


Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011
Document Classification	Normal document		
Document Type	TEMPLATE		
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)		



Supplier Park Development Company SOC Ltd t/a  
Automotive Industry Development Centre  
*Your partner in becoming globally competitive*

## REQUEST FOR QUOTATION (RFQ) WITH FUNCTIONALITY

REQUEST FOR POTENTIAL SERVICE PROVIDERS TO SUBMIT A QUOTATION TO AIDC FOR THE SUPPLY OF CREATIVE AGENCY / PUBLIC RELATIONS SERVICES FOR A PERIOD OF 24 MONTHS

### REQUEST FOR QUOTATION (RFQ) DETAILS

RFQ NUMBER : 15595

PROJECT NO. : A0141

ISSUE DATE : 21 June 2023

BRIEFING YES/NO : N/A

BRIEFING SESSION DATE AND TIME : N/A

CLOSING DATE : 27 June 2023

CLOSING TIME : 12h00

RFQ VALIDITY DATE : 90 Business days

### REQUESTOR DETAILS

Requested By (SCM):	Dane Visagie
Contact Number:	(012) 564-5003
Department Requested for:	Marketing Department
For general RFQ and submissions contact	dvisagie@aidc.co.za


### REQUEST FOR QOUTATION (RFQ) CLOSING VENUE

E-mail to: [quotations@aidc.co.za](mailto:quotations@aidc.co.za)

**NB: DO NOT COPY ANY AIDC PERSONNEL, INCLUDING THE SCM OFFICIAL, ON YOUR RESPONSE; RESPONSES WITH AIDC EMPLOYEES COPIED WILL BE DISQUALIFIED.**

THE AIDC RESERVES THE RIGHT TO AWARD THE QUOTE IN PART OR IN FULL AT ITS OWN DISCRETION

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	1 of 9

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre Your partner in becoming globally competitive
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

## DETAILS OF BIDDER

COMPANY NAME: .....

CONTACT PERSON: .....

TELEPHONE NUMBER: .....

CELLULAR NUMBER: .....

FAX NUMBER: .....

EMAIL ADDRESS: .....

In submitting any information or documentation requested in this RFQ, the Respondent is hereby consenting to the processing of their personal information for the purpose of this RFQ and further confirming that they are aware of their rights in terms of Section 5 of POPIA

**Respondents are required to provide consent below:**

YES		NO	
-----	--	----	--


	YES	NO
Please indicate if your company is Registered on National Treasury – Central Supplier Database (provide your CSD Number)		
CSD number		
Please Indicate if your Company is Registered on SPDC SOC t/a AIDC Database & has “Active Status”*		

**\*"ACTIVE STATUS":** - means your BBBEE Certificate or Sworn affidavit is still valid (thus your documents have not yet expired)

**NB: Please Note:** - AIDC won't be able to do business with suppliers not registered on CSD as per National Treasury SCM Instruction No.4 of 2016/17.

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	2 of 9

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011
Document Classification	Normal document		
Document Type	TEMPLATE		
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)		



Supplier Park Development Company SOC Ltd t/a  
Automotive Industry Development Centre  
*Your partner in becoming globally competitive*

## EVALUATION CRITERIA

### 1. EVALUATION CRITERIA

The following will be considered in the evaluation:

EVALUATION CRITERIA
▪ Compliance
▪ Pre-qualification if it applicable (Qualification, membership, certification)
▪ Price <b>(80)</b>
▪ Specific goals <b>(20)</b>

THE FOLLOWING DOCUMENT ARE REQUIRED - PLEASE TICK YES ONLY IF THE DOCUMENTS ARE ATTACHED TO YOUR PROPOSAL


A. Administration Criteria - Compliance Requirements – all documents to be submitted	YES	NO
SARS Pin to verify your status		
Valid Sworn affidavit (as issued by DTI/or CIPC), must be an original or certified copy or a certified copy of SANAS accredited verification certificate. NB: Suppliers to use approved DTI or CIPC Affidavit template (check website: <a href="http://www.dti.gov.za">www.dti.gov.za</a> )		
SBD 4 – Declaration of Interest form – completed and signed		
SBD 6.1 Preference points claim form in terms of the preferential procurement regulations 2022 (PPR 2022)		

THE FOLLOWING DOCUMENT ARE REQUIRED - PLEASE TICK YES ONLY IF THE DOCUMENTS ARE ATTACHED TO YOUR PROPOSAL

B. Pre-qualification documents	YES	NO
N/A		

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	3 of 9


Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011
Document Classification	Normal document		
Document Type	TEMPLATE		
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)		



Supplier Park Development Company SOC Ltd t/a  
Automotive Industry Development Centre  
*Your partner in becoming globally competitive*

C. FUNCTIONALITY & CAPABILITIES	TYPE OF SUPPORTING DOCUMENTS REQUIRED	MAXIMUM	SCORE	MINIMUM
<b>NB:</b> The bidder shall achieve a minimum score of 70 points under functionality to be able to be evaluated further on pricing & BBBEE as per preferential system.		100		70
<b>Experience of the key staff.</b>  <b>Illustration of experience and qualifications (degree/diploma in marketing and/or communication) of the key support staff:</b> <ul style="list-style-type: none"> <li>CVs &amp; qualifications of key support staff = <b>40 Points</b></li> <li>No CVs and qualifications provided = <b>0 point</b></li> </ul>	CVs & formal qualifications	40		
<b>BIDDER CONTRACTOR'S/COMPANY EXPERIENCE</b>  Bidder's experience with respect to specific aspects of the same/comparable projects. <ul style="list-style-type: none"> <li>3 x reference letters on customer letterhead specifically relating to the similar work = <b>60 points</b></li> <li>2 x reference letters on customer letterhead specifically relating to the work = <b>40 points</b></li> <li>1 x reference letter on customer letterhead specifically relating to the similar work = <b>20 points</b></li> <li>0 x reference letter on customer letterhead specifically relating to the similar work = <b>0 points</b></li> </ul> <p>(N/B) Please ensure that each submitted award letter is linked to its reference letter/ practical certificate/ final completion certificate in order to score maximum points, awards letter, or PO's 'ONLY' without any of reference letter/ practical certificate/ final completion certificate will not score any points.</p> <p>And the requested documentation to entail but not limited to the following information:</p> <ul style="list-style-type: none"> <li>Client's Company letter head</li> <li>Client's Contactable details (e.g. Physical Address, Mail, Telephone, etc.)</li> <li>Awarded Description/scope of the work</li> <li>Awarded Value of the project</li> </ul> <p>And subject to validity of the submitted reference letter/ practical certificate/ final completion certificate, a physical site visit can be conducted by AIDC.</p>	Reference letters	60		
<b>TOTAL SCORE</b>		<b>100</b>		<b>70</b>

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	4 of 9


Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a <b>Automotive Industry Development Centre</b> <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

### Preferential procurement targets

The preferential procurement targets listed below will be followed. Points will be awarded for specific goals relevant to this RFQ; if no supporting documents are provided as per the list below, the bidder will receive a score of zero (0). The total points obtained below will be used to evaluate 80/20, where 80 points are allocated to price and the remaining 20 points are allocated to specific goal.

<b>Specific goals</b>	<b>Supporting evidence for meeting preferential procurement targets</b>	<b>Points</b>
B-BBEE status contributor level 1, 2, 3 or 4.	Valid affidavit (as issued by DTI/or CIPC), must be an original or certified copy or a certified copy of SANAS accredited verification certificate.	<b>10</b>
51% owned by black people who are youth.	Attach certified ID copy of the owner, not older than 6 months.	<b>10</b>
51% owned by black people who are women.	Certified ID copy not older than 6 months.	
51% owned by black people with disabilities.	Original letter from Doctor (Dr) on their letterhead which clearly indicate Doctor's practice number and confirmation of disability of the owner.	
51% owned by black people living in rural or underdeveloped areas or townships.	Tenderer must submit the Township municipal utility bill of which the owner resides. Township must be as per CSD township location address as registered.	
51% owned by black people who are military veterans.	The tenderer to submit proof of registration with military veteran database.	
Locally manufactured goods and services in line with the Department of Trade and Industry thresholds for products designated for local content.	SBD 6.2 - Declaration Certification and annexure C are completed and included in the tender document.	
Cooperative, which is 50% owned by black people.	CIPC registration documents as well as a cooperative membership agreement.	

<b>Effective Date:</b>	<b>Revision No:</b>	<b>Compiled by:</b>	<b>Approved by:</b>	<b>Page Number</b>
6 February 2023	2	G. Mathe	C. Nxumalo	5 of 9

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

**Dear Service Provider**

## **REQUEST FOR PROPOSAL /QUOTATION (RFQ) – SCOPE OF WORK/SERVICE**

### **2. INTRODUCTION**

#### **2.1. MANDATE**

The AIDC is the dedicated developmental agency of the Gauteng Growth and Development Agency (GGDA) in relation to the specific industrial, infrastructure and training needs required by the automotive and allied sector - those based in the Gauteng province. The AIDC is thus tasked by GGDA with special developmental type projects aimed at enhancing and possibly expanding the automotive and allied-related sector with a focus on enterprise development; also in the support of government's aims at BBBEE SMME development and the radical transformation of various townships. The AIDC otherwise explores other developmental projects, external to the objectives of the GGDA in support of the AIDC's own business development processes. These include projects related to the transport and energy sectors, as well the development of the Tshwane Auto City. The AIDC's focus, in terms of the 2016 Gauteng Economic Development Plan/Framework (GEDP/F), is towards the automotive sector in the Northern Corridor of the Gauteng City Region (GCR) framework.

#### **2.2. VISION**

The Vision of the AIDC is:

To be the leading implementation agency delivering creative, efficient, best practice and value-based solutions in support of government programmes related to the automotive and allied sectors.

#### **2.3. MISSION**

The Mission of the AIDC, in pursuit of its Vision, is to provide innovative customised solutions:

To develop the automotive manufacturing sector to globally competitive standards of excellence through a world-class value proposition which enables effective and sustainable socio-economic growth.

### **3. RFQ OBJECTIVES**


The aim is to request an experienced creative / public relations agency to submit a detailed proposal of rendering public relations, marketing, media buying and communications services to AIDC. The agency will be tasked with positioning AIDC within the media sector and stakeholders and marketing its services as the government implementation agency and leader supporting the automotive industry.

### **4. RFQ SCOPE**

The request is for a highly seasoned creative / public relations agency to submit a detailed proposal of rendering public relations, marketing, media buying and communications services to AIDC. The appointed agency will work closely with Marketing and Communications department to assist with;

- Media buying
- Securing media interviews on local & national media to position AIDC
- Secure advertising platforms on both print and digital platforms to promote AIDC offerings/programmes

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	6 of 9

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

- Drafting of opinion pieces/ thought leadership articles,
- Content creation for social media
- Securing media attendance for AIDC events
- Adhoc PR activities should the need arise.

## 5. DURATION

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

### 5.1 PRICE SCHEDULE

AIDC invites you to supply a quote for various items as per the Scope of work below.

NB:


- for fair price comparison, bidders must indicate whether they are VAT registered.
- Bidders submitting two different bids/proposals in value will be disqualified.
- If you have not received an order within a validity date of **90 business days** of RFQ. Please accept your quote was unsuccessful.

NB: The detailed pricing proposal must be submitted which should clearly separate the different opinions and sum the totals.

ITEM NO.	DESCRIPTION/SCOPE OF WORK	UOM*	NUMERIC QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
1	<b>In line with detailed specification as detailed in this document</b>				
2	Media buying	Per hour	24 months		
3	Secure advertising platforms on both print and digital platforms to promote AIDC offerings/programmes	Per hour	24 months		
4	Securing media interviews	Per hour	24 months		
5	Drafting of opinion pieces/thought leadership articles	Per word	24 months		
6	Ad hoc PR activities should the need arise.	Per hour	24 months		
7	Content creation for social media	Per hour	24 months		
				<b>SUB-TOTAL</b>	

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	7 of 9

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011
Document Classification	Normal document		
Document Type	TEMPLATE		
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)		



Supplier Park Development Company SOC Ltd t/a  
Automotive Industry Development Centre  
*Your partner in becoming globally competitive*

\*UOM = Unit of measure, e.g. Hours/Days, etc.

VAT @ 15%	
TOTAL	


Delivery period in weeks: .....

#### QUOTE CONDITIONS:

1. This Quote is subject to the Government Procurement General Conditions of Contract that may not be amended. Quotes' should not be qualified by own conditions.
2. All price(s) must be inclusive of all costs plus VAT and must be firm for the duration of the contract period. VAT must be shown separately by VAT Vendors and non-registered or deregistered Vendors should exclude VAT from their quotes. Price(s) quoted must be valid for at least ninety (90) days from the closing date of the quotation and a firm delivery period must be indicated.
3. AIDC will not accept any changes or purported changes by the Respondent to the bid rates after the closing date and/or after the award of the business unless the quotation/offer specifically provides for it.
4. AIDC reserves the rights to validate any information submitted by Respondents in response to this bid. This would include, but is not limited to, requesting the Respondents to provide supporting evidence. By signing POPIA clause and submitting a bid, respondents hereby irrevocably grant the necessary consent to AIDC to do so.
5. All goods must be delivered to the address as indicated in the RFQ document.
6. All price quoted must be fixed & firm prices and where applicable, price negotiation with the preferred supplier will be entered.
7. All purchases will be made through an AIDC Official Purchase Order with Order Number. Therefore, no goods must be delivered, or a service be rendered without a valid official Purchase Order & Number been received. The onus rests with the service provider to ensure they have received the above. Changes to RFQ/PO specifications should be communicated to the SCM Officer.
8. Fully Complete & sign the attached SBD forms, thus SBD 4 (NB: Quotes without the signed completed forms will not be considered)
9. The 80/20 preference point system is applicable to price quotations and tenders with a rand value from R2 000 up to a rand value of R50 million (all applicable taxes included).
10. This RFQ will be evaluated based on the 80/20 preferential point system as stipulated in the Preferential Procurement Policy Framework Act & PPR 2022. 20 Points allocated to specific goals listed in Table 1 of SBD 6.1 PPR 2022 Section 4.2
11. An EME is required to submit an affidavit confirming their annual total revenue of R10 million or less and level of black ownership to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2022. In terms of the Generic Codes of Good Practice, an enterprise including a sole propriety with annual total revenue of R10 million or less qualifies as an EME
12. A QSE is required to submit an affidavit confirming their annual total revenue of between R10 million and R50 million and level of black ownership or a B-BBEE level verification certificate to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2022
13. B-BBEE Status Level Verification Certificates (NB: Certificate are identifiable by a SANAS logo) or Valid Sworn affidavit (as issued by DTI/or CIPC
14. (EME/QSE see point 9&10 above) to be provided to claim points for specific goals:

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	8 of 9



Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

15. **NB: For Construction related services/work\_CIDB Grading & Safety File** – The successful contractor should take note that a **“Safety File”** will be required on appointment and should be submitted to the AIDC before commencement of any work and ensure comply with relevant CIDB grading were required.

Please note that failure to comply with the RFQ conditions will invalidate your proposal (if mandatory/prequalification documents are not returned then consider your quotation not accepted).

I ..... in my capacity as .....  
certify that the information supplied is correct and I have read and understood the AIDC general terms and conditions, and I accept them.

Signature: .....

Company Name: .....

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	9 of 9