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KwaZulu-Natal, 4399  
[www.moseskotaneinstitute.com](http://www.moseskotaneinstitute.com)

**REQUEST FOR QUOTATIONS (RFQ)**

<b>REF No</b>	MKIQ07/2023
<b>Description</b>	Media monitoring services
<b>Closing date and time to submit quotation.</b>	21 April 2023 at 16H30
<b>Delivery address</b>	1 <sup>st</sup> Floor, 29 South, 7 Umsinsi Junction, La Mercy,
<b>Quotations and enquires must be emailed to:</b>	<a href="mailto:gcino.lugayeni@moseskotane.com">gcino.lugayeni@moseskotane.com</a>
<b>Technical enquires must be emailed to:</b>	<a href="mailto:nokuthula.shongwe@moseskotane.com">nokuthula.shongwe@moseskotane.com</a>

**Disclaimer**

- MKI reserves its right not to appoint.
- MKI reserves its right to negotiate the price with the winning bidder.

**Terms and Conditions**

- Quotations must be emailed by no later than 21 April 2023 at 16h30. Quotations received after the closing time and date will not be considered.
- All prices must be all-inclusive. Only firm prices will be accepted. Non-firm prices (including prices subject to rates of exchange variations will not be considered)
- Quotations to be valid for a period of 60 days from the closing date of the bid

## **1. Introduction**

The Moses Kotane Institute (MKI) is an entity of the KwaZulu-Natal (KZN) Provincial Government through the Department of Economic Development, Tourism and Environmental Affairs (EDTEA), with a mandate to conduct world class research to respond to the needs of provincial economy. It also coordinates interactions between line functions or sector departments established or envisaged provincial government training institutions, tertiary institutions, and other external service providers.

## **2. Background**

The Corporate services unit provides support to operations by securing partnerships, establishing, and maintaining effective communication within the Institute, shareholder and stakeholders. This unit also employs varied systems and strategies aimed at enhancing brand awareness and increased knowledge about the Institute's programme offerings. Against this backdrop the Moses Kotane Institute is looking for the services of a suitably qualified media monitoring company to develop and drive a marketing and visibility strategy.

In our ongoing efforts to be at the forefront of innovation and technology the Moses Kotane Institute utilises all non-traditional and traditional media to engage with stakeholders and increase brand awareness. Advertising and media costs account for a great portion of the communications budget and as such the return on investment must be monitored and analysed. Media monitoring is the process of reading, watching, or listening to the editorial content of media sources on a continual basis. Although media monitoring is traditionally used to capture editorial content, it can also be used to track the publication of adverts and social media. Media monitoring will offer the Institute hard data; the number of mentions online, where our adverts have been placed, and when our editorial content has been posted. Using this information, we will be able to analyse the data to find insights about our content, our industry, and our brand.

MKI invites suitable service providers to submit their quotations as per the specification below.

### **Media monitoring services requirements**

The successful service provider will be expected to render the following services:

- Daily Alerts
- Print, social media, online and broadcasting monitoring
- Monthly and quarterly reports
- Unlimited Users
- All data should be able to viewed, downloaded and exported
- Media coverage and key analytics such as LSM, Sentiment, AVE, +more
- Track by keyword, competitor, and industry
- Quick insights for crisis communication

### **Time frame**

The successful service provider will be appointed for a period of 24 months.

### **1. The following documents to be submitted with the quotation**

- Proof of company registration, where applicable i.e., unless you a sole proprietor
- Valid tax clearance certificate/pin
- Valid BBBEE certificate by a SANAS accredited agency/company or affidavit
- Bank account confirmation letter
- Proof of registration on the Treasury Central Supplier Database (CSD)
- Supplier declaration form (attached hereinto)

*NB: Failure to submit the above documents will lead to disqualification.*

## DECLARATION OF INTEREST

1. Any legal person, including persons employed by the state<sup>1</sup>, 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, shareholder<sup>2</sup>):  
.....
  - 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.

<sup>1</sup>“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.

<sup>2</sup>“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:

.....  
 .....  
 .....

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 Number / Employee Peral Number

**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 IN TERMS OF PARAGRAPH 23 OF THE GENERAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....  
Signature

.....  
Date

.....  
Position

.....  
Name of bidder

May 2011