



South African Airways

RFQ GSM 056/2022 Request for Quotation for Provision of Media Monitoring Services

Written Quote Form

RFQ NUMBER: 056/2022

CLOSING DATE: 26 October 2022 Time: 17:00

VALIDITY OF RFQ: 90 Days (from closing date)

RFQ DOCUMENTS TO BE E-MAILED TO:

NomalangaMaso@flysaa.com

Bidders must send their responses via a safe downloadable link. The link must be accessible for at least 7 days from the closing date.

Vendors should ensure that quotations are returned before the closing date and time.
If the quotation is late, it will not be accepted for consideration.

SAA requests your quotation on the goods and/or services listed on the attached form.
Please furnish all information as requested and return your quote on/before the date stipulated.
Late and incomplete submissions may invalidate the quote submitted.

NAME OF VENDOR:

POSTAL ADDRESS:

TELEPHONE NO.:

CELL NO:

E MAIL ADDRESS:

CONTACT PERSON:

This RFQ will be evaluated on pricing and functionality.

Required Documentation to be attached;

- 1. SAA Vendor Document. Refer to Annexure 1**
- 2. SBD1 Document. Refer to Annexure 2**
- 3. General Conditions of Contract. Refer to Annexure 3**
- 4. Pricing Schedule – please provide your own**

CONDITIONS

- All goods or services purchased will be subject to SAA General Conditions of Contract. A copy of said conditions is available from the local Procurement office.
- It is the responsibility of the bidder to ensure their tax matters are in order in the respective countries
- All purchases will be made through an official purchase order. Therefore, no goods must be delivered or services rendered before an official order/contract has been received.
- I certify that the information supplied is correct and I have read and understand SAA General Conditions of Contract and accept SAA General Conditions of Contract.
- I further certify that all the required information has been furnished and the relevant forms completed and are herewith submitted as part of the bid.

SIGNATURE OF VENDOR: _____ CAPACITY: _____

RFQ Price Schedule
RFQ NUMBER 056/2022

SAA Business Unit: Global Supply Management

1. Background

- 1.1. Service Providers are requested to provide Prices with their quotation to SAA for all the services to be provided as per specification. Service providers are expected to submit a costing that is fair and reasonable.
- 1.2. SAA has the right to enter into negotiation with a prospective Service Provider regarding any terms and conditions, including price(s), of a proposed contract.

2. Scope of work

The service provider is expected to provide a service offering that will incorporate but will not be limited to the following specifications:

South African Airways (SAA) require services for the provision of Media Monitoring for South African media including broadcast, print, online and social media.

2.1. DAILY MEDIA MONITORING

- Provide a comprehensive media monitoring services (including weekdays and weekends) for South African Airways to track the media narrative about the company and its subsidiaries, the industry, competitors, and stakeholders.
- Provide daily summaries (including weekdays and weekends) of all broadcast, online, etc. material from mediums monitored according to the set specifications, or client brief (daily summaries should cover morning, noon and evening monitoring)
- The material collected shall consist of any media publication that makes reference to SAA, its activities and/or its designated topics of interests, covering the following platforms:
 - 1) Broadcast
 - 2) Print
 - 3) Online media
 - 4) Social media platforms
 - 5) Industry specific publications

NOTE: Bidders to quote separately on each of the sections (1-4) above.

WhatsApp alerts to be sent in real time to a specified list of SAA cell phone numbers (minimum 10) when news break regarding SAA.

2.2. DAILY SUMMARIES

Provide a daily summary report of all media coverage from mediums monitored according to the set specifications, or client brief;

The daily report must include the following:

- 1. Provide an indication of the sentiment (whether positive, negative, neutral and/or undecided) of the coverage item;
- 2. Provide a high-level summary of the story;
- 3. Provide the link to the full story;
- 4. Provide a high-level recommendation on the coverage item (i.e. how do you suggest SAA reacts to this article?)

2.3. MEDIA ANALYSIS REPORTS

Produce a weekly and monthly media analysis reports

2.4. DEDICATED PORTAL

- Provide (design, establish and host), a dedicated password protected portal (with archive ability);
- Post SAA coverage every weekday (morning) by latest 10:00 on the said library bank/portal and weekends by latest 11:00;
- Ensure any other material e.g. print from magazines, community newspapers etc. is posted on the library bank/portal for the communication team to be able to access timeously;
- Update all postings by 13:00 of the same day to include coastal coverage from all provinces in South Africa, regional destinations SAA flies to as well as international news affecting SAA.

- **2.5. ACCOUNT MANAGER**

- Ensure account manager (and an alternative) is available, accessible and has a thorough understanding of SAA's media monitoring needs and requirements;

2.6. 24HR HOTLINE

- Establish a 24hr hotline where SAA can table any concerns.

3. TITLES AND PLATFORMS TO BE MONITORED

3.1. Print publications

Aviation and Safety magazine, African Pilot (magazine), Beeld, Business Day, Business Report, Beeld Sake 24, City Press, Cape Argus, Cape Times, Citizen, Daily, Dispatch, Daily News, Daily Sun, Die Burger, Die Burger Oos-Kaap, Die Burger (By), Engineering News, Financial Times, Financial Mail, Finweek, Global Aviator, Herald, Independent on Saturday, Mail & Guardian, Mercury, Naweek Beeld (By Beeld), New Age, Pretoria News, Pretoria News weekend, Post, Rapport, SA Flyer (magazine), SA Travel News Weekly, SA Tourism update, Travel Industry Review, Sondag, Sowetan, Star, Saturday Argus, Saturday Star (travel), Sunday Times, Sunday Sun, Sunday World, Sunday Tribune, Sunday Independent, Sunday Argus, The Times, Volksblad, Witness, World Airnews, Weekend Witness.

Please note: SAA to review this list from time to time and shall update accordingly.

3.2. Online media

AFP, Reuters, Beeld, Business Report, Business Day, BizCommunity, Bloomberg, Burger, Cape Argus, Cape Times, Citizen, Daily Dispatch, Die Burger, Engineering NEWS, Financial Mail, Fin24, Hellopeter, iafrica, ITWeb, IOL, I-Net Bridge, Independent Online, Link2Media, Marketing web, Mail & Guardian, Mercury, Moneyweb, News24.com, Fin24. Nuuswerk24, New Age, Reuters, SA government info, South African Wine, SABC news online, Sowetan, Star, SuperSport, Sunday Times, Travel Industry Review (TIR), Travel News Weekly (TNW), Times live, Volksblad, Witness online, EWN.

Please note: SAA to review this list from time to time and shall update accordingly.

3.3. Broadcast media

5fm, Algoa, ANN7, Bush, Business Day TV, Classic, Cape Talk, ETV, eNCA, Heart 104.9, Highveld 94.7, Jacaranda, Kaya, Metro FM, Ofm, Power FM, Radio 2000, Radio Pretoria, Radio Rosestad, SAFM, SABC1, SABC 2, SABC 3, SABC channel 404; RSG, SA FM, 702, YFM, CNBC Africa.

Please note: SAA to review this list from time to time and shall update accordingly. 3.4. Broadcast media (amongst others to be monitored for WhatsApp notifications):

From 0600 to 23:00 daily

- RSG throughout the day;
- Power FM throughout the day;
- Cape Talk throughout the day;
- Talk Radio 702 throughout the day
- SAFM throughout the day;
- SABC2 – Morning Live, current affairs and news bulletins;
- SABC3 – News bulletins and current affairs programs
- SABC channel 404 throughout the day;
- ETV: morning edition and news bulletins
- eNCA (channel 403) throughout the day;
- ETV Open View channel news and current affairs
- Newzroom Afrika
- Business Day Tv

3.5. Media has to be searched under these headings, which will also be contained in the SAA client brief to the appointed monitoring company:

SAA Corporate

- South African Airways
- SA Airways
- National carrier
- Flysaa
- Flysaa.com
- Airlink/SA Airlink
- Airchefs
- SA Express

- SAX
- SAA CEO
- South African Airways Acting/Interim CEO and appointed CEO (in the future)
- Professor John Lamola
- SAA Chairperson and Board
- South African Airways Technical
- SAT
- SAAT
- South African Airways Cargo
- SAA Cargo
- SAA Voyager
- Voyager
- SAA spokesperson
- Vimla Maistry
- Mango
- Department of Public Enterprise
- Minister of Finance
- Pravin Gordhan
- Air Traffic Navigation Services
- ATNS
- National Treasury
- SAA Stakeholders and SAA Shareholder or other government bodies
- Department of Tourism
- DoT
- Department of Home Affairs
- Immigration Services
- South African Tourism
- SAT
- Brand SA
- Department of International Relations and Cooperation
- DIRCO
- Foreign Embassies and Missions in South Africa
- Department of Transport
- DOT
- South African Civil Aviation Authority (CAA)
- Airports Company South Africa (ACSA)
- International Air Transport Association (IATA)
- Airbus
- Boeing
- Star Alliance
- SAA Voyager
- Voyager
- SAPA
- SAA Pilot Association

- SAA Travel and Tourism Partners
- African Airline Association
- AFRAA
- Board of Airline Representatives of Southern Africa
- BARSAs
- Airlines Association of Southern Africa
- AASA
- Pan African Airline Group
- PAAG
- Strategic Equity Partner
- SEP
- Takatso Consortium
- Harith
- LIFT
- Global Aviation
- CAA
- SACAA
- Civil Aviation Authority
- Star Alliance
- Star Alliance partner
- Star Alliance partner airline

Please note: The above list may be adjusted to reflect other key stakeholders that might be relevant in the future.

SAA Competitors: (list to be updated regularly)

- BA Comair
- Kulula
- Emirates
- Emirates Airlines
- Kenya Airways
- Ethiopian Airways
- Etihad
- Qatar
- Singapore Airlines
- Qantas
- British Airways (BA)
- Virgin Australia
- Lufthansa
- Jet Blue Airways
- Jetstar Airways

And all issues relating to Competitors based in South Africa

SAA - code share partners: (list to be updated regularly)

- Airlink
- ANA
- Asiana Airlines
- Air Canada
- Air China
- Avianca
- Air New Zealand
- SA Express
- Air India
- Air Mauritius
- Air Seychelles
- Emirates
- Etihad
- Egyptair
- Ethiopian
- Jet Airways
- Jet Blue Airways
- LAM
- Lufthansa
- Qantas
- RwandAir
- Scandinavian Airlines
- Singapore Airlines
- Swiss
- TAP Portugal
- United
- Virgin Atlantic
- Virgin Australia
- CEMAIR
- Kenya Airways

4. EVALUATION PROCESS & CRITERIA

4.1 EVALUATION PROCESS

4.1.1. COMPLIANCE WITH MINIMUM REQUIREMENTS

All quotations duly lodged will be examined to determine compliance with bidding requirements and conditions. Quotations with obvious deviations from the requirements/conditions will be eliminated from further adjudication.

4.1.2 EVALUATION OF QUOTATION

The contract shall be awarded at the sole and absolute discretion of SAA. SAA hereby represents that it is not obliged to award this quotation to any bidder. SAA is entitled to **retract** this quotation at any time as from the date of issue.

SAA shall not be obliged to accept the lowest of any quotation, offer or proposal.

All quotation will be evaluated according to the criteria, weightings and threshold scores as Indicated in below:

EVALUATION CRITERIA:

Phase 1: Functionality Evaluation criteria and weightings;

Bidders are required to achieve a minimum threshold of **80%** of the allocated weightings on the evaluation criteria set out below.

Functional Criteria	
<p>Delivery of Scope of Work: The bidding entity must demonstrate capability to extensively support SAA's objective in the provision of daily media monitoring services. The bidding entity must provide examples of monitoring services previously rendered in the following mediums:</p> <p>a) Print media – 2.5% b) Broadcast media – 2.5% c) Online media, e.g. articles, blogs – 2.5% d) Social media – 2.5%</p>	10%
<p>Media Report Analysis: The bidding entity must provide a comprehensive monthly analysis report.</p> <p>The bidding entity must conduct a desk top research on SAA for the month of October 2022.</p> <ul style="list-style-type: none"> • Utilize the set of information researched to generate a comprehensive monthly analysis report. – 35% • The content of the October 2022 analysis report must highlight areas which SAA should respond to – 25% 	80%

<ul style="list-style-type: none"> The content must also advise and assist SAA to proactively plan reputation management interventions/activities going forward – 20% 	
<p>Demonstrable Experience: The bidding entity must provide evidence of Media Monitoring service successfully executed for two (2) clients in the last year (2022) from the closing date of the RFQ (excluding work done for SAA). The information provided in response to the above-mentioned requirement must be supported by:</p> <ul style="list-style-type: none"> contact details of the clients - 5% the scope of work implemented and the duration thereof – 5% 	10%
To progress to the next evaluation stage of Phase 2, the bidder must score at least 80% on functionality.	80%
Total	100%

Threshold

The minimum Qualifying Score for Functionality is 80% all Tenders failing to meet the threshold shall not be considered for further evaluation against Price and BBBEE.

Preference Point System

All tenders that comply with the mandatory requirements for Functionality and that have achieved the **minimum qualifying score of 80% (Acceptable tenders)** will be evaluated further in terms of the applicable preference point system as follows:

Criteria	Points
Price	80
BBBEE	20
Total	100 points

5. STANDARD CONDITIONS FOR REQUEST FOR QUOTATION

Conditions:

- 4.1 All prices quoted must be exclusive of Value Added Tax (VAT).
- 4.2 All goods/services purchased will be subject to SAA Conditions of Contract and Order, available when requested.
- 4.3 All prices submitted must be firm. "Firm" prices are deemed to be fixed prices, which are only subject to the following statutory changes, namely VAT.

- 4.4 Note: Although SAA would prefer to award this contract to one service provider, it remains at our discretion to award the functions of the manufacturing of this product to the company that will provide us with excellent & prompt service. SAA is thus not obligated to award this quote to any bidder. SAA is entitled to retract this quote at any time as from date of issue, without any refunds whatsoever. SAA is not obligated to award this quote to the bidder that quotes the lowest.
- 4.5 Service, pricing and availability will be taken into consideration.
- 4.6 Pricing should be given based on individual component that would make up the solution based on technical and functional requirements.

THE FOLLOWING MUST ACCOMPANY YOUR QUOTE

- SAA Vendor application and supporting documents. Refer to Annexure 1
- SBD1 Document. Refer to Annexure 2
- Pricing Schedule

IF NOT QUOTING, INDICATE SO AND RETURN EMAIL TO THE RELEVANT PROCUREMENT OFFICIAL