
REQUEST FOR PROPOSAL (RFP/001/2024/25)

REQUEST FOR PROPOSAL: MANAGEMENT, MAINTENANCE AND CONTENT MARKETING FOR BRAND SOUTH AFRICA'S, GLOBAL SOUTH AFRICANS INITIATIVE (WEBSITE, DIGITAL AND SOCIAL MEDIA MANAGEMENT) FOR A PERIOD OF TEN (10) MONTHS.

CLOSING DATE: 28 JUNE 2024

TIME: 16H00

Brand South Africa

103 Central Street, Houghton, Gauteng, South Africa |
PO Box 87168, Houghton, 2041, Gauteng, South Africa Telephone: +27 11 712 5000 | Fax: +27 11 483 0124
Email: info@brandsouthafrica.com | Website: www.brandsouthafrica.com

Trustees: Ms Ipeleng Selele (Chairperson); Ms Zama Mkosi (Deputy Chairperson); Ms Emy Casaletti-Bwalya; Ms Loretta Jacobus; Ms Rachel Kalidass; Adv Cawekazi Mahlati; Prof Hlengani Mathebula; Mr Jerry Mpufane; Mr Lumko Mtimde; Ms Dzawele Ratshikuni; Mr Bohani Shibambu.

Acting Chief Executive Officer: Ms Sithembile Ntombela

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1. INTRODUCTION

Brand South Africa, previously known as the International Marketing Council of South Africa (IMC), was established in 2002 and tasked with leading the global and domestic marketing of our nation's Brand. The primary object of the Trust is to develop and implement a pro-active and coordinated marketing and communication and reputation management strategies for South Africa.

Brand South Africa's international mandate is to build South Africa's Nation Brand reputation in order to improve the country's global competitiveness, reflecting a great focus on driving international investment and trade.

Domestically, Brand South Africa's mandate is to build pride & patriotism amongst South Africans and contribute to social cohesion and nation brand ambassadorship, giving our country a consolidated and clear brand image. This involves the creation of a unified message and promise that becomes identifiable with South Africa, thereby building credibility, conviction and committed patronage.

Brand South Africa is also the central hub of national reputation and competitiveness intelligence. This intelligence is vital for articulating, aligning and mobilising key messages about the nation for the use and benefit of all stakeholders and strategic partners.

2. WHO WE ARE

Brand South Africa is a Schedule 3A Public Entity, which was established in terms of the Brand South Africa Trust Deed, which is governed by the Trust Property Control Act No.57 of 1988 and the Public Finance Management Act, No.1 of 1999. The organisation reports to the Department of Communication, from which it receives its budget.

3. PURPOSE

The purpose of Brand South Africa is to develop and implement pro-active and coordinated marketing, communication and reputation management strategies for the country.

4. MISSION

To achieve our purpose, we will embark on the following execution mission:

- Develop and articulate a South African national brand identity that will advance South Africa's long-term positive reputation and global competitiveness.
- Seek to build individual and institutional alignment to and support for the brand in South Africa and pride and patriotism amongst South African.
- Build awareness and the image of the Nation Brand in other countries.
- Seek the involvement and cooperation of various government departments, civil society, business and the non-government sector.

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The Global Markets unit is responsible for implementing Brand South Africa's mandate by delivering on the organization's strategic objectives through the below, outcomes and outputs internationally.

- Increased attractiveness & thereby competitiveness of the Nation Brand through integrated Nation Brand reputation programmes implemented for strategic platforms internationally.
- Increased Nation Brand advocacy and active citizenship through international activities targeted at promoting Nation Brand pride and patriotism.
- Aligned Nation Brand execution experience through strategic partnerships with public sector business and/or civil society stakeholders to promote the Nation Brand internationally.

About Global South Africans (GSA):

The Global South Africans (GSA) is a project led by Brand South Africa to enlist the talent, experience and credibility of South Africans living abroad, permanently or temporarily, to help realise the promise South Africa demonstrated in the "miracle" of 1994 and reaffirmed with our successful hosting of the 2010 Soccer World Cup. Brand South Africa has launched the Global South African programme in the conviction that South Africans living, working and studying abroad can be priceless resource for our country - as we strive to compete and win in the global economy. The Global South African programme is presented and implemented in form of a network, where South Africans act as "brand ambassadors" for the country and referred to as Global South Africans (GSAs). GSAs believe in South Africa, love the country and want to help Brand South Africa reach its full potential for the benefit of all South Africans and the continent of which we are part.

South Africans living or travelling abroad will very often be the first point of contact and reference for people overseas whose judgements and decisions have a profound impact on the fortunes of our country. Global South Africans can show the world what South Africans are made of, why we are worth investing in and partnering with and how we can help find creative solutions to the gamut of the world's problems, from poverty to climate change to inter-communal and regional conflict.

This is an exciting time to be a Global South African - to be part of the South African story, to be a son or daughter of Africa, to be connected directly to what we confidently predict will be the African century.

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Currently Brand South Africa implements the GSA project through the Global Markets unit based in Johannesburg, South Africa and its three-country office i.e. China, United Kingdom and the United States of America.

For more information visit: www.globalsouthafricans.com

Task:

Brand South Africa seeks a service provider with relevant expertise to enhance, manage and maintain this comprehensive and user-friendly website that servers as a platform to inform, raise awareness of the 'Global South Africans programme' and encourage visitor registration and engagement. Additionally, the required service provider should have relevant expertise for Content Marketing, Digital and Social Media Marketing, and be able to manage GSA Social Media Pages and source information for the Global South Africans website for ten (10) months. Content Marketing will assist to raise awareness of the Global South Africans initiative, and website and encourage visitor registration and engagement'. The service provider to source information from Brand SA Country Offices, South African Embassies, other South African stakeholders, etc. regarding their up-coming events and also share positive stories and/or achievements of South Africa and South Africans in international platforms.

5. TECHNICAL SPECIFICATIONS:

Brand South Africa aims to create a seamless experience across all Global South Africans and Brand South Africa digital and social media platforms. This project is undertaken to align the Global South Africans website with the Brand South Africa website, as well as the latest progressions in technology, navigation and design principles.

Brand South Africa aims to develop a richer, more engaging and interactive platform which enable the South African expat community around the globe to be linked through a web-based networking platform, with users being able to access information, submit content, sign up for newsletters and events and connect with other Global South Africans.

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User generated content, another element is that the platform allows users to share their own experiences/stories (and this content will be available on all communication platforms).

Content and campaigns are related to activities in South Africa and about South Africans around the globe, i.e. use of national days of significance which ensure Global South Africans being able to participate and or being involved in related activities without the need to be in the country. Achievements or positive stories about South Africans in the diaspora or on international platforms.

A marketing toolkit, a marketing toolkit include items such as Nation brand aligned artwork/templates for posters, branded picture frames, Brand South Africa's corporate identity manual will be available for download and use by Global South Africans, including South Africa aligned entities based in different countries. Global South Africans who register on the website should receive an **e-certificate** which serves as a pledge that they are now advocates or ambassadors for the country, and the certificate should be shareable on all social media platforms.

The Global South Africa website should be a **diversified** source of information, and a networking platform which promotes social cohesion, active citizenry and patriotism amongst South Africans based abroad.

➤ **Website Objectives:**

- Provide timely, relevant and accessible information on Brand South Africa and the Global South Africans programme; What it is and why it matters in a simple and compelling way in order to raise awareness to a larger South African expat community.
- Promote and stimulate GSA registration, subscription and engagement on the Networking Platform.
- Support the organisation's mandate of influencing perceptions about South Africans through progressive and visually appealing designs, optimised navigation and compelling story telling that enhances website user experience and drives page views.
- Deliver content and campaigns related to activities in South Africa and other countries, utilizing national days of significance to enable Global South Africans to participate remotely. Users should receive notifications/mailers for campaigns and events.

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- Offer a marketing toolkit including Nation brand-aligned artwork/templates for posters, branded picture frames, and Brand South Africa's corporate identity manual for download and use by Global South Africans.
- Implement notifications via email for events, campaigns, and friend requests. Platforms/tools like MailChimp should be integrated for campaign implementation.
- Utilize Search Engine Optimization and Google Advertising to enhance website and campaign ranking.
- Provide timely, relevant, and accessible information on Brand South Africa and the Global South Africans programme to raise awareness among the South African expat community.
- Allow users to share their own experiences/stories, with content published on the globalsouthafricans.com website.

➤ **Target Audiences:**

The intended users of the website include, but are not limited to, the following:

- Global South Africans throughout the world
- Local, national, international and relevant civil society organisations and expat community.
- Travellers, academia and related bodies.

6. SCOPE OF WORK:

The hired company / consultant will be required to manage, enhance and maintain this comprehensive and user-friendly website, whilst sourcing, developing and managing content on the Global South Africans website and social media platforms within the designated timelines which meets the following criteria:

Management/Maintenance of the Global South Africans website (including monitoring)

- Technical SEO, health and upkeep, handling redirects, implementing updates.
- Reviewing and managing Google Webmaster tools.
- Live Server support and maintenance, Managing caching, Load and traffic balancing, server monitoring and tracking.
- Framework updates and modifications, WordPress core updates, and Security updates.

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- Tech support and queries.
- Staging server set up and hosting, run updates and patches on a staging environment,
- Hosting of environment.

Social Media Management

- Source and development of social media content for LinkedIn, Facebook, Instagram and X (formerly known as Twitter).
- Conceptualise and design monthly creative in line with the proposed theme for the period.
- Develop a monthly content calendar in line with the website calendar to ensure alignment integration.
- Develop a media buying plan in line with the content calendar and ensure boosting or promotion of social media pages and selected posts.

SEO Strategy

- Utilize Search Engine Optimization (SEO) techniques to enhance the visibility and ranking of the Global South Africans website on search engine results pages.
- Implement strategic SEO strategies to improve the website's organic traffic and ensure it reaches a wider audience of South African expatriates and stakeholders.
- Integrate a Google Ads and Google AdWords campaign to improve the ranking of the GSA website.

Research

- Research and sourcing of positive or inspiring content (profiles and stories South Africans abroad) and populate international events from, and about South Africans.

Target Reach

- Achieve a target of 3000 registered members, up from the current count of 1987 as outlined in the Key Performance Area (KPA).
- Increase engagement and following on Global South Africans social media platforms by 10%.

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Design and Content Creation

- Design the Inspiring South African Stories newsletter template.
- Create content for the website (blogs/web articles), social media pages and newsletter.
- Produce weekly web articles.
- Produce and distribute the monthly 'Inspiring South African Stories' newsletter aligned to the monthly theme.
- Visually appealing designs according to the theme set for the month.

Monthly Reporting and Analysis

- Analyse the performance of the web articles and website.
Provide a monthly report with clear milestones, performance metrics and recommendations.

7. EVALUATION CRITERIA:

In order to facilitate a transparent selection process that allows equal opportunity to all bidders, Brand South Africa has a Supply Chain Management policy that will be adhered to. Proposals will be evaluated in terms of the prevailing Supply Chain Management policy applicable to Brand SA and it should be noted that proposals will be assessed using the 80/20 formula (preference points system) for Price and Specific Goals as per the PPPFA Regulations.

- Phase I: Technical evaluation
- Phase II: Price and Preference Points System

Phase I

The RFQ documents will be evaluated and ranked using a weighted average scoring system for functionality to all those bidders who were successful from Phase I. The assignment of points by Brand South Africa is final and will under no circumstances be open to appeal or protest by the bidder.

Phase II

The top and final shortlisted bidders will be evaluated and ranked using a weighted average scoring system for Price and Preference Points System.

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7.1. Technical Evaluation

- a. The technical evaluation of bidders will be carried out in Phase 1
- b. Phase I evaluation will be as follows:

Bidders will be evaluated in terms of the prevailing supply chain policy applicable to Brand South Africa and it should be noted that:

A minimum of 70 points out of 100 points on technical capability will be the cut off to qualify for final evaluation. Bidders who pass the technical capability will be further evaluated. The qualifying bidders will be assessed using the 80:20 formulas for Price and Specific Goals as per the PPPFA.

Table 1 Technical Evaluation

TECHNICAL EVALUATION CRITERIA		
CRITERIA	SUB-CRITERIA	WEIGHTING/POINTS
Project Concept and Proposal	<p>The bidder must fully describe and demonstrate proposed Website Management and Maintenance Plan, Content Marketing and Management Concept detailing the following elements:</p> <ul style="list-style-type: none">• Strategic proposal with including creative design example for the website, newsletter and social media posts (theme). = 30 points.• Proposed hosting platform, database management system and newsletter distribution mechanism. = 10 points.• SEO strategy, media buying plan and content calendar for the website and social media pages. = 10 points.	50

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	<p>All-inclusive cost breakdown</p> <p>(50 Points).</p>	
Organisational experience and capability.	<p>Credible References:</p> <p>The bidder must submit at least 3 references of companies who have acquired similar type of services from the bidder in the past 5 years.</p> <p>References must include website address, social media pages, the name of the organization, contact person and details (15 Points).</p> <ul style="list-style-type: none"> • Less than 3 = 0 points. • 3 reference letters = 10 points. • More than 3 reference letters = 15 points <p>Company Credentials and Experience:</p> <p>Company profile with a minimum of 5 years experienceshowcasing the ability to provide website management and maintenance services, as well as conceptualisation and implementation of content marketing, digital marketing and social media campaigns, including the management of social media pages (20 Points):</p> <ul style="list-style-type: none"> • Website Management and Maintenance (Including Content Marketing, Digital Marketing and social media campaigns) = 10 points • Management of social media Pages = 10 points <p>Experience of team:</p> <p>Attach CVs of proposed core team members with a minimum of 5 years' experience for the project, demonstrating core competencies related to Website Management and Maintenance, Digital Marketing, Content Marketing, and Social Media Marketing and/or</p>	50

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	Management, Business Management, Project Management. (15 Points): <ul style="list-style-type: none"> • Less than 5 years = 0 points. • 5 years of experience = 5 points. • Above 5 but less than 10 years = 10 points. • Above 10 years = 15 points. 	
TOTAL POINTS		100

In order to facilitate a transparent selection process that allows equal opportunity to all bidders, Brand SA has a Supply Chain Management policy that will be adhered to. Proposals will be evaluated in terms of the prevailing Supply Chain Management policy applicable to Brand SA and it should be noted that proposals will be assessed using the 80/20 formula (preference points system) for Price and Specific Goals as per the PPPFA Regulations.

Table 2 - Price and Specific Goals

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CRITERIA	SUB-CRITERIA	WEIGHTING / POINTS
Price	Detailed budget breakdown	80
Specific Goals	Specific Goal	20
TOTAL		100

NB: Price and specific goals points will be calculated as described in the Preferential Procurement Regulations of 2022. SBD 6.1 form must be used to claim points for specific goals for the company. A copy of CSD report and certified copy of B-BBEE certificate or Sworn Affidavit must be submitted

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as proof of specific goals. When the said documentation is not provided as proof the company will automatically score zero points for specific goals. Brand SA may request further information if clarity is needed.

5. INSTRUCTIONS TO BIDDERS

5.1. Terms and Conditions

Brand South Africa reserves, under exceptional circumstances, the rights to extend the closing date. All proposals and all subsequent information received from bidders will not be returned.

The adjudication process does not represent a commitment on the part of the Brand South Africa to proceed further with that proposal or of any other bidder.

The price quoted must be valid for at least 90 days.

5.2. Changes to this RFQ document

Brand South Africa reserves the right to make changes on this RFQ Document. All changes will be communicated to those firms that have responded to the RFQ. No reliance shall be placed on other information or comment from any other person.

5.3. Confidentiality

Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence.

5.4. Other matters

Brand South Africa reserves the right not to enter into any relationship and no correspondence pertaining to submissions will be entered into.

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If Brand South Africa does not accept any proposal, it will declare this RFQ call process closed and may then elect to:

- Proceed on a completely different basis; and
- Not to appoint any respondent in the event it deems proposals not appropriate.

Brand South Africa will not accept any responsibility for costs incurred by bidders in preparing and submitting proposals.

Brand South Africa reserves the right to engage in processes to validate all claims made in the proposal.

6. PAYMENT STRUCTURE

- 6.1. Brand South Africa undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.
- 6.2. Payment will only be made upon successful completion of the induction training.

7. GENERAL

- 7.1. Below are requirements for this service:
It is important to note that the successful bidder will work under the supervision of a Brand South Africa representative, abide by Brand South Africa's Code of Conduct, and other organizational guidelines.

Kindly submit the following document:

- (SARS Pin Number/ Tax Clearance Certificate).
- National Treasury Central Supplier Database Report.
- Completed and signed SBD forms.
- **Completed and signed POPIA PROTECTION OF PERSONAL INFORMATION ACT, 2013 (POPIA)**
- Quotation on Company Letterhead

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8. CONTACT DETAILS FOR INFORMATION

- 8.1. Further information regarding technical matters can be sent via email to: Jimmyr@brandsouthafrica.com or tel: 011 483 0122.
- 8.2. Further information regarding supply chain matters can be sent via email to: quotations@brandsouthafrica.com or Ntsepengl@brandsouthafrica.com tel: 011 483 0122.

9. SUBMISSIONS OF QUOTATIONS

- 9.1. Quotations should be submitted on or before the **28 JUNE 2024** by no later than **16h00** to the following address: quotations@brandsouthafrica.com or Ntsepengl@brandsouthafrica.com
- 9.2. The selection of the qualifying bid/quotations will be at the Brand South Africa's sole discretion. Brand South Africa does not bind itself to accept any particular bid/quotations, and reserves the right not to appoint the bidder.

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SBD 3

PRICING SCHEDULE

Note:

- 1 Bidder must complete the pricing as per the table below
- 2 All pricing will be according to the Scope of work
- 3 Line Prices are all **VAT EXCLUDING**, and **TOTAL PRICE** is **VAT INCLUSIVE**

The following pricing schedule needs to be completed in line with the required deliverables (where applicable) and return a part of the tender submission.

Description	Price
MANAGEMENT, MAINTENANCE AND CONTENT MARKETING FOR BRAND SOUTH AFRICA'S, GLOBAL SOUTH AFRICANS INITIATIVE (WEBSITE, DIGITAL AND SOCIAL MEDIA MANAGEMENT) FOR A PERIOD OF TEN (10) MONTHS.	R
VAT	R
GRAND TOTAL	R

NB:

- **BIDDERS ARE EXPECTED TO QUOTE ACCORDING TO THE SCOPE OF WORKS ABOVE**
- **BIDDERS ARE EXPECTED TO PROVIDE A DETAILED BREAK DOWN OF COSTS ON COMPANY LETTER HEAD**

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BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

with any person who is employed by the procuring institution? **YES/NO**

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2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....
.....

3 DECLARATION

I, _____ the _____ undersigned, (name)... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

institution in relation to this procurement process prior to and during the bidding

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process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder

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SBD 6.1

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 To be completed by the organ of state

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the **90/10** preference point system.
- b) The applicable preference point system for this tender is the **80/20** preference point system.
- c) Either the **90/10 or 80/20 preference point system** will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

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1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

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3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \mathbf{Ps} = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) & \mathbf{or} & \mathbf{Ps} = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \mathbf{Ps} = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) & \mathbf{or} & \mathbf{Ps} = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

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4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

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Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
100 % Black owned	N/A	10		
Youth owned enterprises	N/A	10		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation

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- ☐ Public Company
 - ☐ Personal Liability Company
 - ☐ (Pty) Limited
 - ☐ Non-Profit Company
 - ☐ State Owned Company
- [TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

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.....
SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME:

DATE:

ADDRESS:

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PROTECTION OF PERSONAL INFORMATION ACT, 2013 (POPIA)

I/we as Brand South Africa's potential service provider hereby:

- grant my/our voluntary consent to Brand South Africa to collect, process and use my/our personal information in accordance with the provisions of POPIA;
- confirm that I/we understand and acknowledge that my/our personal information may be used by Brand South Africa in order to discharge its public and/or statutory duties;
- grant our consent to Brand South Africa that my/our personal information may be disclosed to third parties in consistence with Brand South Africa's statutory duties; and
- confirm that I/we are aware that there may be circumstances during which Brand South Africa will not need my/our express consent to process my/our personal information, such as during litigation or the information is already in the public domain.

Should any of my / our personal information change, I/ we shall promptly inform Brand South Africa by contacting accounts@brandsouthafrica.com

SIGNED AT _____ ON THIS _____ DAY OF _____ 202_____

FULL NAMES AND SURNAME: _____

CAPACITY OF THE SIGNATORY: _____

SIGNATURE: _____

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