



## REQUEST FOR QUOTATION

### SENTECH INVITES SUPPLIERS FOR:

Project title:	Deliver Online/digital reputation management and design services To Sentech		
Quotation or Proposal no:	RFX600002828		
RFQ Issue date:	27/06/2025		
Closing date:	04/07/2025		
Closing time:	12h00	Validity period:	90 days

You are invited to provide a quote to deliver the goods, services or works defined in the Scope of Work.

### QUOTATIONS OR PROPOSALS TO BE RETURNED TO:

Quotations Administrator	Zanele Zulu
Telephone no:	011 471 4000
E-mail:	Quotations6@sentech.co.za

### Form of Offer and Acceptance

#### Offer

The Employer, identified in the Acceptance signature block, has solicited offers to enter into a contract for the services as stated in the RFQ: Scope of Work

The Service Providers, identified in the Offer signature block, has examined the documents listed in the RFQ and addenda thereto as listed in the Returnable Schedules, and by submitting this Offer has accepted the Conditions of this RFQ.

By the representative of the Service Provider, deemed to be duly authorised, signing this part of this Form of Offer and Acceptance the Service Provider offers to perform all of the obligations and liabilities of the RFQ under the contract including compliance with all its terms and conditions according to their true intent and meaning for an amount to be determined in accordance with the conditions of contract identified in the RFQ.



**THE OFFERED TOTAL OF THE PRICES INCLUSIVE OF VAT IS:**

(in \_\_\_\_\_ words)

.....  
.....

.....Rand;

R.....(in figures)

**THE OFFERED PRICES ARE AS STATED IN THE PRICING SCHEDULE**

This Offer may be accepted by the Employer by signing the Acceptance part of this Form of Offer and Acceptance and returning one copy of this document including the Schedule of Deviations (if any) to the Service Provider before the end of the period of validity stated in the RFQ, or other period as agreed.

Signature(s)

Name(s) \_\_\_\_\_

Capacity \_\_\_\_\_

**For the  
tenderer:**

\_\_\_\_\_  
(Insert name and address of  
organisation)  
Name & signature of witness \_\_\_\_\_ Date \_\_\_\_\_

**Acceptance**

By signing this part of this Form of Offer and Acceptance, the Employer identified below accepts the Service Providers Offer. In consideration thereof, the Employer shall pay the Service Provider the amount due in accordance with the conditions of the RFQ. Acceptance of the Service Providers Offer shall form an agreement between the Employer and the Service Provider upon the terms and conditions contained in this RFQ.

Deviations from and amendments to the documents listed in the RFQ and any addenda thereto listed in the Returnable Schedules as well as any changes to the terms of the Offer agreed by the Service Provider and the Employer during this process of offer and acceptance, are contained in the Schedule of Deviations attached to and forming part of this Form of Offer and Acceptance. No amendments to or deviations from said documents are valid unless contained in this Schedule.

The Service Provider shall within two days of receiving a completed copy of this agreement, including the Schedule of Deviations (if any), contact the Employer's agent to arrange the delivery of any securities, bonds, guarantees, proof of insurance and any other documentation to be provided in terms of the conditions of contract identified in the RFQ. Failure to fulfil any of these obligations in accordance with those terms shall constitute a repudiation of this agreement.



Notwithstanding anything contained herein, this agreement comes into effect on the date when the Service Provider receives one fully completed original copy of this document, including the Schedule of Deviations (if any).

Signature(s)

Name(s)

Capacity

for the  
Employer

Name &  
signature of  
witness

(Insert name and address of  
organisation)

Date

## RFQ Data

### 1. ADMINISTRATIVE RESPONSIVENESS CRITERIA

1.1. Suppliers are required to ensure that they meet all the Administrative Responsiveness Criteria. Suppliers that do not meet all the Administrative Responsive Criteria may not be awarded this Quote. It is the service provider's responsibility to ensure that they are tax compliant and that all required information is submitted to Sentech. Supplier's providing quotations must be registered on the Sentech Supplier Database.

#### 1.2. Quotations must be in a Company Letterhead.

1.3. Quotations or Proposals must be received on or before the closing date and time specified on the Call for Quotation or Proposal document.

1.4. Quotations or Proposals must be fully completed and signed in BLACK ink.

1.5. Quotations must be submitted via Email.

1.6. The Tenderer undertakes to the Purchaser that it will treat as confidential the terms of this RFQ together with all the Purchaser's confidential information and will not disclose such confidential information to any person, firm or company (other than to its auditors and other professional advisers) or to the media, and will not use such confidential information other than for the purposes of this RFQ, subject always to any prior specific authorisation in writing by the Purchaser to such disclosure or use."

### 2. AWARD OF RFQ's

Sentech may appoint one or more suppliers, in whole or in part, or not appoint any supplier/s at all, and/or cancel the bid in its entirety, at Sentech's sole and exclusive discretion, in order to satisfy various needs which may be identified, and to manage certain risks associated with the supply of goods or services specified in respect of the Bid.



### **3. RATE OF EXCHANGE, CURRENCY FLUCTUATIONS AND CURRENCY**

All bid prices quoted shall be in South African Rands (ZAR). If prices are in a foreign currency, the rate of exchange quoted shall remain fixed throughout the term of the agreement. Bidders will bear the risk of and all cost/s associated with currency fluctuations, therefore Bidders shall be required to manage such risk in their bid price.

### **4. GENERAL - PRICES**

All prices shall be quoted in ZAR.

Unless written approval has been obtained from Sentech, no adjustment in contract prices will be made.

Applications for price adjustment must be accompanied by documentary evidence in support of any adjustment.

### **5. PRICE NEGOTIATIONS**

Sentech reserves the right to negotiate market related prices and discounts. If market-related prices are not agreed to, Sentech reserves the right to cancel the Bid.

### **6. EVALUATION CRITERIA**

The evaluation criteria are stipulated in 7 below. It is the Bidder's responsibility to ensure that they have responded to the evaluation criteria. Failure to meet the evaluation criteria will result in the Bidder not being evaluated further. Bidders must ensure that they have included all supporting documentation required to support their response to the Bid

### **7. RFQ EVALUATION METHOD**

This RFQ will be evaluated as described in the table below.

<b>Evaluation Method</b>	<p><b>1. Stage 1 – Administrative Responsiveness Evaluation</b></p> <p>All the Quotations will be evaluated against the <b>Administrative responsiveness requirements</b> as set out in section 2 of the RFQ Data.</p> <p><b>2. Stage 2 – Functional Evaluation Criteria</b></p> <p>The proposals that COMPLY with the Mandatory evaluation criteria be evaluated against the Functional Criteria. Suppliers meeting the minimum requirement will be evaluated further.</p> <p><b>3. Stage 3 – Price and Preference</b></p> <p>Suppliers with the lowest Price offered will score the highest points. Only Suppliers that submit a valid B-BBEE Certificate can claim preference points in line with the 80/20 Suppliers with the highest number of points will be recommended for the award of this quotation, unless there are compelling and justifiable reasons not to do so.</p>
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#### 7.1. Mandatory Evaluation Criteria

<b>Mandatory Eligibility Criteria</b>	<b>Compliant (Indicate Yes or No)</b>	<b>What Proof is required to show compliance to Mandatory Eligibility Criteria</b>	<b>Reference proof supplied by reference the page number where the information is located in your Tender submission</b>
24-hour access to, and availability of the team in the event of a crisis i.e. availability past expected working hours, during weekends and public holidays if and when required by the client. Submit a signed letter on a company letterhead committing to 24-hour accessibility and availability when necessary or required by the client.		Supplier Commitment Letter	



Mandatory Eligibility Criteria	Compliant (Indicate Yes or No)	What Proof is required to show compliance to Mandatory Eligibility Criteria	Reference proof supplied by reference the page number where the information is located in your Tender submission

**NOTE: Bidders that do not comply with all the above criteria will not be evaluated further.**



## 7.2. Functional Evaluation Criteria

Functionality criteria	Proof Required	Points
<p>1. Submit reference letters on a company letterhead (from previous clients) not older than 4 years detailing the actual online reputation plans implemented.</p> <p>NB: No submission of reference letter on online reputation strategy implemented for other clients no point allocation</p> <p>i. Less than 2 reference letters = 0 points  ii. 2-3 reference letters = 10 points  4 reference letters = 20 points</p>	20	
<p>4. <b>Submit links of three (3)</b> different social media platforms that they are currently managing or previously managed by the bidder's company. The service provider should submit links with reference letters to confirm the job done by you.</p> <p>NB: There will be no point allocation if there are no reference letters and functional links provided.</p> <p>i. Less than three links provided and reference letter = 0 points  ii. 3-4 social media links provided and reference letters = 5 points  iii. 5 or more social media links provided and reference letters = 10</p>	10	



<p>5. Presentation of proposed Sentech online reputation strategy displaying the following:</p> <ol style="list-style-type: none"> <li>1. Communication approach</li> <li>2. Platforms and channels</li> <li>3. Activity timelines</li> <li>4. Monitoring and analysis</li> <li>5. Provider's message development process and content execution.</li> <li>6. Sentech dedicated <b>resource</b>.</li> </ol> <p>i. The presentation shows first only 5 or less of the above-mentioned areas or without Sentech allocated resource/s or response rate of more than 1 day = 0 points</p> <p>ii. The presentation shows all 6 areas, allocated resource and post/ request response rate by allocated resources   <b>7hrs to 1 day</b> =5 points</p> <p>iii. The presentation shows all 6 areas as well as a post and request response rate, by allocated resources, of <b>4 – 6 hours</b> = 10 points</p> <p>iv. The presentation shows all 6 areas as well as a post and request response rate, by allocated resources, of <b>1 - 5 hours</b> and weekly proactive content updating = 20 points</p> <p>v. The presentation shows all 6 areas as well as a post and request response rate, by allocated resources, of <b>1 - 3 hours</b>, weekly proactive content updating, daily monitoring and weekly reports with posts and post rating (negative/positive) = 30 points</p>	<p>30</p>	
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Commented [PN1]: Lets discuss how the hrs come in?

Commented [DK2R1]: Are we expecting the SP to respond withing the hours stipulated?

<p>6. CV of person developing Online reputation or Digital reputation Management Plan (including social media platforms, <b>but not limited to only social media</b>). The CV must clearly indicate the number of years-experience and how many online reputation or digital reputation or campaign plans were developed and executed. Provide <b>2</b> examples of Digital campaign plans they've worked on.</p> <p>i. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 3 or more years' experience and having worked on at least 3 accounts. (Both minimum requirements must be met for this score to apply). Provide examples of Digital campaign plans they've worked on. = 5 points</p> <p>ii. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 4 or more years' experience in developing digital/ online reputation plans (not just social media plans) and having worked on at least 5 accounts. Must have at least 2 years crisis plan development and management experience and must reflect in the CV (All minimum requirements must be met for this score to apply). Provide examples of Digital campaign plans they've worked on. = 10 points</p> <p>iii. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 5 or more years' experience and having worked on 6 or more accounts. Must have at least 4 years crisis plan development and management experience and must reflect in the CV (All minimum requirements must be met for this score to apply). Provide examples of Digital campaign plans they've worked on. = 15 points</p>	<p>15</p>	

<p><b>7. Experience in design and layout. Submit the CVs of the professional designer/s (minimum 3 years design and layout experience and samples of work done). The designer must provide samples of design services provided for digital collateral – the samples can include but not limited to posters, signage, invitations, email signatures, adverts, brochures, programs, wall posters from previous clients not older than 4 years to clearly depict graphic design skills and layout. The reference letters should be from previous clients on a company letterhead not older than 4 years.</b></p> <p>NB: No CV no point allocation</p> <ul style="list-style-type: none"> <li>i. Assigned project designer with 3 years design &amp; layout experience in digital collateral e.g. adverts, email signatures, laptop screensavers, signage, invitations, digital posters, and programmes etc. provided samples = <b>0 points</b></li> <li>ii. Assigned project designer with 4 years design &amp; layout experience in digital collateral e.g. adverts, email signatures, laptop screensavers, signage, invitations, digital posters, and programmes etc. Provide samples of work done). = <b>5 points</b></li> <li>iii. Assigned project designer with 5 years design &amp; layout experience in digital collateral e.g. adverts, email signatures, laptop screensavers, signage, invitations, posters, and programmes etc. Provide samples of work done). = <b>10 points</b></li> </ul>	10	
<b>Total Points: 50</b>		

Total minimum qualifying functional score is ##### points.

#### 8. Preference Point allocation – 80/20

Sentech's Specific goals emanate from the section 2(1)d of the Preferential Procurement Policy Act which may include contracting with persons or categories of persons, historically disadvantaged by unfair discrimination on the basis of race, gender and disability. The Reconstruction and Development Programme as published in Government Gazette No 16085 dated 23 November 1994



Sentech will award preference points as follows:

Goal	Points	Evidence required
Historically disadvantaged by unfair discrimination on the basis of Race	10	A valid BBBEE Certificate showing at least 51% black ownership
	5	A valid BBBEE Certificate showing at least 25.1 – 50% black ownership
	3	Black owned company showing at least 5 – 25% black ownership
	0	Below 5%
Historically disadvantaged by unfair discrimination on the basis of Gender (women)	8	A valid BBBEE Certificate showing at least 51% women ownership
	4	A valid BBBEE Certificate showing at least 25.1 – 50% women ownership
	2	A valid BBBEE Certificate showing at least 5-25% women ownership
	0	A valid BBBEE Certificate showing at less than 5% women ownership
Historically disadvantaged by unfair discrimination on the basis of disability	2	A doctor's note confirming disability, confirmation of disability from the Department of Labour, BEE certificate or equivalent confirmation.
<b>Total Points</b>	<b>20</b>	

#### 9. Price Calculation 80/20

The following formula will be used to calculate the points for price.

$$P_s = 80 \left[ 1 - \frac{(P_t - P_{min})}{P_{min}} \right]$$



Where:

Ps	=	Points scored for price of bid under consideration
Pt	=	Rand value of bid under consideration
Pmin	=	Rand value of lowest acceptable bid



## **ANNEXURE1: SCOPE OF WORKS**

Sentech is a state-owned company and is the largest broadcasting signal distributor in South Africa. Sentech is a licensed Electronic Communications Network Service provider in South Africa. It currently operates many telecommunication networks for Satellite, Television, Radio, Internet and more. As such, Sentech is a global enabler of broadcasting and digital content delivery.

### **BACKGROUND**

SENTECH is seeking to appoint a strategic Marketing/PR Agency to provide (deliver and execute) online/digital reputation management and design services for a 12-month period.

The appointed agency will be responsible for building and growing SENTECH's online presence, protecting its reputation, and using owned, earned, and sponsored media to support/promote the overall strategy and the agency must offer design services for creative collateral.

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### **SCOPE**

This includes, but is not limited to:

- Position Sentech as a key player in the industry.
- Improve brand perception using refreshed and well thought out creative.
- Plan, create and execute lead generation campaigns.
- Improve overall digital presence and performance.
- Attract relevant audiences and grow the platforms.
- Improve internal processes for measuring campaign successes.
- Ensure alignment of paid, earned and owned media strategies.
- Develop a roadmap integrating social media, Google search, display advertising and influencer partnerships.
- Ensure strategic oversight and brand alignment for Freevision Play (FVP) as a sub-brand of Sentech across all relevant marketing and PR activities.



- Transfer of skills to the internal Brand and Communications team through training and detailed reporting sessions.

Online/digital reputation management:

- The Brand and Communication Department has identified the need for additional branded collateral for our external events (such as Ministerial Imbizos, AfricaCom and Africa Tech Week) and Brand quiz competitions and internal events. These items will increase the company's brand awareness; build relationship with our clients and
- Conduct a comprehensive review of all our online platforms and provide a benchmarking analysis.
- Development and execution of a Social Media activity plan as per Sentech requirements.
- Stakeholder/audience mapping and update.
- Providing tactical support to SENTECH in managing negative online issues, including reputation threats and fake news.
- Ensuring 24-hour availability of dedicated personnel during crises or emergency situations.
- Developing an Online Crisis Reputation Management Strategy Framework and Communication Plan that will help identify, assess, and respond to potential or actual crisis, safeguarding the SENTECH brand.
- Development of Search Engine Optimisation Plan.
- Development of Content Plan and uploading.
- Development of a Content calendar.
- Cleaning up, administration and general maintenance of existing platforms
  - oDeleting old accounts
  - oUnlocking locked platforms
  - oEngaging with platform owners i.e., Facebook company etc.
- Provide dedicated content producers for social media and digital platforms, including content creation and posting.
- Develop and publish content for the website and intranet from the date of appointment until the end of the contract.
- Create and publish social media content across all SENTECH platforms, including YouTube, Twitter, Facebook, LinkedIn, and others.
- Ensure weekly social media posts and accommodate ad hoc requests.
- Monitor media and brand mentions across all relevant platforms.
- Conduct real-time monitoring of posts and campaigns.
- Track and analyze social media performance.
- Craft responses and share relevant mentions.
- Monitor brand perception monthly, quarterly, and annually.
- Track market trends and recommend actionable strategies.

Creative Design Services:

- Design, layout, and edit digital materials and assets including ads, posters, invitations, pamphlets, programs, and office wall posters (sizes A0 to A6), signage, laptop and desktop screensavers, email signatures etc, as required.
- Create four (4) SENTECH creative adverts in various formats for use across all digital platforms.
- Develop a flipbook of up to 5 pages.
- Design one (1) product brochure.



- Create a PowerPoint presentation on Brand SENTECH, its products, and services (max of 10 slides).
  - Promote SENTECH business on various online platforms.
  - Digital Media Communication Plan.
  - Social Media Content, formulation and posting.
  - Assist Sentech build a positive online reputation using reviews, making it easier for potential customers to find and choose our business.
  - Provide all collateral to SENTECH in adaptable file formats suitable for use across various platforms.
  - Transfer of skills to the internal Brand and Communications team through training and reporting sessions.
- END.