



MICT SETA Head Office

Supply Chain Management
19 Richards Drive
Gallagher Convention Centre, Gallagher House
Level 3 West Wing
Tel +27 11 207 2600
E-mail: rfqs@mict.org.za

RFQ NUMBER	RFQ/MICT/01/2023
RFQ DESCRIPTION	APPOINTMENT OF A BRAND EXPERT TO LAUNCH A BRAND INTERNALISATION PROGRAMME.
RFQ ISSUE DATE	04 APRIL 2023
BRIEFING SESSION	N/A
CLOSING DATE & TIME	13 APRIL 2023 @ 11:00 AM RFQ submitted after the stipulated closing date and time will not be considered.
LOCATION FOR SUBMISSIONS	rfqs@mict.org.za
NO: OF DOCUMENTS	1 SOFT COPY

For queries, please contact rfqs@mict.org.za before the closing date of this RFQ.

The MICT SETA requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. **Late and incomplete submissions will invalidate the quote submitted.**

SUPPLIER NAME: _____

NATIONAL TREASURY (CSD) SUPPLIER NUMBER: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

SUPPLIER REGISTRATION ON CSD

Prospective suppliers must register on the National Treasury Central Supplier database in terms of National Treasury circular no 4A of 2016/17. The bidder shall register prior submitting a proposal/bid.

RETURNABLE DOCUMENTS CHECKLIST

quotation invitation document must be completed, signed and submitted as a whole by the authorised Company representative. All forms must be properly completed, list below serve as a checklist of your RFQ submission.

(Tick in the relevant block below)

DESCRIPTION	YES	NO
CSD Central Supplier Database (CSD) Registration Report		
CIPC registration documents		
Pricing Schedule		
Valid Tax Clearance Certificate (S) and or proof of application endorsed by SARS and/or SARS-issued verification pin		
SBD 4 – Bidder’s Disclosure		
SBD 6.1- Preferential Procurement Claim Form		

Note: This RFQ must be completed and signed by the authorised company representative



MICT SETA –QUOTATION CONDITIONS

1. QUOTATION CONDITIONS

NOTE: Quotation for the supply of goods or services described in this document are invited in accordance with the provision of Government Procurement: General Conditions of Contract available for download from <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/>

- a. **MICT SETA** does not bind itself to accept the lowest or any RFQ, nor shall it be responsible for or pay any expenses or losses which may be incurred by the bidder in the preparation and delivery of the RFQ.
- b. No RFQ shall be deemed to have been accepted unless and until a formal contract/letter of intent is prepared and executed.

1.1 **MICT SETA** reserves the right to:

- a. Not evaluate and award RFQ that do not comply strictly with the requirements of this RFQ.
- b. Make a selection solely on the information received in the RFQs and Enter into negotiations with any one or more of the preferred bidder(s) based on the criteria specified in the evaluation of this RFQ.
- c. Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders, and no change in the content of the RFQ shall be sought, offered, or permitted.
- d. Award a contract to one or more bidder(s).
- e. Withdraw the RFQ at any stage
- f. Accept a separate RFQ or any RFQ in part or full at its own discretion.
- g. Cancel this RFQ or any part thereof at any stage as prescribed in the PPPFA regulation.
- h. Select the bidder(s) for further negotiations based on the greatest benefit to MICT SETA and not necessarily on the basis of the lowest costs

2. COST OF BIDDING

The bidder shall bear all costs and expenses associated with the preparation and submission of its RFQ or RFQ, and the MICT SETA shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection processes.

TERMS OF REFERENCE

1. INTRODUCTION

The Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA) is a public entity established in terms of Section 9(1) of the Skills Development Act (Act No. 97 of 1998). The MICT SETA plays a pivotal role in achieving South Africa's skills development and economic growth within the 5 distinct sub-sectors it operates in, i.e., Advertising, Film and Electronic Media, Electronics, Information Technology, and Telecommunications.

2. SCOPE AND REQUIREMENTS

2.1 Overview

The MICT SETA is looking to collaborate with an industry professional/ brand expert to launch a brand internalisation programme. The brand internalisation programme should endeavour to help improve internal stakeholder satisfaction, increase brand loyalty by internal stakeholders, inspire brand ambassadors and ultimately drive organisational performance from a common denominator perspective.

The professional must be an advocate for brands with extensive experience in brand management and marketing, with a proven track record of building successful brands.

They must have an understanding of the importance of brand management and the ability to build and grow successful brands over time.

The brand internalisation programme will be initiated by a launch, followed by a series of activities implemented in the form of internal campaigns. The brand expert will be required to set the tone by providing a broad but impactful workshop for the launch to staff.

2.2 Objective

The MICT SETA aims to deliver a brand internalisation programme for its internal stakeholders as a means to launch an ongoing process that will create a consistent and cohesive brand identity across the organisation, from bottom to top. This programme is intended to ensure that everyone in the organisation understands the brand's values, mission, vision and goals, and is committed to delivering a consistent brand experience to stakeholders.

The goal of a brand internalisation programme is to ensure that all employees, from executives to front-line staff, understand and are committed to the brand's values, mission, and goals.

2.3 Scope of Work

The programme should be delivered in a workshop format and should cover a range of topics, including but not limited to the following:

1. Brand messaging,
2. Visual identity,
3. Tone of voice,
4. Customer service,
5. Market trends and the importance of branding,
6. Branding in the new digital era and more.

By creating a strong brand identity and ensuring that everyone in the organisation is aligned with it, it can help employees understand the brand and its importance to the organisation.

The workshop delivered by the brand expert should involve:

- ⇒ An overview and macro analysis of different brands from different segments, industries and their scope from a global, domestic and local context (minimum 5) to provide understanding of the differentiating factor to the audience
- ⇒ Branding/ brand management from an organisational, individual, country/region perspective
- ⇒ What makes a good brand
- ⇒ Reputational Principles
- ⇒ Deliver short, impactful interactive exercises/activities and discussions designed to identify the key challenges and opportunities associated with internalising a brand and developing a shared vision for the brand with MICT SETA and a differentiating brand as a case.

2.4 Experience of professional/brand expert required:

- ⇒ Developing brand strategies: must have experience in developing brand strategies that align with a company's overall goals and objectives.
- ⇒ Creating brand identity: knowledge on how to create a brand identity that is unique, memorable, and resonates with the target audience.
- ⇒ Positioning brands: understands how to position brands in a way that differentiates them from competitors and communicates their unique value proposition.
- ⇒ Market Trends: understand customer needs and preferences, as well as have fairly good insight on market trends.

- ⇒ Building brand equity: knows how to build brand equity over time by consistently delivering high-quality products and services, as well as creating positive brand experiences for customers.
- ⇒ Managing brand portfolios: have experience in managing multiple brands within a company's brand portfolio, ensuring that each brand maintains its unique identity and contributes to the overall success of the portfolio.
- ⇒ Developing marketing campaigns: experience in developing effective marketing campaigns that communicate the brand's message and values to the target audience, particularly cascading externally to internally.
- Leading brand teams: experience in leading cross-functional brand teams, collaborating with other departments such as product development, sales, and customer service to ensure a cohesive brand experience for customers.
- Hosted brand seminars and workshops
- Strong engagement skills
- Provide portfolio of evidence of previous events/ workshops/internal communications campaigns hosted for organisations launching a new brand or repositioning a brand in the market.

PRICING SCHEDULE

Name of bidder _____

RFQ number: _____

Closing date _____

RFQ shall remain valid for acceptance for a period of **90 days** counted from the closing date.

Bidders to provide further cost breakdown where necessary under each line item, and sub-total and the overall RFQ price (Total) should be included. The below table is for illustration only:

Item	Requirement Description	Quantity	Unit Cost	Total Cost (Excl. VAT)
1.	Brand management services or brand seminars and/or workshops for the duration of 2 hours.	1	R	R
Sub-Total				R
VAT@15%				R
TOTAL PRICE (INCLUDING VAT)				R

Complete below:

1. Delivery Address: **MICT SETA Head office**
Level 3 West wing, Gallagher House
19 Richards Drive, Halfway House
Midrand
2. Indicate Delivery period after order receipt.....
3. Is delivery period fixed? **Yes/No**
4. Is the price(s) fixed? **Yes/No**
5. Is the quote strictly to specification? **Yes/No**

I/We, the undersigned, agree that this bidding price shall remain binding on me/us and open for acceptance for the period stipulated above.

Authorised Company Representative:

Capacity under which this quote is signed.....

Signature:

Date:

EVALUATION CRITERIA

EVALUATION CRITERIA

RFQs received will be evaluated on the following criteria;

STAGE 1: FUNCTIONAL CRITERIA

Bids submitted will be evaluated on technical functionality out of a maximum of 100 points. A threshold of 70 out of 100 points has been set.

Only bidders that have met or exceeded the qualification threshold on technical functionality of 70 points will qualify for further evaluation on Price and specific goals according to the 80/20 preference point system in terms of the Preferential Procurement Regulations 2022, where 80 points will be for price and 20 points will be for specific goals.

Note: All bidders achieving less than the set threshold will be declared non-responsive. Assessment of evaluation of the functional/ technical criteria will be based on the table below

Category	Description	Maximum Points
Experience of Team member	<p>Bidder must submit CV or profile of Project Manager with skills and experience in providing brand management and marketing or similar task with a track record of building successful brands.</p> <p>Points on providing of the CV or profile of project manager will be allocated as follows:</p> <ul style="list-style-type: none">• CV or profile of project manager submitted with Five (05) years and above indicating skills and experience in providing brand management and marketing or similar = 20 points• CV or profile of project manager submitted with Three (03) to Four (04) years indicating skills and experience in providing brand management and marketing or similar = 15 points• CV or profile of project manager submitted with One (01) to Two (02) years indicating skills and experience in providing brand management and marketing or similar = 05 points	20

	<ul style="list-style-type: none"> CV or profile of project manager submitted with less than One (01) year indicating skills and experience in providing brand management and marketing or similar = 0 points 	
Portfolio of Evidence	<p>The service provider must provide a Portfolio of evidence of at least 3 video recordings.</p> <p>Points for submission of video recordings where the bidder was hosting brand seminars or workshops will be allocated as follows:</p> <ul style="list-style-type: none"> 3 video recordings where the bidder was hosting brand seminars or workshops = 30 Points 2 video recordings where the bidder was hosting brand seminars or workshops = 20 Points 1 video recording where the bidder was hosting brand seminars or workshops = 10 Points <p>Non-compliance to the minimum requirements =0 point</p>	30
Reference letters	<p>Bidder must submit at least 3 reference letters from different clients indicating that the bidder has successfully provided brand management services or brand seminars and/or workshops in the last three (3) years and must be aligned to the portfolio of evidence provided.</p> <p>N.B: Reference Letters must be fully signed on the client's letter head, with contact details, project description and duration.</p> <p>No recommendation letters or purchase order will be accepted.</p> <p>Points on provisions of signed reference letters will be allocated as follows:</p> <ul style="list-style-type: none"> Three or more signed reference letters from different clients submitted = 20 points Two signed reference letters from different clients submitted = 15 points One signed reference letter submitted = 05 points No reference letters submitted = 0 points <p>MICT SETA reserves the right to contact references prior to award.</p>	20

Methodology and Project Approach	<p>The bidder must provide a detailed project implementation methodology and approach to executing the project. The methodology and approach should include the following:</p> <ul style="list-style-type: none"> • Developing brand strategies • Creating brand identity • Project implementation plan with deliverables, activities, and timelines <p>Points for methodology and approach will be allocated as follows:</p> <ul style="list-style-type: none"> ▪ Bidder submitted methodology and approach that includes all three (03) aspects = 30 Points ▪ Bidder submitted methodology and approach that includes only two (02) aspects = 20 Points ▪ Bidder submitted methodology and approach that includes only one (01) aspect = 10 Points <p>Non-compliance with the minimum requirement = 0 points</p>	30
Total Score	100	
Minimum Score	70	

STAGE 2: PRICE AND SPECIFIC GOALS

Specific Goal to be evaluated out of **20 Points**:

Special Goal Criteria	Points
Enterprise owned by historically disadvantaged persons.	10
Enterprise owned by historically disadvantaged women.	5
Enterprise owned by historically disadvantaged youth.	5
Total	20

**** Enterprises that are not owned by historically disadvantaged persons will be allocated 5 points.**

Bidder must submit the following documents:

- Certified ID copies of the company's directors as per the CIPC documents. (Certified copies must not be older than 3 months)
- CIPC Documents

Failure on the part of a service provider to submit proof or documentation required in terms of this RFQ to claim points for specific goals, will be interpreted to mean that preference points for specific goals are not claimed.

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of 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 are listed in the Register for Tender Defaulters and / or 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 proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.1.2. 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:

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.

.....

2.3 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:

.....
.....

3 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 consortium^{1F2} 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 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

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.

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

PREFERENTIAL PROCUREMENT CLAIM FORM 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.

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 PREFERENCE POINT SYSTEMS

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

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 organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

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 system) (To be completed by the tenderer)
Enterprise owned by historically disadvantaged persons.	10	
Enterprise owned by historically disadvantaged women.	05	
Enterprise owned by historically disadvantaged youth.	05	

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:

.....

.....

.....