

REQUEST FOR PROPOSAL/TENDER (RFP/T)



TENDER NUMBER:	RFP/T: 01/08/13
COMPULSORY BRIEFING SESSION:	DATE : 27 th September 2013
TENDER CLOSING:	DATE : 14 th October 2013 TIME : 12h00 Noon
DESCRIPTION:	To appoint an Advertising Agency to conceptualise, develop and implement a co -branded Multimedia Advertising and Public Relations(PR) campaign on behalf of the Small Enterprise Development Agency (Seda) and the South African Department of Trade and Industry (the dti)

Request for Proposal

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TENDER DOCUMENT
SECTION A: TENDER INSTRUCTIONS & REQUIREMENTS

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1. INVITATION TO TENDER

**YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE
SMALL ENTERPRISE DEVELOPMENT AGENCY (Seda)**

TENDER NUMBER : RFP/T 01/08/13
COMPULSORY BRIEFING SESSION : 27th September 2013
TENDER CLOSING DATE & TIME : 14th October 2013 at 12h00 Noon

DESCRIPTION: To appoint an Advertising Agency to conceptualise, develop and implement a co -branded Multimedia Advertising and Public Relations(PR) campaign on behalf of Small Enterprise Development Agency (Seda) and the South African Department of Trade and Industry (**the dti**),

TENDER VALIDITY: 90 Days from date of closure of this tender.

BID DOCUMENTS MUST BE PLACED IN THE TENDER BOX AT THE ADDRESS INDICATED BELOW:

Small Enterprise Development Agency
The Fields, Office Block A,
1066 Burnett Street,
Hatfield,
0083

Bidders should ensure that bids are delivered timeously to the correct address. If the bid is late, it will not be accepted for consideration.

ANY ENQUIRIES RELATING TO THE PROJECT AND/ OR BIDDING PROCEDURES MAY BE DIRECTED TO:

Department:	Supply Chain Management Unit
Contact Person:	Mr M. Tlabano
Tel:	(012) 441-1350
Fax:	(012) 441-2350
E-mail address	mtlabano@seda.org.za

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2. GENERAL CONDITIONS OF TENDER

- 2.1 Bids must be submitted with all official Bid Forms duly completed. Which are contained within this tender document.
- 2.2 Bids must be delivered to the correct address location which is indicated in the tender document, and must be delivered timeously, as late bid submissions will NOT be accepted for consideration.
- 2.3 Late submissions will not be accepted under any circumstances. A submission will be considered late if it arrives only a second after 12:00 or any time thereafter. The tender shall be locked at exactly 12:00 Noon and tenders arriving late **will not** be accepted under any circumstances. Tenderers are therefore strongly advised to ensure that their tenders be dispatched allowing enough time for any unforeseen events that may delay the delivery of the tender.
 - a. **The Tender, including the returnable address, must be submitted in a sealed envelope, marked with:**
 - 1) Tender Number
 - 2) Closing Date and Time of the Tender
 - 3) The Name and Address of the Tenderer
- 2.4 This Bid is subject to the Preferential Procurement Policy Framework Act and the Preferential Procurement Regulations of 2011, the General Conditions of Contract (GCC) and, if applicable, any other special conditions of contract.
- 2.5 The successful bidder will be required to sign a written contract.
- 2.6 It is an absolute condition that the taxes of the bidder **must be in order**, or that suitable arrangements have been made with the Receiver of Revenue to satisfy them. Proof of such arrangements from SARS must be provided in the absence of an original valid Tax Clearance Certificate.
- 2.7 An **Original, Valid, Tax Clearance Certificate must be submitted** with the tender proposal on or before the closing date and time of the tender. Failure to submit an original and valid Tax Clearance Certificate may invalidate the tender.
- 2.8 Each party to a consortium/ sub-contractors must submit a separate original and valid Tax Clearance Certificate. Application forms for the renewal of/ or application for a Tax Clearance Certificate is available at any Receiver's Office (SARS).
- 2.9 The SBD4 and SBD9 documents attached to this RFP/T must be completed and returned with this tender proposal. Failure to submit completed and signed SBD4 and SBD9 documents with the tender proposal may invalidate the tender proposal.
- 2.10 Failure to submit a valid BBEE Certificate will result in zero preference points being awarded for BBEE. If the entity's annual total revenue is R5m or less, then an Exemption Certificate may be submitted which has been issued by a **registered Auditor, Accounting Officer** (as contemplated in section 60(4) of the Close Corporation Act, 1984 (Act No. 69 of 1984)), or an **accredited SANAS verification agency**. Exempted Suppliers submitting an Exemption Certificate will be considered to be Level 4 BBEE Contributors, and will automatically be entitled to claim/ be awarded 12/20 or 5/10 BBEE preference points, based on whichever preference point system is applicable (i.e. 80/20 or 90/10).

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- 2.11 Tender forms contained within the Tender Document requesting information have been drawn up so that certain essential information is to be furnished in a specific manner and format. Any additional particulars should be furnished on this document where appropriate, or in a separate annexure.
- 2.12 Should the bidder desire to make any departures from, or modifications to this tender/ bid or to qualify its quotation in any way, it shall clearly set out its tender departure/ modification as an Annexure, or alternatively state the content in a covering letter attached to the tender proposal referred to herein, failing which, the tender shall be deemed to be unqualified unless it conforms **exactly** with the requirements of this tender. Unless otherwise specified and stipulated in writing, any part of the tenderer's tender/bid which deviates from any terms and conditions stated within the tender document, shall be of no force or effect.
- 2.13 This tender document, together with associated forms and annexures, may NOT be retyped or re-drafted, but photocopies or reprints may be prepared and used.
- 2.14 This tender document, together with associated forms and annexures, may NOT be filled in by means of mechanical devices. A black ink pen should be used to fill in this tender document.
- 2.15 Bidders should check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability shall be accepted in regard to claims arising from the fact that pages are missing or duplicated.
- 2.16 The tender price shall be open for **acceptance for a period of at least 90 calendar days after the closing date of the tender**. It should be noted that Tenderers may offer a shorter validity period, but their bid may in that event, be disregarded for this reason. Tenderers shall clearly state whether or not prices will remain firm for the duration of the contract. Only firm prices will be accepted. Non-firm prices (including prices subject to rates of exchange of variations) will not be considered. In cases where different delivery points influence the pricing, a separate pricing schedule must be submitted for each delivery point.
- 2.17 Failure to have the Price Declaration of this tender document signed by a duly authorized person will constitute non-commitment by the bidder of the tender price, and **the bid will be invalidated**.
- 2.18 All prices shall be quoted in South African currency and be **VAT inclusive**.
- 2.19 Seda reserves the right to only accept part of the submitted bid by a supplier.
- 2.20 Seda reserves the right to withdraw this tender.
- 2.21 Unless specifically provided for in the tender document, no tenders will be considered if submitted or transmitted by telegram, telex, facsimile, e-mail or similar apparatus.
- 2.22 It should be noted that the Small Enterprise Development Agency reserves the right to accept or reject any tender proposal without being obliged to give any reasons in this respect.
- 2.23 The bidder's **company letterhead** must be used for the proposal's cover letter and reflect the company name, address and contact details.
- 2.24 The correct Tender Reference Number (See the front page of this RFP for the Tender Number) and the bidding company's name must appear on all pages of the proposal.

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- 2.25 All pages of the proposal must be initialed by the responsible person.
- 2.26 These conditions form part of the tender general conditions and failure to comply therewith will invalidate your tender.

3 TAX CLEARANCE REQUIREMENTS

It is an absolute requirement that the taxes of the successful bidder must be in order, or that satisfactory arrangements have been made with the South African Revenue Services (SARS) to meet the bidder's tax obligations. Should a Tax Clearance Application be in progress, then proof from SARS must be provided that an application is in progress.

- 3.1 In order to meet this requirement, bidders are required to obtain from SARS and complete in full, the "Application for a Tax Clearance Certificate" and submit it to any SARS branch office nationally. An example of this application form is provided in this tender document, but is available at any SARS branch office nationally or on their website www.sars.gov.za .
- 3.2 Application for the Tax Clearance Certificate may also be made via e-Filing. In order to use this provision, taxpayers will need to register with SARS as an e-Filer through the SARS website www.sars.gov.za .
- 3.3 Tax Clearance Requirements are also applicable to foreign bidders/ individuals who wish to submit bids.
- 3.4 SARS will verify that the bidder's tax matters are in order and furnish the bidder with an original Tax Clearance Certificate which will be valid for a period of one (1) year from the date of approval.
- 3.5 The original, valid Tax Clearance Certificate must be submitted together with the bid/ tender proposal. Failure to submit the original, valid Tax Clearance Certificate will result in the bid/ tender proposal being invalidated. Certified copies of the Tax Clearance Certificate will not be accepted.
- 3.6 In bids where Consortia/Joint Ventures/Sub-contractors are involved, each party must submit a separate original, valid Tax Clearance Certificate. Certified copies of the Tax Clearance Certificate will not be accepted.

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**APPLICATION FOR TAX CLEARANCE CERTIFICATE
(IN RESPECT OF TENDERS)**

1. Name of taxpayer/
tenderer:
2. Trade name:
3. Identification number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
4. Company/Close corporation registration number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
5. Income tax reference number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
6. VAT registration number (if applicable):

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
7. PAYE employer's registration number (if applicable):

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Signature of contact person requiring Tax Clearance Certificate:

Name:

Telephone number: Code Number

Address:

.....

Date: 20...../...../.....

Example

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4. PREFERENCE POINTS CLAIM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS OF 2011

The preference point system will be applied in the adjudication of all qualifying bids/ tenders.

NB: TENDERERS SHOULD STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIONS IN RESPECT OF THE PREFERENCE POINT SYSTEM APPLICABLE TO B-BBEE AND PRICE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS OF 2011.

4.1 GENERAL CONDITIONS

4.1.1 The following preference point systems is applicable to all bids:

- (a) The 80/20 system for requirements with a Rand value up to R1,000,000 (all applicable taxes included); and/ or
- (b) The 90/10 system for requirements with a Rand value above R1,000,000 (all applicable taxes included).

Whichever preference point system is applicable, bids shall be awarded points for:

- (a) Price - (90 Points or 80 Points); and/ or
- (b) B-BBEE (Based on the Status level of Contributor) - (10 Points or 20 Points).

4.1.2 The following conditions will apply when Functionality is used to evaluate bids:

If Functionality is part of the evaluation process then a stipulated minimum threshold must be specified which must be met by the bidder in order for the tender proposal to be further evaluated for preference points. All bids meeting the stipulated minimum threshold will be known as “qualifying bids”. Bids not meeting the minimum stipulated threshold for Functionality Criteria will not be considered for preference points and the bid will be eliminated/ disqualified for further evaluation.

4.2 ADJUDICATION USING THE 80/20 OR 90/10 PREFERENCE POINT SYSTEM

4.2.1 The bidder obtaining the highest number of points will be awarded the contract.

4.2.2 Preference points shall be calculated after prices have been brought to a comparative basis taking into account all factors of non-firm prices and all unconditional discounts.

4.2.3 Points scored will be rounded off to the nearest 2 decimal places.

4.2.4 In the event that two or more bids have scored equal total points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.

4.2.5 However, when functionality is part of the evaluation process and two or more bids have scored equal points, including equal points for B-BBEE, the successful bid must be the once scoring the highest score for functionality.

4.2.6 Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots.

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4.3 AWARDING OF PREFERENCE POINTS FOR PRICE

The 80/20 or 90/10 preference point system will be applied in the adjudication of all qualifying bids/tenders where a maximum of 80 or 90 points will be allocated for price, but will not exceed the 80 or 90 points, dependant on which system is being applied:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

P_s = Points scored for price of bid under consideration

P_t = Rand value of bid under consideration

P_{\min} = Rand value of lowest acceptable bid

4.4 AWARDING OF PREFERENCE POINTS FOR B-BBEE (Status Level of Contribution)

4.4.1 In terms of Regulation 5(2) and 6(2) of the Preferential Procurement Regulations of 2011, preference points must be awarded to a bidder for attaining the B-BBEE Status Level of Contribution in accordance with the B-BBEE Points Allocation Table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
**3	**8	**16
*4	*5	*12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

In terms of the Generic Codes of Good Practice, an enterprise including a sole propriety with annual revenue of R5 million or less qualifies as an EME (with the exception of Sector Charters i.e. Tourism and Construction).

***In instances where EME's are more than 50% owned by black people, such EME's qualify as "B-BBEE status level three (3) contributors".*

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**EME's are deemed to have a B-BBEE status level four (4) contributor.*

- 4.4.2 Bidders who qualify as EMEs in terms of the B-BBEE Act must submit a certificate issued by an Accounting Officer as contemplated in the CCA or a Verification Agency accredited by SANAS or a Registered Auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates.
- 4.4.3 Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Registered Auditor approved by IRBA or a Verification Agency accredited by SANAS.
- 4.4.4 A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 4.4.5 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
- 4.4.6 Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 4.4.7 A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract.
- 4.4.8 A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.
- 4.4.9 In order to claim points for B-BBEE, (SCM/PCF 004: PREFERENCE POINTS CLAIM FORM (SBD6.1)) on Page 23 of the tender document must be completed and submitted with the tender proposal.

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TENDER DOCUMENT
SECTION B: TENDER FORMS FOR COMPLETION (COMPULSORY)

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5. SCM/PD 001: PRICE DECLARATION BY THE TENDERER

I/ We have examined the information provided in your tender document and offer to undertake the work prescribed in accordance with the requirements as set out in the tender document. The tender price quoted in this tender is valid for the stipulated period. I/We confirm the availability of the proposed team members. I/We confirm that this tender will remain binding upon us and may be accepted by you at any time before the expiry date.

Name and Surname:

Signature:

Date:

Are you duly authorized
To commit this tender:

Yes	No	
-----	----	--

Capacity under which this tender is signed:

TOTAL TENDER PRICE
Total Cost of Ownership (TCO) to Seda
(Inclusive of VAT, Discounts, etc.)

R _____

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6. SCM/VOA 002: VALIDITY OF TENDER PRICE FOR THE PERIOD OF ACCEPTANCE

The Bidder is required to complete the following information on the duration for acceptance of the tender price, as follows:

The tender price holds good until: _____
(State alternative period if less than 90 days after tender closure date)

Print Name : _____

Signature of Tenderer : _____

Name of Company : _____

Date : _____



SBD4

7. SCM/DOI 003: DECLARATION OF INTEREST (SBD4)

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DECLARATION OF INTEREST

1. Any legal person, including persons employed by the state¹, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is employed by the state; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

2. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

- 2.1 Full Name of bidder or his or her representative:
- 2.2 Identity Number:
- 2.3 Position occupied in the Company (director, trustee, shareholder²):
- 2.4 Company Registration Number:
- 2.5 Tax Reference Number:
- 2.6 VAT Registration Number:
- 2.6.1 The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / persal numbers must be indicated in paragraph 3 below.

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SBD4

¹“State” means -

- (a) any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- (b) any municipality or municipal entity;
- (c) provincial legislature;
- (d) national Assembly or the national Council of provinces; or
- (e) Parliament.

”Shareholder” means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.

2.7 Are you or any person connected with the bidder presently employed by the state? YES / NO

2.7.1 If so, furnish the following particulars:

Name of person / director / trustee / shareholder/ member:

.....

.....

Name of state institution at which you or the person connected to the bidder is employed :

.....

.....

....

Position occupied in the state institution:

.....

Any other particulars:

.....

.....

2.7.2 If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative work outside employment in the public sector? YES / NO

2.7.2.1 If yes, did you attached proof of such authority to the bid document? YES / NO

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid.

2.7.2.2 If no, furnish reasons for non-submission of such proof:

.....

.....

.....

.....

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2.8 Did you or your spouse, or any of the company’s directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months? **YES / NO**

2.8.1 If so, furnish particulars:

2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

2.9.1 If so, furnish particulars.

2.10 Are you, or any person connected with the bidder, aware of any relationship (family, friend, other) between any other bidder and any person employed by the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

2.10.1 If so, furnish particulars.

2.11 Do you or any of the directors / trustees / shareholders / members of the company have any interest in any other related companies whether or not they are bidding for this contract? **YES / NO**

2.11.1 If so, furnish particulars:

3. Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / Peral Number

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SBD4

4. DECLARATION

I, THE UNDERSIGNED (NAME).....

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 and 3 ABOVE IS CORRECT.
 I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
 Signature

.....
 Date

.....
 Position

.....
 Name of bidder

8. SCM/PCF 004: PREFERENCE POINTS CLAIM FORM (SBD6.1)

This preference claim form must form part of all bids submitted. Before completing this form, bidders must study the General Conditions and Definitions in respect of B-BBEE, as prescribed in the Preferential Procurement Regulations of 2011. This form serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution and it must be completed by bidders claiming points in respect of B-BBEE Status Level of Contribution. *(As a guide, refer also to the table of B-BBEE Contributor Level, on page 13).*

1. DEFINITIONS

1.1

1.2 “all applicable taxes” includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies;

1.3 “B-BBEE” means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;

1.4 “B-BBEE status level of contributor” means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

1.5 “bid” means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of services, works or goods, through price quotations, advertised competitive bidding processes or proposals;

1.6 “Broad-Based Black Economic Empowerment Act” means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);

1.7 “comparative price” means the price after the factors of a non-firm price and all unconditional discounts that can be utilized have been taken into consideration;

1.8 “consortium or joint venture” 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;

1.9 “contract” means the agreement that results from the acceptance of a bid by an organ of state;

1.10 “Firm price” means the price that is only subject to adjustments in accordance with the actual increase or decrease resulting from the change, imposition, or abolition of customs or excise duty and any other duty, levy, or tax, which, in terms of the law or regulation, is binding on the contractor and demonstrably has an influence on the price of any supplies, or the rendering costs of any service, for the execution of the contract;

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- 1.11 **“functionality”** means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder;
- 1.12 **“non-firm prices”** means all prices other than “firm” prices;
- 1.13 **“person”** includes a juristic person;
- 1.14 **“rand value”** means the total estimated value of a contract in South African currency, calculated at the time of bid invitations, and includes all applicable taxes and excise duties;
- 1.15 **“sub-contract”** means the primary contractor’s assigning, leasing, making out work to, or employing, another person to support such primary contractor in the execution of part of a project in terms of the contract;
- 1.16 **“total revenue”** bears the same meaning assigned to this expression in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act and promulgated in the *Government Gazette* on 9 February 2007;
- 1.17 **“trust”** means the arrangement through which the property of one person is made over or bequeathed to a trustee to administer such property for the benefit of another person; and
- 1.18 **“trustee”** means any person, including the founder of a trust, to whom property is bequeathed in order for such property to be administered for the benefit of another person.

2. CLAIM DECLARATION

Bidders who claim points in respect of B-BEE Status Level Contribution must complete and provide the following information:-

- 2.1 **B-BBEE Status Level of Contribution:** (maximum of 10 or 20 points)
 (Points claimed in respect of paragraph 2.1 must be in accordance with the table reflected on **Page 12** and must be substantiated by means of a B-BBEE certificate issued by a Verification Agency accredited

by SANAS or a Registered Auditor approved by IRBA or an Accounting Officer as contemplated in the CCA).

2.2 SUB-CONTRACTING

2.2.1 Will any portion of the contract be sub-contracted? YES / NO (delete which is not applicable)

2.2.1.1 If yes, indicate:

- (i) what percentage of the contract will be subcontracted? (.....%)
- (ii) the name of the sub-contractor?.....

- (iii) the B-BBEE status level of the sub-contractor?
- (iv) whether the sub-contractor is an EME? YES / NO (delete which is not applicable)

3. DECLARATION WITH REGARD TO COMPANY/ FIRM

- 3.1 Name of company/ firm:
- 3.2 VAT registration number:

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3.3 Company registration number:

3.4 TYPE OF COMPANY/ FIRM [Tick Applicable Box]

- Partnership/Joint Venture / Consortium
- One person business/sole propriety
- Close corporation
- Company
- (Pty) Limited

3.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

.....

3.6 COMPANY CLASSIFICATION [TICK APPLICABLE BOX]

- Manufacturer
- Supplier
- Professional service provider
- Other service providers, e.g. transporter, etc.

3.7 Total number of years the company/firm has been in business?

3.8 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBE status level of contribution indicated in paragraph 2.1 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we 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 paragraph 2.1 above, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;
- (iv) If the B-BBEE status level of contribution has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the purchaser may, in addition to any other remedy it may have -
 - (a) disqualify the person from the bidding 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) restrict the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, 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.

Request for Proposal

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SBD6.1

WITNESSES:

1

.....
SIGNATURE(S) OF BIDDER(S)

2

DATE:

ADDRESS:
.....
.....
.....
.....

9. SCM/DPSCM 005: DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES (SBD8)

- 1 This Standard Bidding Document must form part of all bids submitted.
- 2 This document serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3 The bid of any bidder may be disregarded if that bidder, or any of its directors have-
 - a. abused the institution's supply chain management system;
 - b. committed fraud or any other improper conduct in relation to such system; or
 - c. failed to perform on any previous contract.
- 4 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector? (Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied). The Database of Restricted Suppliers now resides on the National Treasury's website(www.treasury.gov.za) and can be accessed by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If so, furnish particulars:		
4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? The Register for Tender Defaulters can be accessed on the National Treasury's website (www.treasury.gov.za) by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Request for Proposal

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SBD8

4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		
4.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (FULL NAME).....

CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of Bidder



10. SCM/IBD 006: CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD9)

- 1 This Standard Bidding Document (SBD) must form part of all bids¹ invited/ submitted.
- 2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
- 3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
 - a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
 - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
- 4 This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
- 5 In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

¹ Includes price quotations, advertised competitive bids, limited bids and proposals.

² Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

Request for Proposal

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SBD9

in response to the invitation for the bid made by:

_____ (Name of Institution)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: _____ that:
(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder.
6. 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 consortium³ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation);
 - (c) methods, factors or formulas used to calculate prices;
 - (d) the intention or decision to submit, or not to submit a bid;
 - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.

Request for Proposal

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SBD9

9. 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 bid opening or of the awarding of the contract.

³ **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.**

10. 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.

.....
 Signature

.....
 Date

.....
 Position

.....
 Name of Bidder

Request for Proposal



11. SCM/SPD 007: SERVICE PROVIDER DECLARATION

Tenderers must complete the Service Provider's Declaration Form.

SERVICE PROVIDER DECLARATION FORM

NB: Should your FORM not be completed in full with your Tender/Proposal will be rejected. Information in this questionnaire received will be treated with confidentiality.

COMPANY NAME: _____

COMPLETED BY: _____
Full name and Surname

DESIGNATION: _____

DATE: _____

Request for Proposal

IMPORTANT NOTES: PLEASE READ CAREFULLY

To be completed by all Service Providers responding to a tender/ proposal or upon registration as an approved service provider on the procurement data base;

The application must be completed in full, be signed and commissioned by a Commissioner of Oaths where required.

A company profile must accompany the registration form but will not be accepted as a substitute for the application form - all fields on the application form must be completed by the tenderer.

Attach the following:

- Valid original Tax Clearance Certificate
- Copy of Registration Certificate (CC or Pty Ltd), Articles of Association and Memorandum of Agreement, whichever is applicable.
- Company PROFILE including experience.
- A copy of the previous three years audited/ signed-off financial statements.
- Copies of SABS or any other rating or accreditation, certificates etc. where applicable.

Request for Proposal

SERVICE PROVIDER DETAILS		
Registered Name of the Company:		
Trading Name of the Company:		
Company/ Close Corporation Registration Number:	VAT Registration Number:	Income Tax Reference Number:
Telephone Number:	Fax Number:	
Web Address:	E-mail Address:	
Name of Contact Person:	Contact Numbers Cell:	
Business Physical Address:	Postal Address:	
Web Address:	E-mail Address:	
TYPE OF FIRM (Please <input type="checkbox"/> the relevant box or boxes)		
<input type="checkbox"/> Public Company (Ltd)		
<input type="checkbox"/> Private Company (Pty) Ltd		
<input type="checkbox"/> Closed Corporation (CC)		
<input type="checkbox"/> Sole Proprietor		
<input type="checkbox"/> Partnership		
<input type="checkbox"/> Trust		
<input type="checkbox"/> Section 21 Company		
<input type="checkbox"/> Government/ Parastatal		
<input type="checkbox"/> Joint Venture		
<input type="checkbox"/> Consortium		
<input type="checkbox"/> Other, (Specify)		
PARTICIPATION CAPACITY (Please <input type="checkbox"/> the relevant box or boxes)		
<input type="checkbox"/> Prime Contractor		
<input type="checkbox"/> Sub-Contractor		
<input type="checkbox"/> Supplier		
<input type="checkbox"/> Services including Professional		
<input type="checkbox"/> Manufacturer		

Request for Proposal

- Repairer
- ISO Listed
- Importer
- Exporter
- Distributor
- Sales

BUSINESS SECTOR (Please the relevant box or boxes)

- Agriculture
- Mining and Quarrying
- Manufacturing
- Electricity, Gas and Water
- Construction
- Retail and Motor trade
- Wholesale trade, commercial and other trade
- Catering, accommodation and other
- Transport, storage and other trade
- Communications
- Finance and Business Services
- Repair/Allied Services
- Commercial Agents
- Community and Social Services
- Personal Services
- Other, (Specify).....

SMALL, MEDIUM, MICRO ENTERPRISE (SMME) STATUS (Please the relevant box)

- Micro
- Very Small
- Small
- Medium
- Large

TOTAL NUMBER OF EMPLOYEES (Please the relevant box and state the number)

- Full Time Number:
- Part Time Number:

LIST ALL PARTNERS, PROPRIETORS & SHAREHOLDERS AS INDICATED BELOW (COMPULSORY)

NAME AND SURNAME	IDENTITY NUMBER	CITIZENSHIP	DATE OF OWNERSHIP	% OF OWNERSHIP	SPECIFY STATUS IF HDI, WOMEN, OR DISABLED	% VOTING

Request for Proposal

LIST AND IDENTIFY ANY OWNER OR MANAGEMENT OFFICE BEARER WHO HAS AN OWNERSHIP INTEREST IN ANOTHER FIRM

NAME AND SURNAME	IDENTITY NUMBER	CITIZENSHIP	DATE OF OWNERSHIP	% OF OWNERSHIP	SPECIFY STATUS IF HDI, WOMEN OR DISABLED	% VOTING

IDENTIFY ANY OWNER OR MANAGEMENT OFFICER WHO IS AN EMPLOYEE OR HAS DUTIES IN ANOTHER BUSINESS ENTERPRISE

NAME AND SURNAME	IDENTITY NUMBER	CITIZENSHIP	DATE OF OCCUPATION	DESIGNATION	SPECIFY STATUS IF HDI, WOMEN OR DISABLED	% TIME DEVOTED

LIST THE MAJOR ITEMS OF EQUIPMENT, PLANT AND VEHICLES OWNED BY THE FIRM

ITEM DESCRIPTION	QUANTITY	ESTIMATED VALUE

INDICATE BY NAME AND STATUS, THOSE INDIVIDUALS IN THE FIRM (INCLUDING OWNERS AND NON-OWNERS) RESPONSIBLE FOR THE DAY TO DAY MANAGEMENT AND BUSINESS DECISIONS

ACTIVITY	NAME AND SURNAME	RACE	GENDER (MALE/FEMALE)	DISABLED (YES/ NO)

FINANCIAL DECISIONS

Cheque Signing				
Acquisition of lines of credit				
Sureties				
Major Purchase or Acquisition				
Signing of Contract				

Request for Proposal

MANAGEMENT DECISIONS				
Estimating				
Marketing and Sales Operation				
Hiring & Firing of Management				
Supervision of Office Personnel				
Supervision of Field/ Production Activities				
CLIENT DETAILS WHERE SIMILAR PROJECTS TO THIS TENDER HAVE BEEN UNDERTAKEN				
Company/ Institution Name				
Address				
Contact Person		Telephone:		
Value of contract	R	Date:		
Description of Work				
Company/ Institution Name				
Address				
Contact Person		Telephone:		
Value of contract	R	Date:		
Description of Work				
Company/ Institution Name				
Address				
Contact Person		Telephone:		
Value of contract	R	Date:		
Description of Work				
Company/ Institution Name				
Address				
Contact Person		Telephone:		
Value of contract	R	Date:		
Description of Work				
Company/ Institution Name				
Address				
Contact Person		Telephone:		
Value of contract	R	Date:		
Description of Work				
LIST YOUR CURRENT MAIN CLIENTS BELOW				
Client				
Rand Value P.A.	R	% Turnover		
Contact Person		Telephone		

Request for Proposal

Client			
Rand Value P.A.	R	% Turnover	
Contact Person		Telephone	
Client			
Rand Value P.A.	R	% Turnover	
Contact Person		Telephone	
Client			
Rand Value P.A.	R	% Turnover	
Contact Person		Telephone	
Clients			
Rand Value P.A.	R	% Turnover	
Contact Person		Telephone	
GENERAL			
1. Did the firm exist under a previous name?		YES/ NO	
If YES, what was its previous name?			
2. Does your company/any of its employees have a vested interest in SEDA? If YES, state which Department within SEDA the said employee/s have such vested interest			
3. Indicate as to whether any of the Partners, Proprietors & Shareholders is in the service of SEDA and/or the DTI, or has been in the service of SEDA and/or the DTI in the previous twelve months?			
4. At what % of full capacity are you operating?			
5. What percentage of work, directly/indirectly, is for SEDA/DTI?			
6. What was your average turnover (excluding VAT) during the previous three financial years?			
7. Have you previously been on an approved supplier list with SEDA or the DTI? If YES, specify			
8. Who are your present material / equipment suppliers?			
9. Does your company have an after hours service policy? (If YES, specify)			
10. Are warranties offered on new items / repairs etc.? If YES, state particulars			

Request for Proposal

BANKING DETAILS

I/We hereby request and authorize you to pay any amounts which accrue to me/us to the credit of my/our bank account with the below-mentioned bank. I/we understand that the credit transfer hereby authorized will be processed by computer through a system known as **Electronic Funds Transfer** and I/we also understand that no additional advice of payment will be provided by my/our bank, but details of each payment will be printed on my/our bank statement or any accompanying voucher. (This does not apply where it is not customary for banks to issue bank statements.) I/we understand that a payment will be applied by **Seda** in the normal way, and that it will indicate the date on which funds will be available in my/our account.

Bank Account Name : _____
Name of Bank : _____
Branch Code & Name : _____
Account Number : _____

Type of Account: Cheque Savings Transmission

Bank details to be certified as correct by DATE STAMP of BANK:

Name and Surname : _____
Signature : _____
Designation : _____
Tel number : (_____) _____
Fax number : (_____) _____

DATE STAMP OF BANK

I/We the undersigned, acknowledge(s) that:

- The information furnished is true and correct
- The B-BBEE points claimed is in accordance with the General Conditions
- Any conflict of interest has been declared in writing
- An official Seda Purchase Order will be accepted
- Payment of any goods delivered or services rendered will be effected within 30 days from receipt of a valid invoice.

NAME AND SURNAME:

SIGNATURE:
(Duly Authorised to sign)

Request for Proposal

BANKING DETAILS

ON BEHALF OF:
(Name of Organization)

ADDRESS:
.....
.....

TELEPHONE NUMBER:

DATE:

REGISTERED COMMISSIONER OF OATHES:

SIGNATURE:

DATE:

STAMP:
(Commissioner's Stamp with registered number)
Failure to have a copy of this document signed by
A Commissioner of Oaths may invalidate this
tender/ proposal submission



Request for Proposal

TENDER DOCUMENT
SECTION C: TERMS OF REFERENCE

2. TERMS OF REFERENCE & BID EVALUATION CRITERIA

TO APPOINT AN ADVERTISING AGENCY TO CONCEPTUALISE, DEVELOP AND IMPLEMENT A CO -BRANDED MULTIMEDIA ADVERTISING AND PUBLIC RELATIONS(PR) CAMPAIGN ON BEHALF OF THE SMALL ENTERPRISE DEVELOPMENT AGENCY (Seda) AND THE SOUTH AFRICAN DEPARTMENT OF TRADE AND INDUSTRY (the dti)

Request for Proposal

INTRODUCTION

The basis of this terms of reference is to give effect to the implementation of Section 9A and 10(1) [a-d] of the National Small Business Amendment Act no. 29 of 2004 dealing with Small Enterprise Development Agency (Seda's) objectives and functions which enjoin Seda to:

- (a) design and implement development support programmes;*
- (b) promote a service delivery network that increases the contribution of small enterprises to the South African economy, and promotes economic growth, job creation and equity;*
- (c) generally, strengthen the capacity of-*
 - (i) service providers to support small enterprises; and*
 - (ii) small enterprises to compete successfully domestically and internationally;*
- (d) implement the policy of national government for small enterprise development;*
- (e) design and implement a standard national delivery network that must uniformly apply throughout the Republic in respect of small enterprise development, integrating all government-funded small enterprise support agencies across all spheres of government;*
- (f) design and implement small enterprise development support programmes; and*
- (g) establish provincial structures to ensure the effective implementation of its functions as defined in section 10, respectively.*

Seda has a delivery network consisting of 42 branches, 37 co-location points, 12 satellite offices (Western Cape), 48 information kiosks and 17 mobile units nationally. The network provides business development services to both potential and existing entrepreneurs including co-operatives. Complementing this is a network of 42 technology based incubators which are supported by Seda.

2. BACKGROUND

The Small Enterprise Development Agency (Seda) is embarking on an internal and external Advertising and Public Relations (PR) campaign in line with the implementation of an Integrated Marketing and Corporate Communications strategy. The objective of this assignment is to appoint an Advertising Agency to conceptualise, develop and implement a cobranded Multimedia Advertising and PR campaign on behalf of Seda and the South African Department of Trade and Industry (**the dti**), in accordance with specific processes and procedures as prescribed by the organisations.

To achieve the above, the Corporate Communication and Marketing Unit (CCMU) wishes to implement an effective and creative advertising campaign plan. The purpose of the plan is to create brand awareness, educate existing and potential clients about its products and services and inform all stakeholders about its

Request for Proposal

achievements. These will assist in enhancing the organization's image to ensure that Seda becomes a catalyst in small enterprise development in South Africa.

3. PROJECT OBJECTIVE

- 3.1 The appointed service provider will conceptualise, develop and implement a Multimedia Advertising and PR campaign for Seda and **the dti**. The campaign is intended to elevate Seda and the **dti**'s focus areas.
- 3.2 The Multimedia, Advertising and PR campaign must profile and create awareness of the following focus areas to Seda and **the dti**'s internal and external stakeholders:
 - 3.2.1 Seda Products and Services; and
 - 3.2.2 **the dti**'s incentive programmes.

4 TARGET MARKET

- 4.1 Existing Business Enterprises;
- 4.2 Media (National, Regional and Community);
- 4.3 Small, Medium and Micro Enterprises (SMME's);
- 4.4 Enterprise Development Beneficiaries;
- 4.5 Aspirant entrepreneurs;
- 4.6 Government stakeholders and influencers;
- 4.7 Unemployed people;
- 4.8 Internal Stakeholders;
- 4.9 Youth, Women and People living with disabilities;
- 4.10 Small Enterprise industry associations and organisations / sector bodies' leadership and members;
- 4.11 Public and Private Sector (SMMEs development support institutions); and
- 4.12 Knowledge Institutions (e.g. Universities, SMME Consultants, Researchers, Advisors et al)

5 SCOPE OF WORK (DELIVERABLES)

- 5.1 Above and below the line advertising and PR plan covering, print, broadcast and electronic media;
- 5.2 Advertising and Press Release material for focus areas, covering different media in line with Seda's and **the dti**'s brief;
- 5.3 Creative concepts in line with Corporate Identity (CI)(print, broadcast and electronic media);
- 5.4 Copywriting and editing;
- 5.5 Media lobbying for Seda and **the dti**;
- 5.6 Media planning and buying;
- 5.7 Integration and product placement in a story line within a drama (e.g. Isidingo);
- 5.8 Media monitoring report (digital, print and broadcast);
- 5.9 Hand over to Seda all work produced (e.g. .pdf, graphic design open file format, recordings, visuals in the execution of the advertising and PR campaigns) per project; and
- 5.10 Skills transfer to Seda Staff.

Request for Proposal

6 CONTRACTING PERIOD

The appointment is for a period of 12 (twelve) months which will commence once a contract has been signed with Seda, starting from date of contract signing.

7 EVALUATION OF THE PROPOSAL

7.1 Evaluation Criteria

Tender proposals will be evaluated in accordance with the **80/20 preference point system**, as contemplated in the Implementation Guide to the Preferential Procurement Regulations, 2011 pertaining to the Preferential Procurement Policy Framework Act (PPPFA)(Act 5 of 2000).

In order to facilitate fair comparison between Service Providers, all tenders will be converted into a common basis on the comparative list.

The Proposal will be evaluated on the following basis:

1. Functionality	A score of less than 70% will disqualify bidders from further evaluation
2. Presentation	A score of less than 70% will disqualify bidders from further evaluation
3. Preference Points	80/20 preference points for price and Broad Based Black Economic Empowerment (BBBEE)

7.2 Pre - Qualification of Tenders

The following pre-qualification criteria will form the basis for evaluating all bids and failure to comply with this criteria will result in the immediate disqualification of the proposal.

7.2.1 Duly completed Tender Document; and

7.2.2 Attendance at Tender Briefing session;

7.3 Functionality Criteria

The following functionality criteria will be used as a basis for evaluating the tender where the stipulated minimum threshold to be scored by the tenderer is 70% in order to qualify to be short listed for presentation.

7.3.1 Service Provider Profile

For the purpose of this assignment the service provider must possess the following experience, skills knowledge and technical requirements:

Functionality Criteria		Weighting	Score
1	Capacity to Deliver:	40%	28
	1.1 Proposals should give details of the relevant skills, experience and capacity of the Project Team Members in relation to the Terms of Reference (ToR). Provide abridged CVs of the following key Project Team Members who will work on the contract :		
	1.1.1 Copywriters;		

Request for Proposal

Functionality Criteria	Weighting	Score
<p>1.1.2 Graphic Designers; 1.1.3 Editing Personnel 1.1.4 Media Liaison; 1.1.5 Media Buyers; 1.1.6 Project Account Manager; and 1.1.7 Brand Manager.</p> <p>1.2 All bidders are required to submit a case study in presentation format(CDs will not be accepted) of a successful paid for advertising campaign undertaken in the last two years for a national service oriented brand which demonstrates the following: 1.2.1 Understanding of the brand's heritage and current positioning; and 1.2.3 Outcome of the campaign as indicated through the degree of innovation, creative execution, market share growth, brand perception shifts, use of new media and media monitoring tools.</p> <p>2 Experience: 2.1 Have a minimum of three years' experience in handling a similar advertising and public relations campaign of a minimum value of R5m with contactable referees; 2.2 Have done work for a Service Oriented National Brand; 2.3 Shows evidence of full service of Advertising Agency including: 2.3.1 Print; 2.3.2 Internet Marketing; 2.3.3 Electronic (Broadcast) Media; and 2.3.4 Social Media.</p> <p>3 Technical Requirements 3.1 Proposals must contain the details of the proposed approach and methodology to be adopted in order to deliver a service in accordance with the ToR, the following should be included in the submission. 3.1.1 Creative Development 3.1.2 Media Scheduling 3.1.3 Creative Submission 3.1.4 Campaign Monitoring 3.1.5 Media Buying 3.1.6 Project Evaluation and Reporting 3.1.7 Communication Media</p> <p>4 Financials Provide the last three years audited and signed off as follows: • 2012/13 • 2011/12 • 2010/11</p>	<p>30%</p> <p>20%</p> <p>10%</p>	<p>21</p> <p>14</p> <p>7</p>
<p>Total Points- (a functionality score of less than 70% (49 points) will eliminate the proposal for further evaluation)</p>	<p>100%</p>	<p>70</p>

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7.4 Presentation

Short listed candidates, from the functionality evaluation, will be required to deliver a presentation for clarity on their proposal. The stipulated minimum threshold for presentation is 70%.

Category	Weighting	Score
1 Leadership - demonstrate roles for people who will be responsible for the account; 1.1 Copywriters; 1.2 Graphic Designers; 1.3 Editing Personnel; 1.4 Media Liaison; 1.5 Media Buyers; 1.6 Project Account Manager; and 1.7 Brand Manager.	15%	4.5
2 Sourcing - demonstrate the capability that suitable service providers (print, digital and other media, etc.) can be sourced;	20%	6
3 Organisational design - reflect how service provider will interface with Seda and the dti ;	10%	3
4 Technology Employment - demonstrate technology that will be used throughout the campaign;	20%	6
5 Performance Management - demonstrate how service provider will: 5.1 Track; 5.2 Report; and 5.3 Remedy performance.	15%	4.5
6 Capacity - demonstrate creative capacity of organisational personnel. Creativity; and Design	20%	6
Total (A presentation score of less than 70% (21 points) will eliminate the proposal from further evaluation)	100%	30
Overall Stipulated Minimum Threshold (O-SMT)= 70%	100%	100

7.5 Awarding of Preference Points

Only proposals which met the O-SMT of 70% will be evaluated for preference points:

Preference Point Criteria	Points Allocation
Price	80
Broad-Based Black Economic Empowerment (BBBEE)	20

7.5.1 Price

Price is an important factor as it ensures optimum value for money and Total Cost of Ownership to Seda and should take into account the full duration of the contracting period.

All bidders must quote on both the following pricing options:

- Fixed and Firm pricing; and
- Commission based pricing, lower than 10% of media buying spend.

Request for Proposal

7.5.2 BBEE

B-BBEE Preference claim form (SBD 6.1) must form part of all bids submitted. This form serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution and it must be completed by bidders claiming points in respect of B-BBEE Status Level of Contribution. (As a guide, refer also to the table of B-BBEE Contributor Level, on page 10).

8 QUALITY OF PROPOSAL

8.1 Minimum requirements for submission by bidders:

- 8.1.1 Covering letter on Service Provider's Letterhead reflecting the company's name and address;
- 8.1.2 Returnable Tender Document;
- 8.1.3 Tender Proposal;
- 8.1.4 Original Valid Tax Clearance Certificate;
- 8.1.5 BBBEE Certificate (Failure to submit a valid BBBEE Certificate will result in no points for BBBEE being awarded)
- 8.1.6 All bidders must quote on both the following pricing options:
 - 8.1.6.1 Retainer pricing
 - 8.1.6.2 Commission based pricing
- 8.1.7 Abridged CVs of key Project Team Members who will work on the contract e.g.
 - 8.1.8.1 Copywriters;
 - 8.1.8.2 Graphic Designers;
 - 8.1.8.3 Editing Personnel;
 - 8.1.8.4 Media Liaison;
 - 8.1.8.5 Brand Manager;
 - 8.1.8.6 Project Account Manager; and
 - 8.1.8.7 Media Buyers.
- 8.1.8 Approach and methodology;
- 8.1.9 Company profile;
- 8.1.10 Details of three similar campaigns undertaken by your agency with contactable referees;
- 8.1.11 Audited financial statements as requested;
- 8.1.12 Shows evidence of full service of Advertising agency including digital and online marketing;
- 8.1.13 All bidders are required to submit a case study in presentation format of a successful paid for advertising campaign undertaken in the last two years for a national service oriented brand which demonstrates the following:
 - 8.1.13.1 Understanding of the brands heritage and current positioning; and
 - 8.1.13.2 Outcome of the campaign as indicated through the degree of innovation, creative execution, market share growth, brand perception shifts, use of new media and media monitoring tools.

NB: Ensure that all the document attachments are clearly marked and the tender proposal is submitted in a clear, logical and well-marked format together with an index.

Request for Proposal

9 CLOSING DATE FOR SUBMISSION

Completed proposals/ tender documents must be submitted in a sealed envelope clearly marked with the tender reference number and placed in the Seda Tender Box at The Fields Building located at the address below. No late or electronic tenders will be accepted.

Tender Closing Date: Monday 14th October 2013

Tender Closing Time: 12:00 Noon

Address: The Seda Tender Box
Small Enterprise Development Agency (Seda)
The Fields, Office Block A,
1066 Burnett Street,
Hatfield,
0083

Telephone: (012) 441-1000

All couriered/ posted tender proposals **MUST** reach Seda by the closing date and time.