

### INVITATION TO TENDER

**FOR THE APPOINTMENT OF A REPUTABLE AND CAPABLE SERVICE PROVIDER FOR PROMOTIONAL BRANDING MATERIAL AND RELATED SERVICES ON AN AD HOC BASIS FOR A PERIOD OF THIRTY - SIX (36) MONTHS.**

**TENDER NO: QCTO 02/2024**

Closing Date	Address for Submission
<b>Date: 10 December 2024</b> <b>Time: 11:00</b>	Quality Council for Trade and Occupations Tender Box @ Reception 256 Glyn Street Hatfield Pretoria 0083

**Late Submissions will not be considered**

Company Name		
Address		
Contact person		
Contact numbers	(w)	(cell)
Email address		

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## 1. INTRODUCTION

The QCTO is a Schedule 3A Public Entity that was established in accordance with the Skills Development Act, No. 97 of 1998 (as amended) and the National Qualifications Framework Act, No. 67 of 2008 (as amended) and came into operation on 1 April 2010. The main functions of the QCTO amongst others is to develop standards for occupational qualifications including trades and skills programmes, accredit skills development providers, and assessment centres, manage assessments, quality assurance and issue certificates to qualifying candidates. Therefore, the QCTO is responsible for standards generation and maintenance; quality assurance of occupational full and part qualifications registered on the National Qualifications Framework (NQF) and the Occupational Qualifications Sub-Framework (OQSF) policy, including skills programmes. The QCTO has approximately 120 staff members and is situated in Hatfield, Pretoria. More information can be obtained from <https://www.qcto.org.za/>.

Prospective Service Providers who are interested in providing promotional branding material services and other related services on an ad-hoc basis for a period of thirty - six (36) months and in accordance with the General Conditions of the offer, as well as the specifications are requested to complete this tender document, together with all the standard bidding documents in full.

### Briefing Session Information

Compulsory Virtual Briefing session

Date: 26 November 2024

Time: 11:00am – 12:00pm

Link: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YWE1MTkxMGUtOTkwMS00MDBILThmNjctMDQ1MDA5M2JiNDJm%40thread.v2/0?context=%7b%22Tid%22%3a%221aaf8259-7fdc-4376-8b09-18fa797adeed%22%2c%22Oid%22%3a%2240b134a1-0502-41a2-bf46-0099c292351f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YWE1MTkxMGUtOTkwMS00MDBILThmNjctMDQ1MDA5M2JiNDJm%40thread.v2/0?context=%7b%22Tid%22%3a%221aaf8259-7fdc-4376-8b09-18fa797adeed%22%2c%22Oid%22%3a%2240b134a1-0502-41a2-bf46-0099c292351f%22%7d)

## 1.1. TENDER SUBMISSION AND COMPLIANCE

Prior to submission, the tenderers must check that all pages are properly numbered, and all required documents are signed and initialled. QCTO will hold the duly authorised signatory liable on behalf of the tenderer.

**NB: Please create an index page for ease of reference. Paginate your proposal submission by using numbered file dividers or a similar system.**

Each page should be initialled with black ink

Bidders are advised to adhere to the below for submission

I/We have attached to this document:	Tick if submitted		Office use
• Four hard copies of the technical bid document including the duly completed terms of references document (initialled by authorised signatories)	Yes	No	
• Submission one tender pricing together with the completed SBD 3.3 (Separately sealed in an envelope labelled <b>PRICING</b> ).	Yes	No	
• One (1) USB Submission of the technical bid document including the duly completed terms of references document (initialled by authorised signatories)	Yes	No	
• Duly Completed Standard Bidding Documents (SBD 1, SBD 4, SBD 6,1)	Yes	No	
• Proof of Briefing session attendance (Screenshot of session)	Yes	No	

## 1.2. PRICING

- 1.2.1. The tenderer must submit details regarding the tender price for the services on the pricing schedule provided in SBD 3.3. The completed form/s must be submitted together with the pricing proposal.
- 1.2.2. Bidders are required to indicate their rates (costs) inclusive of all applicable taxes. QCTO will not provide upfront payments.
- 1.2.3. The price proposal must include VAT (if applicable).
- 1.2.4. All other cost increases will be negotiated, not exceeding the actual inflation rate (CPI).

**NB: FAILURE TO PROVIDE THE PRICING PROPOSAL WILL INVALIDATE THE BID AND RESULT IN IMMEDIATE DISQUALIFICATION OF THE PROPOSAL.**

## 1.3. PARTNERSHIPS AND LEGAL ENTITIES

In the case of the tenderer being in a partnership, close corporation or a company, a certificate reflecting the names, identity numbers and addresses of the partners, members or directors (as the case may be) must be submitted with the tender.

## 1.4. CONSORTIUMS AND JOINT VENTURES

- 1.4.1. If the tendering unit emanates from a joint venture or collaborative partnership or consortium (including a newly formed company), which does not have a joint track record of at least three (3) years, the individual entities that make up the tendering unit should each provide all the mandatory requirements. Should all the requirements in respect of the tendering unit or the individual entities, as the case may be, not be met, the tendering unit will be disqualified.
- 1.4.2. It is recognised that tenderers may wish to form consortia to provide the services.
- 1.4.3. In response to this invitation to tender, a consortium shall comply with the following requirements:-
  - 1.4.3.1. A copy of the agreement entered into by the consortium members shall be submitted with the tender. It shall be signed so as to be legally binding on all consortium members.
  - 1.4.3.2. The tender document shall be signed so as to be legally binding on all consortium members;

- 1.4.3.3. One of the members shall be nominated by the others as authorised to be the lead member and this authorisation shall be included in the agreement entered into between the consortium members;
- 1.4.3.4. The lead member shall be the only authorised party to make legal statements, communicate with QCTO and receive instructions for and on behalf of any or all the members of the consortium;

## **2. AIM OF PROPOSAL**

The aim of this proposal is for QCTO to appoint a suitably qualified and experienced service provider to provide promotional branding material services on an ad-hoc basis for a period of thirty - six (36) months. The appointment of the successful bidder will be for a period of thirty-six (36) months commencing on the date as prescribed in the Letter of Award and signed Service Level Agreement.

## **3. BACKGROUND**

The Quality Council for Trades and Occupations (QCTO) is a Quality Council established in 2010 in terms of the Skills Development Act, No. 97 of 1998 (as amended) and the National Qualifications Framework Act, No. 67 of 2008 (as amended). Its role is to oversee the design, implementation, assessment, and certification of occupational qualifications, including trades, on the Occupational Qualifications Sub-Framework (OQSF). The QCTO also offers guidance to skills development providers who must be accredited by the QCTO to offer occupational qualifications.

In summary, the QCTO is responsible for:

Establishment and management of the Occupational Qualification Sub-Framework (OQSF);

- Occupational Qualifications and skills programmes development and maintenance;
- Accreditation of Skills Development Providers;
- Accreditation of Assessment Centres;
- Assessment;
- Certification;
- Research and Knowledge Development; and
- Stakeholder Management and Advocacy.

## 4. SCOPE OF SERVICES

The broad scope of work will include the review of the QCTO CI Manual guidelines, purchase and branding of QCTO promotional materials, and design and printing of corporate brochures and marketing materials on an ad hoc basis for a period of thirty - six (36) months. In responding to this bid, the service provider must provide a detailed methodology and approach including the implementation plan on how the service provider will deliver the services as detailed below.

### 4.1. The process aims to achieve the following objectives:

- 4.1.1. Branding materials convey our brand's mission, values, and personality, helping the QCTO to connect emotionally with its target audience.
- 4.1.2. Maintain consistency in the look and feel in line with the QCTO Corporate Identity Manual.

### 4.2. The scope of work includes but is not limited to:

- 4.2.1. Review of the QCTO CI Manual guidelines..
- 4.2.2. Purchase and Branding of QCTO Collaterals.
- 4.2.3. Review, update and redesign of the QCTO corporate brochures and marketing materials.
- 4.2.4. Design, layout, printing and supply of the QCTO promotional and branding materials.

### 4.3. The Scope of work specifications

#### 4.3.1. Review and examine the existing QCTO CI Manual guidelines:

- Develop and make recommendation guidelines on the logo application, colour coordination, material and fabric usage on both branding and promotional items as outlined in the TOR.
- Logo usage on different promotional and branding items.
- Colour specification and usage on Items as contained in the TORs.
- Logo proportions and size on Items as contained in the TORs.
- Guidelines for Co-Branding with accredited SDPs, QPs, Key Partners, and Professional Bodies.
- Guidelines for QCTO Logo usage by accredited SDPs.
- Submit approved CI Manual guidelines in relevant format (e.g. IA, Figma, PDF, JPG).

- Prepare a training presentation for QCTO staff on the correct application of corporate identity manual to ensure internal compliance.

#### 4.3.2. Branding Collaterals

Branding Collateral Item	Specification	Quantities
• <b>Wall banners</b>	Size: 1500 (h) 2550 (l) Frame material: Aluminium Cloth Material: Polyester Branding Options: Full-Colour Dye sublimation Carry Bags included	<b>3</b>
• <b>Slimline banner</b>	Size: 1500mm(W) X 3000mm(H) Frame material: Aluminium Cloth Material: 100% Polyester Branding Options: Full-Colour Dye sublimation print Carry Bags included	<b>2</b>
• <b>Curved wall banner</b>	Size: 1500mm(W) X 2250mm(H) Frame material: Aluminium Cloth Material: 100% Polyester Branding Options: Full-Colour Dye sublimation print Carry Bags included	<b>2</b>
• <b>Ex-T Stand -Shapes pull ups</b>	Size: (Small and medium) Material: PVC Colours: Full Colour on one side CMYK Options: X Banner Standee Carry Bags included.	<b>10</b>
• <b>Roll up banner</b>	Size: (Small and medium) Material: PVC	<b>10</b>



	Colours: Full Colour on one side CMYK Options: X Banner Standee Carry Bags included.	
• <b>Telescopic banners</b>	Size: 3m up to 4metre Material: 110 gsm Ultra sheen Colours: Full colour Finish: Aluminium Frame & Spike	<b>10</b>
• <b>Teardrop banner (Finn)</b>	Size: 3m up to 4metre Material: 110 gsm Ultra sheen Colours: Full colour Finish: Aluminium Frame & Spike	<b>10</b>
• <b>Gazebo</b>	SIZE:3m(w)X3m(l)X3m(h) Material: 240gms waterproof canvas Colours: Full Colour	<b>2</b>
• <b>Stretch Tablecloths</b>	Size: 120cmx 220cm Material: Cloth Colours: Full-colour Finish: Straight cut	<b>4</b>
• <b>Podium banners</b>	Size: 70cmx 200cm 250g polyester fabric	<b>4</b>
• <b>Lantern banners</b>	Size: 0.6m(w) X 1.5m(l) X 0.8m(w) X 2m(l) Material: Dye sublimation Branding Option: Full colour	<b>4</b>
• <b>Pop Up Banners</b>	Size: 200cmx90cm Material: Banner weave Colours: Full colour Finish: Pop Up Mechanism	<b>4</b>
• <b>Branded welcome mat</b>	Size: (1.5m x 2m) Material: 100 % Nitrile EXSTM Rubber Mat.	<b>2</b>

	Colour: Black or Grey	
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#### 4.3.3. Corporate brochures

Review, update and redesign QCTO corporate brochures and flyers:

- Corporate profile brochure
- Service offering leaflets (Qualification Development, Accreditation, Certification, Quality Assurance and Assessment Processes)
- Newsletters, Advertorials, Flyers and Leaflets
- QCTO Booklets (Research Bulletin, Career Guidance)

#### 4.3.4. Promotional Materials and Executive Corporate Gifts

Purchase and brand promotional materials:

Promotional materials item	Quantities
Branded A5 notepads	1500
Branded pens	1500
Lanyards	1500
USBs (16gb)	200
Lunch bags	200
Business cards	2000
Stress balls	500
Backpacks (Laptops Bags)	150
Power banks	200
Gift bags	1500
Tote bags	1500
Mouse pads	250
Wireless Mouse	250
Stainless Steel Vacuum Mug	250
Mugs	250
Water bottles	250
Flasks	250
Umbrellas	250
Key holders	500
Car wind screen protector	200
Branded apparels	200

(T-shirts, Jackets, PPE vests, Caps)	
<b>Executive Corporate Gifts</b>	
Acrylic-plaque (QCTO key highlights)	<b>200</b>
Custom-made key holders. (Sub-brand Q)	<b>200</b>
QCTO branded Rosewood Interactive Gear Clock Personalized Desk Clock	<b>200</b>

#### 4.3.5. Production, Printing and Supply

The successful bidder is expected to Design, Layout, Printing and Supply of the QCTO Promotional and Branding Materials as contained in the TORs.

### 5. PROJECT TIMELINES

The service provider must ensure that projects are completed within thirty -six (36) months in line with the signed SLA. Although the total duration shall be thirty (36) months, the QCTO shall review the bidder's performance at the end of every six (06) months and reserves the right to terminate the contract due to non-performance.

### 6. SERVICE LEVEL AGREEMENT

The successful bidders will be expected to enter into a Service Level Agreement (SLA) with the QCTO. The SLA will include, amongst others, the following:

- i. Period of agreement;
- ii. Charges;
- iii. Changes to the proposed team;
- iv. Method of communication and reporting;
- v. Non-performance;
- vi. Financial penalties and termination of the contract;
- vii. Procedures relating to payments;
- viii. Procedures relating to management reports;

- ix. Terms of deliverables;
- x. Reviews;
- xi. Uncompleted work;
- xii. Confidentiality; and
- xiii. Disputes.

**The QCTO has a standard template for Service Level Agreements into which both parties (QCTO and the successful bidder) will provide inputs. This SLA shall be the sole document governing the business relationship between the QCTO and the successful bidder. No additional agreements may supersede or govern the SLA.**

## 7. EVALUATION CRITERIA

QCTO may request additional information, clarification, or verification regarding any information contained in or omitted from a tenderer's proposal. This information will be requested in writing, and the bidder must provide the requested information within forty-eight (48) hours after the request has been made; otherwise, the bidder may be disqualified.

QCTO may conduct due diligence on any bidder, which may include interviewing customer references or other activities to verify a tenderer's other information and capabilities (Including visiting the tenderer's various premises and/or sites to verify certain stated information or assumptions). In these instances, the tenderers will be obliged to provide QCTO with all necessary access, assistance and/or information which QCTO may reasonably request and to respond within the given time frame set by QCTO.

The 80/20 principle will be applied in terms of the Preferential Procurement Policy Framework Act.

### 7.1. STAGE 1: MANDATORY REQUIREMENTS

During this stage, proposals will be reviewed to determine compliance with all mandatory requirements and such documents must be signed by a duly authorized representative. Failure to meet or submit any or all the below mandatory requirements will lead to bidder being disqualified.

I/We have attached to this document:	Tick if submitted		Office use
• Proof of company/closed corporation registration and a copy of CM/CK certificates	Yes	No	
• Copies of the identity documents of those with equity/shares	Yes	No	
• CSD Registration (National Treasury)	Yes	No	
• Letter of Good standing (COIDA) issued by Department of Labour	Yes	No	

**Note:** Failure to meet or submit any or all the above mandatory requirements will lead to bidder being disqualified.

## 7.2. STAGE 2: FUNCTIONALITY

Only service providers that qualified during the Mandatory Evaluation will be evaluated on functionality. At this stage, the evaluation process will be based on the service provider's responses in respect of their proposals against specifications and quality.

**Qualifying proposal will be evaluated on the following:**

No	Evaluation Criteria	Guideline	Scoring	Points
1	Relevant experience and Reference letters	<p>Service Providers to provide portfolios of work or projects completed successfully in the production and delivery of branding and promotional materials and other related services including various samples of previous work not older than 5 years.</p> <p><i>Note: Samples must be provided in the form of a memory stick, samples should include a minimum of two of each of the following:</i></p> <ol style="list-style-type: none"> <li><b>CI manual documents</b></li> <li><b>promotional items:</b> (corporate gifts, T-shirts, corporate brochures)</li> <li><b>branding materials:</b> (banners, table cloths)</li> </ol> <p>Service Provider must provide corresponding reference letters for the evidence provided in the portfolio</p>	<ul style="list-style-type: none"> <li>Six samples with corresponding reference letters per client = <b>20 points</b></li> <li>12 Samples with corresponding letters per client = <b>40 points</b></li> <li>15 and more samples with corresponding letters per client = <b>50 points</b></li> </ul>	<b>50</b>
2	Detailed CVs of key Lead graphic designer	<p>Service Provider must provide proof of team experience with detailed CV of a lead graphic designer outlining experience of a minimum of five(5) years.</p>	<ul style="list-style-type: none"> <li>Less than 5 years experience (0) = <b>0 points</b></li> <li>5-10 years experience = <b>25 points</b></li> </ul>	<b>35</b>

No	Evaluation Criteria	Guideline	Scoring	Points
		experience must include: <ul style="list-style-type: none"> <li>• Experience in CI manuals</li> <li>• Experience in corporate branding</li> <li>• Experience in production of promotional items</li> </ul>	<ul style="list-style-type: none"> <li>• 10 years and above = <b>35 points</b></li> </ul>	
3	Risk Management Approach	Service provider to show how they will mitigate supply chain risks in order to meet QCTO turn around times for goods and services (maximum 2 pages).	<ul style="list-style-type: none"> <li>• Risk management approach shows Inadequate mitigation = <b>0 points</b></li> <li>• Risk management approach shows partial mitigation = <b>5 points</b></li> <li>• Risk management approach shows full mitigation = <b>15 points</b></li> </ul>	<b>15</b>
				<b>100</b>

Each criterion shall be assessed and scored on the evaluation sheet using the above points.

**Threshold:** Bidders who score less than **70** out of 100 points on functionality will not be considered for this project.

### 7.3. STAGE 3: PRICE AND SPECIFIC GOALS

Only bids that achieved the minimum qualifying score/percentage for functionality will be considered further in terms of the **80/20 preference point system**.

The formulae to be utilised in calculating points scored for the preference point system will be included in the tender document.

**Step 1** will be the calculation of points for price where the lowest bid will score 80 points for price, while bids with higher prices will score lower points for price on a pro-rata basis. The following formula will be utilised to calculate the points for price in respect of proposal with a Rand value below R50 000 000 (all applicable taxes included) :

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

Where:

Ps = Points scored for comparative price of proposal or offer under consideration;

Pt = Comparative price of proposal or offer under consideration; and

Pmin = Comparative price of lowest acceptable proposal or offer.

**Step 2** will be the calculation of points for the Specific goals contribution where 20 points will be awarded to a Bidder as per table below:

Specific goals	Definitions	Number of Points
Women	5 points can be claimed by bidders who have owners/directors who are Black women regardless of percentage of ownership	5
Youth	5 points can be claimed by bidders who have owners/directors who are Black persons from the age of 16 to 35 regardless of percentage of ownership	5
Historically Disadvantaged Individuals (HDI)	10 points can be claimed by bidders who have owners/directors that are Historically Disadvantaged Individuals, females, or disabled South African person regardless of percentage of ownership	10

**Note:** Failure to provide certification or affidavit substantiating the attainment of any of the Specific goals criteria will result in the Bidder being awarded zero (0) points for the Specific goal. In the case that B-BBEE certificates are used to substantiate the points, the bidder must submit the full verification report, which shows the percentage of Women, Youth and HDI ownership.



## 8. CALCULATING THE FINAL SCORE

The points scored for the price (step 1) will be added to the points scored for the Specific goals (step 2) to obtain the tenderer's total points scored out of 100.

AREAS OF EVALUATION	POINTS
Price	80
Specific Goals	20
Total	100

## 9. ACCEPTANCE OF PROPOSAL

QCTO does not bind itself to accept either the lowest or any other tender and reserves the right to accept the tender that it deems to be in the best interest of the organization. QCTO reserves the right to accept the offer in full or in part.

## 10. TENDER VALIDITY PERIOD

The validity period for this tender is 180 days.

## 11. ENQUIRIES

Contact person for technical enquiries regarding the terms of reference shall be directed in writing to:

Mr. Skheto Makgarengi

Email: [Makgarengi.S@qcto.org.za](mailto:Makgarengi.S@qcto.org.za)

Contact persons for SCM and administrative related issues:

Mr. Lekhotla Motloung

Email: [Tenders@qcto.org.za](mailto:Tenders@qcto.org.za)

