevant Experience from the team's experience in executing similar projects.</p> <p>d. The bidder must provide one detailed CV for each team member who will be servicing the account as below:</p> <ul style="list-style-type: none">• Graphic Designer• Project Manager/Lead <ul style="list-style-type: none">• No relevant experience or less than one year = 0 Point• 1 – 2-year relevant experience = 1 Point• 3 - 4 years relevant experience = 2 Points• 5 – 6 years relevant experience = 3 Points• 7 - 8 years relevant experience = 4 Points• 9 and above years of relevant experience = 5 Points <p>NB: the overall average score will be applied.</p>		40
4.	Total		100

Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE H

EVALUATION PROCESS FOR BRAND DEVELOPMENT (CORPORATE IDENTITY AND BRAND PERCEPTIONS) AND MARKETING AND COMMUNICATION SERVICES

Mandatory Requirements

ITEM	DESCRIPTION	Comply / Not Comply
1.	<p>Profile of bidder and capacity to deliver.</p> <p>The Bidder must provide three (3) recent case studies, not older than five years, of similar size and scope, which the bidder has successfully implemented on the following service:</p> <ul style="list-style-type: none">a) Brand development initiativesb) Marketing campaigns across various channels (traditional and digital)c) Graphic designd) Content creation	
2.	<p>The bidders must have an operation site / national footprint covering all nine provinces:</p> <p>Please attach one or more of the below listed documents and the document(s) for each province:</p> <ul style="list-style-type: none">• Copy of Utility Bill or• Lease agreement or• Title Deed or• Company Registration documentation outlining the physical address of the company.	

Bidders who fail to meet one or more (all) of the above requirements will results to disqualification and not be evaluated further.

Functional Evaluation Criteria

The below scoring scale shall be used to evaluated technical proposals:

SCALE	DEFINITION
0	No information provided
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements



No.	Criteria	Scoring	Weight
1.	<p>Company Experience and Reference Letters</p> <p>a. The bidder must provide a minimum of three (3) contactable reference letters of similar projects (brand development, marketing and communications campaigns management, graphic design, content creation (corporate identity development and brand perceptions) and marketing and communication services) in the last five (5) years.</p> <p>Scoring:</p> <ul style="list-style-type: none"> • No Reference Letter / Not meeting requirements = Zero Points • One Reference Letter = 1 • Two Reference Letters = 2 • Three Reference Letters = 3 • Four Reference Letters = 4 • Five and above Reference Letters = 5 <p><i>NB:</i></p> <ul style="list-style-type: none"> • Reference letters must be relating to samples submitted on mandatory requirements. • Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service as stated in the samples provided. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>	1-5	40
2.	<p>Project planning/ Methodology and management</p> <p>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</p> <p>b. The bidder must provide how frequently they plan to provide updates on campaign performance and suggest optimizations.</p> <p>c. The bidder must provide a detailed and specific project plan indicating all timelines and activities to be undertaken to ensure project success as follows:</p> <ul style="list-style-type: none"> • Brand development initiatives 	1-5	20



No.	Criteria	Scoring	Weight												
	<ul style="list-style-type: none"> • Marketing campaigns Management • Graphic design • Content creation <p>d. Analytics and Optimization Tools for Enhancing Campaign Effectiveness.</p> <p>e. Breakdown of milestones</p> <p>f. Project completion timeframes</p> <p>Scoring:</p> <table border="1" data-bbox="261 645 1075 1579"> <tr> <td data-bbox="261 645 815 801">The proposed methodology covers less than one or no activity (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 645 1075 801">0 Point</td> </tr> <tr> <td data-bbox="261 801 815 958">The proposed methodology covers less than one activity (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 801 1075 958">1 Point</td> </tr> <tr> <td data-bbox="261 958 815 1115">The proposed methodology covers less than two activities (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 958 1075 1115">2 Points</td> </tr> <tr> <td data-bbox="261 1115 815 1272">The proposed methodology covers less than three activities (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 1115 1075 1272">3 Points</td> </tr> <tr> <td data-bbox="261 1272 815 1429">The proposed methodology covers less than four to five activities (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 1272 1075 1429">4 Points</td> </tr> <tr> <td data-bbox="261 1429 815 1579">The proposed methodology covers less than six activities (as listed above from a – f) to be undertaken to ensure project success.</td> <td data-bbox="815 1429 1075 1579">5 Points</td> </tr> </table>	The proposed methodology covers less than one or no activity (as listed above from a – f) to be undertaken to ensure project success.	0 Point	The proposed methodology covers less than one activity (as listed above from a – f) to be undertaken to ensure project success.	1 Point	The proposed methodology covers less than two activities (as listed above from a – f) to be undertaken to ensure project success.	2 Points	The proposed methodology covers less than three activities (as listed above from a – f) to be undertaken to ensure project success.	3 Points	The proposed methodology covers less than four to five activities (as listed above from a – f) to be undertaken to ensure project success.	4 Points	The proposed methodology covers less than six activities (as listed above from a – f) to be undertaken to ensure project success.	5 Points		
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The proposed methodology covers less than six activities (as listed above from a – f) to be undertaken to ensure project success.	5 Points														
3.	<p>Team Profile / Experience</p> <p>a. The bidder must provide an organogram of a minimum of five (5) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account. The team members must have a minimum of five (5) years of experience in executing marketing and brand development projects.</p> <p>b. The bidder must provide one detailed CV for each team member who will be servicing the account the team should have a diversity of Skill sets to ensure that the team has a diverse skill set, covering areas such as design, rebranding, content creation, and advertising strategy.</p>		40												



No.	Criteria	Scoring	Weight
	Scoring: <ul style="list-style-type: none">• No relevant experience or less than one year = 0 Point• 1 – 2 year relevant experience = 1 Point• 3 - 4 years relevant experience = 2 Points• 5 – 6 years relevant experience = 3 Points• 7 – 8 years relevant experience = 4 Points• 9 and above years of relevant experience = 5 Points NB: the overall average score will be applied.		
4.	Total		100

Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE I

EVALUATION PROCESS FOR REPUTATION MANAGEMENT SERVICES, INCLUDING MEDIA MONITORING AND PUBLIC RELATIONS SERVICE FOR A PERIOD OF TWENTY-FOUR MONTHS

Mandatory Requirements:

No.	Mandatory Requirements	Comply / Not Comply
1.	Professional Body Registration <ul style="list-style-type: none">The bidder must provide valid proof of company registration with the Public Relations Institute of South Africa (PRISA).	
2.	The bidders must have an operation site / national footprint covering all nine provinces: Please attach one or more of the below listed documents and the document(s) for each and every province: <ul style="list-style-type: none">Copy of Utility Bill orLease agreement orTitle Deed orCompany Registration documentation outlining the physical address of the company.	

Bidders who fail to meet one or more (all) of the above requirements will result to disqualification and not be evaluated further.

Functionality Requirements

The below scoring scale shall be used to evaluate technical proposals:

SCALE	DEFINITION
0	No information provided
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements



DETAILED DESCRIPTION	RATING	WEIGHT
<p>Company Experience and Reference Letters</p> <p>1) The bidder must provide a minimum of one (1) contactable reference letter for each similar service rendered previously as listed below.</p> <ol style="list-style-type: none"> a) Public Relations b) Reputation and Crisis Communication Management c) Media Management and Monitoring <p>Note: Services to corporate and Public Sector Clients within five (5) years.</p> <p>2) The bidder/s must provide reference letter/s that consist of different similar services as listed below:</p> <ol style="list-style-type: none"> a) Public Relations b) Reputation and Crisis Communication Management c) Media Management and Monitoring services <p>Scoring:</p> <ul style="list-style-type: none"> • No Reference Letter / Not meeting requirements = Zero Points • One Reference Letters = 1 • Two Reference Letters (different services) = 2 • Three Reference Letters (different services) = 3 • Four Reference Letters (different services) = 4 • Five and above Reference Letters (different services) = 5 <p><i>NB:</i></p> <ul style="list-style-type: none"> • Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>	1-5	40
<p>Team Profile / Experience</p> <ul style="list-style-type: none"> • The bidder must provide an organogram of at least two (2) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account. The team members must have a minimum of five (5) years of experience (Reputation Management Services, including Media Monitoring (Broadcast, Print, Online, Digital) and Public Relations Services). • The bidder must provide one detailed CV for each team member who will be servicing the account as below: <ol style="list-style-type: none"> a. PR b. Journalism • No relevant experience or less than one year = 0 Point 	1-5	40



DETAILED DESCRIPTION	RATING	WEIGHT
<ul style="list-style-type: none">• 1 – 2-year relevant experience = 1 Point• 3 – 4 years relevant experience = 2 Points• 5 – 6 years relevant experience = 3 Points• 7 – 8 years relevant experience = 4 Points• 9 and above years of relevant experience = 5 Points <p>NB: the overall average score will be applied.</p>		



DETAILED DESCRIPTION	RATING	WEIGHT												
<p>Project planning/ Methodology and management</p> <p>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</p> <p>b. The bidder must provide a detailed and specific project plan indicating all timelines activities to be undertaken to ensure project success as follows:</p> <ul style="list-style-type: none"> • Public Relations • Reputation and Crisis Communication Management • Media Management and Monitoring services <p>c. Resources: Against the project plan points</p> <p>d. Breakdown of milestones</p> <p>e. Project completion timeframes</p> <p>Scoring:</p> <table border="1" data-bbox="167 1032 995 1738"> <tbody> <tr> <td data-bbox="167 1032 874 1151">The proposed methodology covers less than one activities (as detailed above from A to E) to be undertaken to ensure project success</td> <td data-bbox="874 1032 995 1151">0 Point</td> </tr> <tr> <td data-bbox="167 1151 874 1270">The proposed methodology covers one activity (as detailed above from A to E) to be undertaken to ensure project success</td> <td data-bbox="874 1151 995 1270">1 Point</td> </tr> <tr> <td data-bbox="167 1270 874 1388">The proposed methodology covers two activities (as detailed above from A to E) to be undertaken to ensure project success</td> <td data-bbox="874 1270 995 1388">2 Points</td> </tr> <tr> <td data-bbox="167 1388 874 1507">The proposed methodology covers three activities (as detailed above from A to E) to be undertaken to ensure project success.</td> <td data-bbox="874 1388 995 1507">3 Points</td> </tr> <tr> <td data-bbox="167 1507 874 1626">The proposed methodology covers four activities (as detailed above from A to E) to be undertaken to ensure project success</td> <td data-bbox="874 1507 995 1626">4 Points</td> </tr> <tr> <td data-bbox="167 1626 874 1738">The proposed methodology covers five activities (as detailed above from A to E) to be undertaken to ensure project success</td> <td data-bbox="874 1626 995 1738">5 Points</td> </tr> </tbody> </table>	The proposed methodology covers less than one activities (as detailed above from A to E) to be undertaken to ensure project success	0 Point	The proposed methodology covers one activity (as detailed above from A to E) to be undertaken to ensure project success	1 Point	The proposed methodology covers two activities (as detailed above from A to E) to be undertaken to ensure project success	2 Points	The proposed methodology covers three activities (as detailed above from A to E) to be undertaken to ensure project success.	3 Points	The proposed methodology covers four activities (as detailed above from A to E) to be undertaken to ensure project success	4 Points	The proposed methodology covers five activities (as detailed above from A to E) to be undertaken to ensure project success	5 Points	1-5	20
The proposed methodology covers less than one activities (as detailed above from A to E) to be undertaken to ensure project success	0 Point													
The proposed methodology covers one activity (as detailed above from A to E) to be undertaken to ensure project success	1 Point													
The proposed methodology covers two activities (as detailed above from A to E) to be undertaken to ensure project success	2 Points													
The proposed methodology covers three activities (as detailed above from A to E) to be undertaken to ensure project success.	3 Points													
The proposed methodology covers four activities (as detailed above from A to E) to be undertaken to ensure project success	4 Points													
The proposed methodology covers five activities (as detailed above from A to E) to be undertaken to ensure project success	5 Points													
Total		100												



Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE J

EVALUATION PROCESS FOR WEBSITE DEVELOPMENT AND DESIGN, UX AND UI DESIGN FOR A PERIOD OF TWENTY-FOUR MONTHS

Mandatory Requirements:

No.	Criteria	Comply/Not Comply
1.	<p>The bidders must have an operation site / national footprint covering all nine provinces:</p> <p>Please attach one or more of the below listed documents and the document(s) for each and every province:</p> <ul style="list-style-type: none"> • Copy of Utility Bill or • Lease agreement or • Title Deed or • Company Registration documentation outlining the physical address of the company. 	

The below scoring scale shall be used to evaluate technical proposals:

SCALE	DEFINITION
0	No information provided
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements

No.	Criteria	Scoring	Weight
1.	<p>Company Experience - Website Development and Design, UX and UI Design:</p> <p>The bidder must provide a minimum of three (3) contactable references letters where similar projects (Website Development and Design, UX And UI Design) were provided in the last 5 years from the closing date of this tender.</p> <p>Scoring:</p> <ul style="list-style-type: none"> • No Reference Letter / Not meeting requirements = Zero Points • One Reference Letters = 1 • Two Reference Letters = 2 • Three Reference Letters = 3 • Four Reference Letters = 4 • Five and above Reference Letters = 5 	1 - 5	40



No.	Criteria	Scoring	Weight		
	<p><i>NB:</i></p> <ul style="list-style-type: none"> Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service as stated in the samples provided. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>				
2.	<p>Project planning/ Methodology and management - Website Development and Design, UX and UI Design:</p> <p><i>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</i></p> <p><i>b. The bidder must provide how frequently they plan to provide updates on the project.</i></p> <p><i>c. The bidder must provide a detailed and specific project plan indicating all timelines and activities to be undertaken to ensure project success as follows:</i></p> <ul style="list-style-type: none"> <i>Web Design</i> <i>Web Development</i> <i>UX & UI design</i> <i>Graphic design</i> <i>Testing</i> <i>Deployment</i> <i>Content authoring and creation</i> <i>Search Engine Optimisation</i> <i>Maintenance and Support</i> <p><i>d. Analytics and SEO tools for monitoring and tracking the performance of the website on different search engines.</i></p> <p><i>e. Breakdown of milestones</i></p> <p><i>f. Project completion timeframes</i></p> <p>Scoring:</p> <table border="1" data-bbox="261 1800 1075 1953"> <tr> <td data-bbox="261 1800 892 1953">The proposed methodology covers less than one or no activity (as detailed on above from a to f) to be undertaken to ensure project success</td> <td data-bbox="892 1800 1075 1953">0 Point</td> </tr> </table>	The proposed methodology covers less than one or no activity (as detailed on above from a to f) to be undertaken to ensure project success	0 Point	1-5	20
The proposed methodology covers less than one or no activity (as detailed on above from a to f) to be undertaken to ensure project success	0 Point				



No.	Criteria	Scoring	Weight
	The proposed methodology covers one activity ((as detailed on above from a to f)) to be undertaken to ensure project success	1 Point	
	The proposed methodology covers two activities (as detailed on above from a to f) to be undertaken to ensure project success.	2 Points	
	The proposed methodology covers three activities (as detailed above from a to f) to be undertaken to ensure project success.	3 Points	
	The proposed methodology covers four to five activities (as detailed above from a to f) to be undertaken to ensure project success.	4 Points	
	The proposed methodology covers a minimum of six activities (as detailed on above from a to f) to be undertaken to ensure project success.	5 Points	
3.	<p>Experience of Key Personnel:</p> <ol style="list-style-type: none"> The bidder must provide an organogram of at least five (5) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account. The bidder must provide one detailed CV for each team member (as per specialization) who will be servicing the account. Each proposed team member must have a minimum of five (5) years' experience in their areas of specialization e.g. web design, web development, graphic design, testing, UX & UI design, and project management. The bidder must provide one detailed CV for each team member who will be servicing the account as below: <ul style="list-style-type: none"> Web Developer, Web Designer, Graphic Designer / UX & UI designer, Project Manager, Testing Manager <p>Scoring:</p> <ul style="list-style-type: none"> No relevant experience or less than one year = 0 Point 1 – 2-year relevant experience = 1 Point 3 - 4 years relevant experience = 2 Points 5 – 6 years relevant experience = 3 Points 7 – 8 years relevant experience = 4 Points 9 and above years of relevant experience = 5 Points 	40	



No.	Criteria	Scoring	Weight
	NB: the overall average score will be applied.		
4.	Total		100

Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE K

EVALUATION PROCESS FOR INTRANET DEVELOPMENT AND DESIGN, UX AND UI DESIGN FOR A PERIOD OF TWENTY-FOUR MONTHS

Mandatory Requirements:

No.	Criteria	Comply/Not Comply
1.	<p>The bidders must have an operation site / national footprint covering all nine provinces:</p> <p>Please attach one or more of the below listed documents and the document(s) for each province:</p> <ul style="list-style-type: none"> • Copy of Utility Bill or • Lease agreement or • Title Deed or • Company Registration documentation outlining the physical address of the company. 	

Functionality Requirements:

The below scoring scale shall be used to evaluate technical proposals:

SCALE	DEFINITION
0	No information provided
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements

No.	Criteria	Scoring	Weight
1.	<p>Company Experience - Intranet Development and Design, UX and UI Design:</p> <p>The bidder must provide a minimum of three (3) contactable references letters where similar projects (Intranet Development and Design, UX And UI Design) were provided in the last 5 years from the closing date of this tender.</p> <p>Scoring:</p> <ul style="list-style-type: none"> • No Reference Letter / Not meeting requirements = Zero Points • One Reference Letter = 1 • Two Reference Letters = 2 • Three Reference Letters = 3 • Four Reference Letters = 4 	1 - 5	40



No.	Criteria	Scoring	Weight				
	<ul style="list-style-type: none"> • Five and above Reference Letters = 5 <p><i>NB:</i></p> <ul style="list-style-type: none"> • Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service as stated in the samples provided. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>						
2.	<p>Project planning/ Methodology and management - Intranet Development and Design, UX and UI Design:</p> <p><i>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</i></p> <p><i>b. The bidder must provide how frequently they plan to provide updates on the project.</i></p> <p><i>c. The bidder must provide a detailed and specific project plan indicating all timelines and activities to be undertaken to ensure project success as follows:</i></p> <ul style="list-style-type: none"> • <i>Web Design</i> • <i>Web Development</i> • <i>UX & UI design</i> • <i>Graphic design</i> • <i>Testing</i> • <i>Deployment</i> • <i>Content authoring and creation</i> • <i>Maintenance and Support</i> <p><i>d. Breakdown of milestones</i></p> <p><i>e. Project completion timeframes</i></p> <p>Scoring:</p> <table border="1" data-bbox="261 1722 1075 1955"> <tr> <td data-bbox="261 1722 892 1879">The proposed methodology covers less than one or no activity (<i>as detailed on above from A to E</i>) to be undertaken to ensure project success</td> <td data-bbox="892 1722 1075 1879">0 Point</td> </tr> <tr> <td data-bbox="261 1879 892 1955">The proposed methodology covers a minimum of one activity (<i>as detailed on above from A</i></td> <td data-bbox="892 1879 1075 1955">1 Point</td> </tr> </table>	The proposed methodology covers less than one or no activity (<i>as detailed on above from A to E</i>) to be undertaken to ensure project success	0 Point	The proposed methodology covers a minimum of one activity (<i>as detailed on above from A</i>	1 Point	1-5	20
The proposed methodology covers less than one or no activity (<i>as detailed on above from A to E</i>) to be undertaken to ensure project success	0 Point						
The proposed methodology covers a minimum of one activity (<i>as detailed on above from A</i>	1 Point						



No.	Criteria	Scoring	Weight
	<p>to E) to be undertaken to ensure project success</p>		
	<p>The proposed methodology covers a minimum of two activities (as detailed on above from A to E) to be undertaken to ensure project success.</p>	2 Points	
	<p>The proposed methodology covers a minimum of three activities (as detailed above from A to E) to be undertaken to ensure project success.</p>	3 Points	
	<p>The proposed methodology covers a minimum of four activities (as detailed above from A to E) to be undertaken to ensure project success.</p>	4 Points	
	<p>The proposed methodology covers a minimum of five activities (as detailed on above from A to E) to be undertaken to ensure project success.</p>	5 Points	
3.	<p>Experience of Key Personnel:</p> <p>a. The bidder must provide an organogram of at least five (5) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account.</p> <p>b. The bidder must provide one detailed CV for each team member (as per specialization) who will be servicing the account.</p> <p>c. Each proposed team member must have a minimum of five (5) years' experience in their areas of specialization e.g. web design, web development, graphic design, testing, UX & UI design, and project management.</p> <p>d. The bidder must provide one detailed CV for each team member who will be servicing the account as below:</p> <ul style="list-style-type: none"> • Web Developer, • Web Designer, • Graphic Designer / UX & UI designer, • Project Manager, • Testing Manager, <p>Scoring:</p> <ul style="list-style-type: none"> • No relevant experience or less than one year = 0 Point • 1 – 2-year relevant experience = 1 Point • 3 - 4 years relevant experience = 2 Points 	40	



No.	Criteria	Scoring	Weight
	<ul style="list-style-type: none">• 5 - 6 years relevant experience = 3 Points• 7 - 8 years relevant experience = 4 Points• 9 and above years of relevant experience = 5 Points <p>NB: the overall average score will be applied.</p>		
4.	Total		100

Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE L

EVALUATION PROCESS FOR SOCIAL MEDIA FOR A PERIOD OF TWENTY-FOUR MONTHS

Mandatory Requirements

No.		Comply / Not Comply
1.	<p>Profile of bidder and capacity to deliver.</p> <p>The Bidder must provide three (3) recent case studies, not older than five years, of three digital marketing campaigns of similar size and scope, which the bidder has successfully implemented.</p>	
2.	<p>The bidders must have an operation site / national footprint covering all nine provinces:</p> <p>Please attach one or more of the below listed documents and the document(s) for each and every province:</p> <ul style="list-style-type: none">• Copy of Utility Bill or• Lease agreement or• Title Deed or• Company Registration documentation outlining the physical address of the company.	

Bidder (s) who failed to comply with above Mandatory requirements will not be considered for further evaluation.

The below scoring scale shall be used to evaluate bids on functionality:

SCALE	DEFINITION
0	No information provided
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements



Functionality Requirements:

ITEM	EVALUATION CRITERIA	DESCRIPTION	Comply/ not comply.	
3.	Team Profile / Experience	<p>Team Profile</p> <p>a. The bidder must provide an organogram of at least two (2) team members that will be servicing the DSBD and its Agencies (sefa, Seda) and CBDA account. The team members must have a minimum of five (5) years of experience (as per their area of specialty).</p> <p>b. The bidder must provide one detailed CV for each team member who will be servicing the account as below:</p> <ul style="list-style-type: none"> • Digital Marketing • Social Media <p>Scoring:</p> <ul style="list-style-type: none"> • No relevant experience or less than one year = 0 Point • 1- 2 years relevant experience = 1 Point • 3 - 4 years relevant experience = 2 Points • 5 - 6 years relevant experience = 3 Points • 7 - 8 years relevant experience = 4 Points • 9 and above years of relevant experience = 5 Points <p>NB: the overall average score will be applied.</p>	1-5	40
4.	Reference	<p>Company Experience and Reference Letters</p> <p>a. The bidder must provide a minimum of three (3) contactable reference letters for a similar service conducted in the past five years.</p> <ul style="list-style-type: none"> • Social Media Management <p>Scoring:</p> <ul style="list-style-type: none"> • No Reference Letter / Not meeting requirements = Zero Points • One Reference Letter = 1 • Two Reference Letters = 2 • Three Reference Letters = 3 • Four Reference Letters = 4 • Five and above Reference Letters = 5 <p>NB:</p> <ul style="list-style-type: none"> • Reference letters must be relating to case studies submitted on mandatory requirements. 	1-5	40



ITEM	EVALUATION CRITERIA	DESCRIPTION	Comply/ not comply.									
		<ul style="list-style-type: none"> Reference letters must be on the company letterhead, signed and dated. The reference letters must indicate the following information i.e. description, overview of the projects and deliverables, duration, and contact details of a similar service. <p><i>Purchase orders and appointment letters will not be accepted as evidence.</i></p>										
5.	Project planning/ Timeline Tools and Reporting management	<p>Project planning/ Methodology and management</p> <p>a. The bidder must provide a detailed project plan /methodology and reporting tool for the execution of the project with clear milestones and a description of how the bidder will implement the project.</p> <p>b. The bidder must provide a detailed and specific project plan indicating all timelines activities to be undertaken to ensure project success as follows:</p> <ul style="list-style-type: none"> Social Media Management <p>c. Resources: Against the project plan points.</p> <p>d. Breakdown of milestones</p> <p>e. Project completion timeframes</p> <p>Scoring:</p> <table border="1" data-bbox="539 1332 1241 1993"> <tr> <td data-bbox="539 1332 1082 1527">The proposed methodology covers less than one or no activity (as detailed above list from A to E) to be undertaken to ensure project success.</td> <td data-bbox="1082 1332 1241 1527">0 Point</td> </tr> <tr> <td data-bbox="539 1527 1082 1722">The proposed methodology covers one activity (as detailed above list from A to E) to be undertaken to ensure project success.</td> <td data-bbox="1082 1527 1241 1722">1 Point</td> </tr> <tr> <td data-bbox="539 1722 1082 1917">The proposed methodology covers two activities (as detailed above list from A to E) to be undertaken to ensure project success.</td> <td data-bbox="1082 1722 1241 1917">2 Points</td> </tr> <tr> <td data-bbox="539 1917 1082 1993">The proposed methodology covers three activities (as detailed above list</td> <td data-bbox="1082 1917 1241 1993">3 Points</td> </tr> </table>	The proposed methodology covers less than one or no activity (as detailed above list from A to E) to be undertaken to ensure project success.	0 Point	The proposed methodology covers one activity (as detailed above list from A to E) to be undertaken to ensure project success.	1 Point	The proposed methodology covers two activities (as detailed above list from A to E) to be undertaken to ensure project success.	2 Points	The proposed methodology covers three activities (as detailed above list	3 Points	1-5	20
The proposed methodology covers less than one or no activity (as detailed above list from A to E) to be undertaken to ensure project success.	0 Point											
The proposed methodology covers one activity (as detailed above list from A to E) to be undertaken to ensure project success.	1 Point											
The proposed methodology covers two activities (as detailed above list from A to E) to be undertaken to ensure project success.	2 Points											
The proposed methodology covers three activities (as detailed above list	3 Points											



ITEM	EVALUATION CRITERIA	DESCRIPTION		Comply/ not comply.	
		from A to E) to be undertaken to ensure project success.			
		The proposed methodology covers four activities (as detailed above list from A to E) to be undertaken to ensure project success.	4 Points		
		The proposed methodology covers five activities (as detailed above list from A to E) to be undertaken to ensure project success.	5 Points		
TOTAL					100

Bidders are required to obtain a minimum threshold of 60 out of 100 points on functionality in order to be evaluated further. Any bidder who scored less than 60 Points will be eliminated and not be evaluated further.



ANNEXURE M

EVALUATION OF PROPOSAL ON APPLICABLE POINTS SYSTEM (PRICE AND SPECIFIC GOAL)

1. Only bidders who met a minimum of **60/100** on functionality on all six categories of this tender will be evaluated further on pricing and specific goals.
2. In terms of Preferential Procurement Regulations pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000) and the amended regulations, responsive bids will be adjudicated by the State on the applicable point system.
 - a. The applicable preference point system for this tender is the 80/20 preference point system.
 - b. In terms of the 80/20 points system, points are awarded to bidders based on:

CRITERIA	POINTS
Price	80
Specific Goals	20
TOTAL	100 POINTS

Specific Goals for this tender and points that may be claimed are indicated per the table below:

CRITERIA	POINTS
	(80/20 System)
Enterprises Size of enterprise: Micro, Small, Medium enterprises and large enterprises • Micro enterprises: maximum 8 points • Small enterprises: 5.6 points • Medium enterprises: 3.2 points • Large enterprises: 0.8 points	8
B-BBEE (Black Ownership)	2
Youth Ownership	6
Spatial: Rural and Township and City-based enterprises	4
TOTAL POINTS	20



Supporting Document for Claiming of Specific Goals:

The bidder must submit proof of either a BBBEE Certificate accredited by SANAS or a Sworn Affidavit. Latest Audited Financial Statement of the bidder (Where applicable in terms of the Company's Act) and/or independently reviewed financial statements and/or cashflow budget for the new entities with no financial records. The bidder must also indicate point claims on SBD 6.1.

Size of Enterprise: Micro, Small, Medium enterprises: 8/20- leave as is split is as follows:

- Micro enterprises: maximum 8 points or 100% for micro-enterprises
- Small enterprises: 5.6 points or 70% of the 8 points
- Medium enterprises: 3.2 Points or 40%
- Large enterprises: 0.8 Points or 10%

Verification Method: Statement of Financial Position of the Bidder: Latest Audited Financial Statement of the Bidder (Where applicable in terms of the Company's Act) and/or independently reviewed financial statements and/or cashflow budget for the new entities with no financial records.

Enterprises are divided into the following categories:

Sectors	Size or class of enterprise	Total full-time equivalent of paid employees	Total annual turnover
Finance and Business Services	Medium	51-250	<85.0 million
	Small	11-50	<35.0 million
	Micro	0-10	<7.5 million

B-BBEE (Black Ownership): Maximum 2/20 points.

L1	L2	L3	L4	L5	L6	L7	L8	L0
2	1.75	1.5	1.25	1	0.75	0.50	0.25	0

Verification Method: BBBEE certificate and or Sworn Affidavit:

- To accommodate women; youth and persons with disabilities= 2 points for level 1

Youth = 6/20 points which will be allocated as follows:

- Youth Less than 30% Youth Owned = Zero Point
- 30% to 49% Youth Owned = 1.8 Points
- 50% to 100% Youth Owned = 6 Points

Spatial: Rural and Township and City-based enterprises: 4/20 points



- Rural = maximum 4 points or 100%
- Township= 60% is 2.4
- City= 0.8 or 20%

Verification method: Copy of Utility Bill, Lease Agreement, Title Deed, outlining the physical address of the company, and official letter with a stamp from the local councilor.

A maximum of 80 points is allocated for price on the following basis:

80/20

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

The points scored by a bidder in respect of Specific Goals will be added to the points scored for price.

Only bidders who have completed and signed the declaration part of the Specific Goal form and who have submitted the relevant supporting documents will be allocated points.

The points scored will be rounded off to the nearest 2 decimals.

Criteria for breaking deadlock in scoring

- a) If two or more tenderers score an equal total number of points, the contract will be awarded to the tenderer that scored the highest points for Specific Goals.
- b) If two or more tenderers score equal total points in all respects, the award will be decided by the drawing of lots.

A contract may, on reasonable and justifiable grounds, be awarded to a tender that did not score the highest number of points.

sefa reserves the right to enter into negotiations with the preferred bidder.

sefa reserves the right to provide policy relating to the handling of information (Protection of Personal Information Act).



ANNEXURE N

SCOPE OF WORK / TERMS OF REFERENCE

APPOINTMENT OF SERVICE PROVIDER (ONE STOP SHOP) FOR 360-DEGREE MARKETING AND COMMUNICATION SERVICES

1. Introduction

Department of Small Business Development (DSBD) and its agencies Small Enterprise Finance Agency (**sefa**) and Small Enterprise Development Agency (Seda) invite qualified and experienced marketing agencies to submit proposals for the provision of comprehensive 360-degree marketing and communication services. This initiative is in preparation for the launch of a new entity resulting from the amalgamation of three entities **sefa**, Seda, and the Cooperative Banks Development Agency (CBDA). The unified entity will be named the Small Enterprise Development Finance Agency (SEDFA).

The scope of services required encompasses various facets of marketing and communication, including but not limited to Marketing and Communication Services, Public Relations, Media Management and Monitoring (across Broadcast, Print, Online, and Digital platforms), Reputation Management, Social Media Management, Brand Development (Corporate Identity and Brand Perceptions), Signage, and a Transition Phase.

2. Background

The DSBD is strategically merging **sefa**, Seda, and CBDA to establish SEDFA, aiming to create a one-stop shop for comprehensive enterprise development services. This merger seeks to form a singular, integrated institution capable of facilitating access to a full spectrum of financial and non-financial support crucial for Small, Medium, and Micro-sized Enterprises (SMMEs) throughout their lifecycles. SEDFA is envisioned to be accessible nationwide.

This significant transition requires the showcasing of success stories across the merging entities and demands a coordinated approach to reputation management and public relations. Considering these requirements, DSBD is seeking a qualified and capable service provider to deliver 360-degree marketing and communication services for the successful launch of the new entity.

The project will be executed in multiple phases, each integral to the overall success of the marketing campaign:



3. PRE-MERGER: Phase-wise Scope of Services

3.1. Phase One – Transition Preparation Phase

Timelines: Month 1 – 7 Month (*Estimate*)

3.1.1. **Week 1-8: Develop and Marketing and Communication transition strategy for the merging entities.**

- a) Formulate and implement strategies for a seamless transition from the current entities (sefa, Seda, and CBDA) to SEDFA.

3.1.2. **Week 9-12: Present Developed Communication Plans to all Key Stakeholders**

- a) Engagement on the draft Marketing and Communications plan with all relevant stakeholders.

3.1.3. **Week 13-20: Drive Visibility through Promotional Activities for entities**

- a) Execute promotional activities to maintain visibility and positive perception of the current entities (sefa, Seda, and CBDA) during the transition period.

3.1.4. **Week 21-29: Development of Communication Transition Materials and Addressing Challenges and Concerns**

- a) Develop materials that convey the merger, the benefits for stakeholders, and the unified vision of SEDFA.
- b) Address any challenges or concerns that may arise during the transition preparation phase promptly and transparently.

3.1.5. **Deliverables:**

- a) Comprehensive pre-merger marketing and comms strategy for the merging entities.

3.1. Phase Two – New Entity

Integrated Marketing & Comms Strategy for the new entity.

Timelines: Month 8 – 17 Month

3.2. Strategy Development

3.2.1. Conduct a thorough analysis of the current market conditions and the unique challenges and opportunities within the enterprise development sector.

3.2.2. Develop a detailed marketing and communication strategy that aligns with SEDFA's mission, vision, and goals.

3.2.3. Create a phased project plan with clear timelines, project plan, milestones, and deliverables for efficient execution.



3.2.4. Propose a comprehensive plan for tracking and measuring the success of the marketing initiatives, including key performance indicators (KPIs).

3.3. Brand Development (Corporate Identity and Brand Perceptions)

- 3.3.1. Design and develop a cohesive corporate identity for SEDFA, ensuring alignment with its mission and values.
- 3.3.2. Design and develop a cohesive corporate identity for SEDFA, including a logo, color palette, and brand guidelines.
- 3.3.3. Establish guidelines for maintaining consistency in all corporate communications, both internal and external.
- 3.3.4. Implement branding strategies to ensure consistent and recognizable messaging across all communication channels.
- 3.3.5. Provide recommendations on maintaining brand integrity throughout the marketing campaign.
- 3.3.6. Development of a Microsoft template using automation software that will automatically install fonts and set the size for Word, Excel, PowerPoint, etc., along with an email signature insertion feature for all employees.

3.4. Signage

- 3.4.1. Design both exterior signage and interior branding for SEDFA offices.
- 3.4.2. Develop and install signage that reflects the new SEDFA brand identity.
- 3.4.3. Design and install signage for physical locations, ensuring visibility and alignment with the overall branding strategy.
- 3.4.4. Ensure the signage is strategically placed for maximum visibility during the transition phase.
- 3.4.5. Ensure signage and branding adhere to SEDFA's branding standards when appropriate.
- 3.4.6. Utilise the facility's spatial organisation and architectural design features, including shape, color, lighting, etc.
- 3.4.7. Create signage and branding that is easily recognisable, consistent, clear, distinctive, and legible.
- 3.4.8. Produce attractive and professionally crafted signage and branding that reflects positively on SEDFA.
- 3.4.9. Coordinate with relevant authorities to secure necessary permissions for signage placement.
- 3.4.10. Submit OHSa compliance documents e.g. Safety plan.



3.5. Integrated Marketing and Communication Services

- 3.5.1. Creative Marketing Campaigns: Execution of creative and impactful marketing campaigns across various channels (traditional and digital) to generate awareness about SEDFA.
- 3.5.2. Content Development: Development of high-quality, engaging content for Print materials, Online platforms and Digital channels
- 3.5.3. Production and Media Buying for TV and Radio: Production and media buying services for TV and radio advertisements. All intellectual property rights associated with the creation and production of TV adverts (including concepts, scripts, storyboards, audiovisual materials, and related elements) shall be vested in SEDFA.
- 3.5.4. Targeted Advertising Campaigns: Implementation of targeted advertising campaigns to reach specific demographics and geographic regions.
- 3.5.5. Campaign Performance Updates: Provision of regular updates on campaign performance. Suggestion of optimizations based on analytics.

3.6. Public Relations

- 3.6.1. Develop and execute a strategic public relations plan to introduce SEDFA to key stakeholders and the public.
- 3.6.2. Establish and nurture positive relationships with key media outlets, influencers, and stakeholders.
- 3.6.3. Draft and distribute compelling press releases, media kits, and other relevant materials to enhance SEDFA's public image.
- 3.6.4. Proactively identify and secure media opportunities, such as interviews, articles, and features.
- 3.6.5. Monitor media coverage and provide regular reports on the impact of PR efforts.

3.7. Media Management and Monitoring

- 3.7.1. Build and maintain strong relationships with key media outlets for favourable coverage.
- 3.7.2. Implement a robust media monitoring system to track mentions across broadcast, print, online, and digital platforms.
- 3.7.3. Analyse media coverage to gauge sentiment, identify trends, and assess the effectiveness of marketing efforts.
- 3.7.4. Provide real-time reports on media activities.



3.8. Reputation Management

- 3.8.1. Develop and implement strategies to enhance SEDFA's reputation and mitigate potential risks.
- 3.8.2. Proactively address any negative publicity or challenges that may arise during the campaign.
- 3.8.3. Guide building and maintaining a positive public perception.
- 3.8.4. Develop strategies to enhance and protect the reputation of SEDFA in the public eye.
- 3.8.5. Implement comprehensive reputation management plans to address any issues promptly.
- 3.8.6. Monitor online reputation and take proactive measures to maintain a positive image.
- 3.8.7. Conduct regular audits to assess and enhance the overall reputation of SEDFA.

3.9. Social Media Management

- 3.9.1. Create and manage social media accounts on platforms relevant to the target audience.
- 3.9.2. Develop and implement engaging social media campaigns to build awareness and engagement.
- 3.9.3. Foster audience interaction, respond to inquiries, and facilitate conversations to enhance brand presence.
- 3.9.4. Manage SEDFA's presence on various social media platforms, ensuring consistency with the overall brand strategy.
- 3.9.5. Create and curate engaging content to foster audience engagement and increase brand awareness.
- 3.9.6. Implement social media campaigns aligned with the overall marketing strategy.
- 3.9.7. Monitor social media channels for feedback and respond promptly to inquiries or concerns.
- 3.9.8. Provide regular analytics and performance reports to measure the effectiveness of social media efforts.

3.10. Intranet

Discovery and Planning:

- 3.10.1. Provide a brief overview of SEDFA's goals, structure, and the purpose of the intranet.
- 3.10.2. Outline the importance of the intranet in improving communication, collaboration, and information sharing within the organisation.

User Authentication and Access Control:

- 3.10.3. Implement a secure login system with multi-factor authentication.
- 3.10.4. Define user roles and permissions based on job responsibilities.
- 3.10.5. Ensure sensitive information is accessible only to authorized personnel.

**User Interface and Design:**

- 3.10.6. Develop a user-friendly interface with an intuitive design.
- 3.10.7. Prioritize responsive design for compatibility with various devices.
- 3.10.8. Incorporate branding elements to reflect SEDFA's identity.

Content Management:

- 3.10.9. Implement a robust content management system for easy creation, editing, and deletion of content.
- 3.10.10. Allow document version control to track changes.
- 3.10.11. Support the organisation of content through folders, categories, and tags.

Document Management:

- 3.10.12. Enable secure file uploads and downloads.
- 3.10.13. Implement document sharing and collaboration features.
- 3.10.14. Integrate with cloud storage solutions for efficient document storage.

Communication and Collaboration:

- 3.10.15. Include messaging and chat functionalities for real-time communication.
- 3.10.16. Implement discussion forums and bulletin boards for team collaboration.
- 3.10.17. Integrate video conferencing tools for remote meetings.

Employee Directory:

- 3.10.18. Create a searchable employee directory with profiles and contact information.
- 3.10.19. Allow employees to update their profiles with skills, expertise, and project involvement.
- 3.10.20. Integrate with the organisation's HR system for up-to-date information.

Task and Project Management:

- 3.10.21. Include task tracking and assignment features.
- 3.10.22. Implement project management tools for planning, tracking, and reporting.
- 3.10.23. Enable integration with popular project management platforms.

News and Announcements:

- 3.10.24. Include a dedicated section for news, updates, and announcements.
- 3.10.25. Allow administrators to post important information and updates.
- 3.10.26. Implement notification features to keep employees informed.

Search Functionality:

- 3.10.27. Develop a robust search engine for quick and accurate information retrieval.



3.10.28. Implement filters and advanced search options for efficient content discovery.

Security:

3.10.29. Ensure the intranet is built with strong security protocols.

3.10.30. Regularly update and patch software to address security vulnerabilities.

3.10.31. Conduct regular security audits and penetration testing.

Compliance and Regulations:

3.10.32. Ensure the intranet complies with relevant data protection and privacy regulations.

3.10.33. Provide features for data retention and deletion by regulations.

Training and Support:

3.10.34. Develop user guides and tutorials for intranet usage.

3.10.35. Provide training sessions for employees.

3.10.36. Establish a dedicated support system for addressing issues and queries.

Analytics and Reporting:

3.10.37. Implement analytics tools to track intranet usage and user engagement.

3.10.38. Generate reports on popular content, user activity, and system performance.

Scalability and Future Expansion:

3.10.39. Design the intranet with scalability in mind to accommodate future growth.

3.10.40. Plan for regular updates and improvements based on user feedback and technological advancements.

Mobile Accessibility:

3.10.41. Ensure mobile responsiveness for users accessing the intranet from smartphones and tablets.

3.10.42. Develop a mobile app for convenient access on the go.

Integration with External Systems:

3.10.43. Integrate the intranet with existing enterprise systems (e.g., CRM, ERP).

3.10.44. Enable API support for potential future integrations.

Feedback Mechanism:

3.10.45. Include a feedback mechanism for users to provide suggestions and report issues.

3.10.46. Regularly gather feedback and make continuous improvements to enhance user experience.



Disaster Recovery and Backup:

- 3.10.47. Implement a robust backup system to ensure data integrity.
- 3.10.48. Develop a disaster recovery plan to minimize downtime in case of system failures.

Budget and Timeline:

- 3.10.49. Provide a detailed budget estimate for the intranet development.
- 3.10.50. Outline a realistic timeline for the development, testing, and deployment phases.

3.11. Website

Discovery and Planning:

- 3.11.1. Conduct stakeholder interviews to understand SEDFA's goals, target audience, and specific requirements.
- 3.11.2. Analyse competitor websites and industry best practices for insights.
- 3.11.3. Develop a project plan outlining milestones, deliverables, and timelines.

Design and Information Architecture:

- 3.11.4. Create wireframes and mock-ups to visualize the website layout and structure.
- 3.11.5. Define the information architecture for intuitive navigation.
- 3.11.6. Collaborate with SEDFA for feedback and finalize the design.
- 3.11.7. Add regional offices hotspot plugin/webpart on the Contact Us page.

Development:

- 3.11.8. Recommend suitable Content Management Software for the new SEDFA website.
- 3.11.9. Develop responsive and accessible website templates based on the approved design.
- 3.11.10. Integrate necessary functionalities such as contact forms, search functionality, and user authentication if required, application portal.

Content Migration:

- 3.11.11. Assist in migrating content from pre-production to user acceptance testing (UAT) and then to the production environment.
- 3.11.12. Ensure content is optimized for search engines and follows best SEO practices.
- 3.11.13. Train SEDFA staff on website content management software.

Testing:

- 3.11.14. Conduct thorough testing across various browsers and devices to ensure compatibility and responsiveness.
- 3.11.15. Perform usability testing to identify and address any user experience issues and defects.



3.11.16. Implement security measures to protect user data and maintain compliance.

Deployment:

3.11.17. Deploy the website to the hosting environment and disaster recovery environment.

3.11.18. Monitor for any issues post-launch and address them promptly.

3.11.19. Provide documentation for ongoing maintenance and updates.

Training and Support:

3.11.20. Provide training sessions for SEDFA staff on CMS usage basic troubleshooting and content management.

3.11.21. Offer ongoing support for a specified period post-launch to address any unforeseen issues.

Key Features:

3.11.22. Mobile responsiveness for an optimal user experience on various devices.

3.11.23. Intuitive navigation to facilitate easy access to information.

3.11.24. Integration of multimedia elements for engaging content.

3.11.25. Robust security measures to protect user data.

Budget and Timeline:

3.11.26. Provide a detailed budget estimate for the website development.

3.11.27. Outline a realistic timeline for the development, testing, and deployment phases.



ANNEXURE O

PRICING SCHEDULE

(ONE STOP SHOP) FOR 360-DEGREE MARKETING AND COMMUNICATION SERVICES FOR TWENTY-FOUR (24) MONTHS

COSTING MODEL

No	Description	Total cost Excl. VAT
1.	Phase One – Transition Preparation Phase <ol style="list-style-type: none"> a) Develop and Marketing Communication transition strategy. b) Present Developed Communication Plans to Key Stakeholders c) Drive Visibility through Promotional Activities d) Development of Communication Transition Materials e) Comprehensive pre-merger marketing and comms strategy 	
2.	Phase Two – New Entity	
	2.1. Strategy Development <ol style="list-style-type: none"> a) Conduct market analysis and develop marketing strategy. b) Create a project plan and milestones. c) Propose a plan for tracking and measuring success. 	
	2.2. Brand Development (Corporate Identity and Brand Perceptions) <ol style="list-style-type: none"> a) Design corporate identity (logo, colour palette, brand guidelines). b) Implement branding strategies. c) Develop a Microsoft template and email signature. 	
	2.3. Integrated Marketing and Communication Services <ol style="list-style-type: none"> a) Execute marketing campaigns (Above the line, below the line & through the line) strategy and plan that aligns with the entity's strategy. b) Developing high-quality content for various channels. c) Provide campaign performance updates. d) Production and media buying for TV and Radio, including intellectual property rights. e) Additional costs for production and media buying. <ul style="list-style-type: none"> • 45" generic TV advertisement • 30" generic radio advertisement f) Royalty fees to actors g) Provide a rollout plan for the Corporate Communications strategy to ensure visibility and drive a positive narrative. h) Implement advertising campaigns. 	



No	Description	Total cost Excl. VAT
	2.4. Signage	
	a) Execute remedial work of interior branding (departments, meeting/boardroom, regional offices, head office, ceiling suspenders, pause areas, and reception area) and exterior signage (head office, regional offices, parking bay, entrance doors, wayfinding, regulatory signage, and directional signage, etc. logo). b) Develop and install internal and external signage. c) Design and manufacture of internal and external signage. d) Coordinate permissions.	
	2.5. Public Relations	
	a) Develop a PR plan. b) Establish media relationships. c) Draft and distribute press releases. d) Secure media opportunities. e) Monitor media coverage monitoring and reporting.	
	2.6. Media Management and Monitoring	
	a) Build media relationships. b) Implement a monitoring system. c) Analyse media coverage. d) Provide reports.	
	2.7. Reputation Management	
	a) Develop reputation strategies. b) Address negative publicity. c) Conduct reputation audits. d) Conduct a media training session. e) Online reputation monitoring and management f) Create stakeholder and media engagement strategies and calendars to build relationships and deliver key messages.	
	2.8. Social Media Management	
	a) Create and manage social media accounts. b) Development and implementation of a digital media campaign strategy and plan c) Social media content development d) Design of creative content e) Implement social media campaigns. f) Manage brand presence. g) Monitor channels and respond.	
	2.9. Intranet	
	a) User Authentication and Access Control: <ul style="list-style-type: none"> • Implement a secure login system with multi-factor authentication. • Define user roles and permissions based on job responsibilities. • Ensure sensitive information is accessible only to authorized personnel. 	



No	Description	Total cost Excl. VAT
	<p>b) User Interface and Design:</p> <ul style="list-style-type: none"> • Develop a user-friendly interface with an intuitive design. • Prioritize responsive design for compatibility with various devices. • Incorporate branding elements to reflect SEDFA's identity. <p>c) Content Management:</p> <ul style="list-style-type: none"> • Implement a robust content management system for easy creation, editing, and deletion of content. • Allow document version control to track changes. • Support the organisation of content through folders, categories, and tags. <p>d) Document Management:</p> <ul style="list-style-type: none"> • Enable secure file uploads and downloads. • Implement document sharing and collaboration features. • Integrate with cloud storage solutions for efficient document storage. <p>e) Communication and Collaboration:</p> <ul style="list-style-type: none"> • Include messaging and chat functionalities for real-time communication. • Implement discussion forums and bulletin boards for team collaboration. • Integrate video conferencing tools for remote meetings. <p>f) Employee Directory:</p> <ul style="list-style-type: none"> • Create a searchable employee directory with profiles and contact information. • Allow employees to update their profiles with skills, expertise, and project involvement. • Integrate with the organisation's HR system for up-to-date information. <p>g) Task and Project Management:</p> <ul style="list-style-type: none"> • Include task tracking and assignment features. • Implement project management tools for planning, tracking, and reporting. • Enable integration with popular project management platforms. <p>h) News and Announcements:</p> <ul style="list-style-type: none"> • Include a dedicated section for news, updates, and announcements. • Allow administrators to post important information and updates. • Implement notification features to keep employees informed. 	



No	Description	Total cost Excl. VAT
	<p>i) Search Functionality:</p> <ul style="list-style-type: none"> • Develop a robust search engine for quick and accurate information retrieval. • Implement filters and advanced search options for efficient content discovery. <p>j) Security:</p> <ul style="list-style-type: none"> • Ensure the intranet is built with strong security protocols. • Regularly update and patch software to address security vulnerabilities. • Conduct regular security audits and penetration testing. <p>k) Compliance and Regulations:</p> <ul style="list-style-type: none"> • Ensure the intranet complies with relevant data protection and privacy regulations. • Provide features for data retention and deletion by regulations. <p>l) Training and Support:</p> <ul style="list-style-type: none"> • Develop user guides and tutorials for intranet usage. • Provide training sessions for employees. • Establish a dedicated support system for addressing issues and queries. <p>m) Analytics and Reporting:</p> <ul style="list-style-type: none"> • Implement analytics tools to track intranet usage and user engagement. • Generate reports on popular content, user activity, and system performance. <p>n) Scalability and Future Expansion:</p> <ul style="list-style-type: none"> • Design the intranet with scalability in mind to accommodate future growth. • Plan for regular updates and improvements based on user feedback and technological advancements. <p>o) Mobile Accessibility:</p> <ul style="list-style-type: none"> • Ensure mobile responsiveness for users accessing the intranet from smartphones and tablets. • Develop a mobile app for convenient access on the go. <p>p) Integration with External Systems:</p> <ul style="list-style-type: none"> • Integrate the intranet with existing enterprise systems (e.g., CRM, ERP). • Enable API support for potential future integrations. 	



No	Description	Total cost Excl. VAT
	<p>q) Feedback Mechanism:</p> <ul style="list-style-type: none"> • Include a feedback mechanism for users to provide suggestions and report issues. • Regularly gather feedback and make continuous improvements to enhance user experience. <p>r) Disaster Recovery and Backup:</p> <ul style="list-style-type: none"> • Implement a robust backup system to ensure data integrity. • Develop a disaster recovery plan to minimize downtime in case of system failures. <p>s) Budget and Timeline:</p> <ul style="list-style-type: none"> • Provide a detailed budget estimate for the intranet development. • Outline a realistic timeline for the development, testing, and deployment phases. 	
	2.10. Website	
	<p>a) Discovery and Planning:</p> <ul style="list-style-type: none"> • Conduct stakeholder interviews. • Analyse competitor websites. • Develop a project plan. <p>b) Design and Information Architecture:</p> <ul style="list-style-type: none"> • Create wireframes and mock-ups. • Define information architecture. • Collaborate and finalize design. • Add regional offices hotspot plugin/web part. <p>c) Development:</p> <ul style="list-style-type: none"> • Recommend CMS for the SEDFA website. • Develop responsive templates. • Integrate necessary. Functionalities. <p>d) Content Migration:</p> <ul style="list-style-type: none"> • Assist in content migration. • Optimize content for SEO. • Train staff on CMS. <p>e) Testing:</p> <ul style="list-style-type: none"> • Conduct thorough testing. • Perform usability testing. • Implement security measures. <p>f) Deployment:</p> <ul style="list-style-type: none"> • Deploy website. 	



No	Description	Total cost Excl. VAT
	<ul style="list-style-type: none"> • Monitor post-launch issues. • Provide documentation. <p>g) Training and Support:</p> <ul style="list-style-type: none"> • Provide training sessions. • Offer ongoing support. <p>h) Key Features:</p> <ul style="list-style-type: none"> • Mobile responsiveness: Included • Intuitive navigation: Included • Multimedia elements integration: Included • Robust security measures: Included <p>i) Budget and Timeline:</p> <ul style="list-style-type: none"> • Detailed budget estimate • Realistic timeline: X months 	
	Consultation	
	Site Establishment, inspection, and Disbursement	
	Delivery, storage, and protection	
	Electrical connections to the main power supply in the case of illuminated signage and branding	
	Remedial work for external and internal wall surfaces where signage and branding will be removed, i.e., repairing the immediate area around the current sign positions.	
	Cherry picker	
	Safety File	
	Any additional costs	
	Account Management	
	Status Meetings	
	Disbursements	
	Total Costs 24 months (Excl.) VAT	
	VAT (15%)	
	Total Cost (incl.) VAT	



4. BID PROPOSAL FORMAT - CHECKLIST

All bidders must return their proposals categorized and indexed :

No.	Description	Supporting Document	Submitted Yes/No
1.	Annexure A1 - SBD 1: Invitation to Bid	Submit a fully completed and duly signed SBD 1.	
2.	Annexure A2 - SBD 4: Declaration of Interest.	Submit a fully completed and duly signed SBD 4.	
3.	Annexure A3 - SBD 6.1: Preference Points Claim Form.	Submit a fully completed and duly signed SBD 6.1.	
4.	Annexures B1 - Valid Tax Compliant Status (TCS PIN issued by SARS)	Submit a valid copy of TCS	
5.	Annexure B2 - Valid Tax Compliant Status (TCS PIN issued by SARS) Consortium, Joint Ventures, and Sub-Contractors (If applicable).	Submit a valid copy of TCS	
6.	Annexure C – BBBEE Certificate / Sworn Affidavit	Submit a copy of BBBEE Certificate / Sworn Affidavit.	
7.	Annexure D - National Treasury Central Supplier Database (CSD) registration	Submit a copy of CSD Report.	



No.	Description	Supporting Document	Submitted Yes/No
8.	Annexure E - bidder's Companies & Intellectual Property Commission (CIPC) registration documents.	Submit a copy of CIPC document	
9.	Annexure F - General Conditions of The Contract (GCC)	Submit GCC that is initialed or signed each page.	
10.	<p>Evaluation Criteria for Signage and Branding Services for A Period of Twenty-Four (24) Months</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none"> • Case studies, not older than five years, of similar size and scope, which the bidder has successfully implemented in brand development and installing office signage. • Samples, submittals, proofs, mock-ups, and prototype signage of signage done for other clients before signing off for manufacturing and the final signage produced. • A copy of Occupational Health and Safety (OHS) Certificate – (certificate from CHSP (SACPCMP), OHSP (SAIOSH), NOSA, etc). • A copy of Electricity Certificate of Compliance (COC) certificate (certificate to be submitted before occupation) failure to do so will render the bid invalid. • A copy of (Certificated from QCTO or ECSA). • A proof of national footprint covering all nine provinces. <p>Functionality Criteria:</p> <ul style="list-style-type: none"> • Contactable reference letters relating to similar projects (Signage) in the last five (5) years. • Contactable reference letters relating to similar projects (Vehicle branding) in the last five (5) years. • Project planning/ Methodology and management (Signage and Vehicle Branding Services • CV's for Experience of Key Personnel 		



No.	Description	Supporting Document	Submitted Yes/No
11.	<p>Annexure H - Evaluation Criteria for Brand Development (Corporate Identity and Brand Perceptions) and Marketing and Communication Services</p> <p>Mandatory requirements:</p> <ul style="list-style-type: none"> • Case studies, not older than five years, of similar size and scope, which the bidder has successfully implemented. • A proof of national footprint covering all nine provinces. <p>Functionality Criteria:</p> <ul style="list-style-type: none"> • Contactable reference letters of similar projects (brand development, marketing and communications campaigns management, graphic design, content creation (corporate identity development and brand perceptions) and marketing and communication services). • Project planning/ Methodology and management • CV's for Key Personnel 		
12.	<p>Annexure I - Evaluation Criteria for Reputation Management Services, Including Media Monitoring and Public Relations Service for a Period of Twenty-Four Months.</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none"> • A valid proof of company registration with the Public Relations Institute of South Africa (PRISA). • A proof of national footprint covering all nine provinces. <p>Functionality Requirements:</p> <ul style="list-style-type: none"> • Contactable reference letter for each similar service rendered previously i.e., Public Relations, Reputation and Crisis Communication Management and Media Management and Monitoring • Project planning/ Methodology and management • CV's for Key Personnel 		



No.	Description	Supporting Document	Submitted Yes/No
13.	<p>Annexure J - Evaluation Criteria for Website Development and Design, UX And UI Design for a Period of Twenty-Four Months.</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none">• A proof of national footprint covering all nine provinces. <p>Functionality Requirements:</p> <ul style="list-style-type: none">• Contactable references letters where similar projects (Website Development and Design, UX And UI Design) were provided in the last 5 years.• Project planning/ Methodology and management• CV's for Key Personnel		
14.	<p>Annexure K - Evaluation Criteria for Intranet Development and Design, UX and UI Design for a Period of Twenty-Four Months.</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none">• A proof of national footprint covering all nine provinces. <p>Functionality Requirements:</p> <ul style="list-style-type: none">• Contactable references letters where similar projects (Intranet Development and Design, UX And UI Design).• Project planning/ Methodology and management• CV's for Key Personnel		



No.	Description	Supporting Document	Submitted Yes/No
15.	<p>Annexure L - Evaluation Criteria for Social media for a Period of Twenty-Four Months.</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none">• Case studies, not older than five years, of three digital marketing campaigns of similar size and scope.• A proof of national footprint covering all nine provinces. <p>Functionality Requirements:</p> <ul style="list-style-type: none">• Contactable reference letter for similar service (Social Media Management) conducted in the past five years.• Project planning/ Methodology and management• CV's for Key Personnel		
16.	Annexure O – Pricing Schedule	Fully completed pricing schedule	
17.	Appendix 1: Bid Proposal Template	Fully Completed Appendix 1	

5. SECTION 1: LEGISLATIVE REQUIREMENTS

The bidder must supply the required documentation as outlined in this Request for Bid.

6. SECTION 2: CONTACTABLE REFERENCE LETTERS

The bidder must attach a copy of the reference letters as outlined in the evaluation criteria, must be submitted as part of this section (for each Category).



7. SECTION 3: TEAM CVS, SKILLS, AND EXPERIENCE

The bidder must complete the table in Section 3, outlining the experience of the bidders' team/staff that will be assigned to deliver the project. Should any of these team/staff members be replaced, authorization must be requested from **SEDA**. The proposed replacement must meet the requirements as outlined in this Scope of Work/TOR.

A Curriculum Vitae must be attached for each staff member who will be assigned to the project team for all categories as per functionality evaluation criteria.

8. SECTION 4: PROJECT IMPLEMENTATION PLAN

The bidder must submit a detailed project implementation plan that outlines the steps required for each category.

9. SECTION 5: PRICING PROPOSAL

The bidder must submit a pricing proposal as outlined in **Annexure O**.

10. SECTION 6: ADDITIONAL INFORMATION

Any additional information pertinent to the proposal can be attached under this Section.

An electronic editable copy of the Bid Proposal Template will be available on the **sefa** website: <http://www.sefa.org.za/publications/tenders>



**APPENDIX 1
BID PROPOSAL**

COVER PAGE

**APPOINTMENT OF SERVICE PROVIDER (ONE STOP SHOP) FOR 360-DEGREE
MARKETING AND COMMUNICATION SERVICES FOR TWENTY-FOUR (24) MONTHS**

Bid Number	
MAAA Number	
Company name	
CSD Number	
Contact Person	
Telephone Number	
e-mail address	



SECTION 1: LEGISLATIVE REQUIREMENTS

Attach all required documentation behind this section.



SECTION 2: COMPANY PROFILE, EXPERIENCE & REFERENCE LETTERS

Note to the Bidder: The bidder must complete the information set out below in response to the requirements stated in the bid document. If the bidder requires more space than is provided below it must prepare a document in substantially the same format setting out all the information referred to below and return it with this Returnable Schedule]

The bidder must provide the following information:

Client Name	Transaction Description	Transaction Value	Project period		Description of service performed and extent of Bidder's responsibilities	Name, title, and telephone contact of the client
			Start Date	End Date		



SECTION 3: BIDDER'S TEAM EXPERIENCE

Complete the table below and attach Curriculum Vitaes as part of this section.

NAME & SURNAME OF TEAM/STAFF MEMBER	ROLE IN THE TEAM	QUALIFICATIONS	YEARS OF EXPERIENCE
	Project Manager		
	Graphic Designer		
	PR and Media Relations		
	Communication Personnel		
	Marketing and Branding		
	Website designer		

The bidder must provide a detailed CV for each team member who will be servicing the account as below and or above:

- a. Project Manager,
- b. Graphic Designer,
- c. PR and Media Relations,
- d. Communication Personnel
- e. Marketing and Branding
- f. Website Designer



SECTION 4: PROJECT IMPLEMENTATION PLAN

Attach the required documentation under this section for all categories as per functionality criteria.

