

20 August 2025

**REQUEST FOR QUOTATIONS FOR
BRAND ANALYSIS**

1. Purpose

- 1.1. The Railway Safety Regulator (RSR) requires the services of a suitable service provider for Brand Analysis

2. Considerations/background

- 2.1. The Media and Communication Department has over the years, undertaken various initiatives to enhance its visibility, build stakeholder confidence, and strengthen its reputation within the transport sector and broader public domain. As the RSR continues to evolve in fulfilling its regulatory mandate, it has become necessary to assess how the brand is currently perceived by key stakeholders and whether its communication and branding efforts are yielding the desired impact.
- 2.2. To inform future brand-building activities, the Media and Communication department seeks to appoint a qualified service provider to conduct a comprehensive Brand Impact Analysis. This analysis will provide evidence-based insights into the effectiveness of the RSR's brand strategy, levels of brand awareness, perception, and engagement across relevant stakeholder segments. The outcome of this exercise will support the refinement of branding and communication strategies to better align with the RSR's strategic objectives.

3. Scope of work / Specification

Specifications are as follows: -

SCOPE OF WORK

The appointed service provider will be expected to undertake the following:

1. Assess Brand Awareness and Perception
 - Measure the extent of awareness and recall of the RSR brand.
 - Evaluate how key stakeholders perceive the RSR's brand identity, values, and reputation.
2. Evaluate Brand Equity and Positioning
 - Assess brand trust, credibility, and stakeholder loyalty.
 - Analyse how the RSR is positioned relative to similar organisations or regulatory bodies.
3. Conduct Research Using Mixed Methods
 - Employ both qualitative and quantitative research methods including surveys, interviews, focus groups, and digital analytics.
 - Capture insights from stakeholders, industry partners, and the general public.
4. Benchmark Against Industry Peers
 - Identify opportunities and gaps through comparison with similar regulatory institutions or entities in the transport sector.
5. Provide Strategic Recommendations
 - Based on the findings, develop actionable recommendations to strengthen the RSR's brand impact and positioning through mean of Report

Expected Deliverables

- Inception report outlining the methodology and project plan
- Draft Brand Impact Analysis report for review and feedback

- Final Brand Impact Analysis report, inclusive of:
 - Data findings and insights
 - Conclusions on brand effectiveness
 - Recommendations for future branding initiatives
- Presentation of findings to RSR Executive or designated team

4. Administrative / Compliance Requirements

- 4.1. Registration on National Treasury CSD report
- 4.2. Comprehensive quotation (prices must be VAT Inclusive)
- 4.3. Tax Pin & Tax clearance certificate
- 4.4. Fully Completed and signed Standard Bidding Documents (SBD) forms documents
- 4.5. A valid BBEE certificate or sworn affidavit (on sworn affidavit indicate the day, month and year of the financial year period ie, 31 March 2022)
- 4.6. Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
- 4.7. A Copy of the identity document of the company owner(s)
- 4.8. Valid Medical Certificate
- 4.9. Valid South African Social Security Agency (SASSA) registration **(Where applicable)**
- 4.10. Valid National Council for Persons with Physical Disability in South Africa registration (NCPDSA)

Failure to submit valid documents listed above (No - 4.5, 4.6, 4.7, 4.8, 4.9, 4.10) for proof of claim specific goals as stipulated in Section 6 below will lead to the service provider not being awarded points for specific goal.

5. Evaluation 80/20 Preference Point System

- 5.1. The price quotations will be evaluated in accordance with the pre-scripts of the Preferential Procurement Policy Framework Act (PPPFA) and its regulations, in particular Preference Procurement Regulation 2022 which stipulate **80/20 preference point system for acquisition of goods or services with Rand value equal to or below R50 million (inclusive of all applicable tax).**
- 5.2. **A maximum of 80 points for price and 20 points for the specific goal specified on the request for quotation may be awarded to a Service Provider.**
- 5.3. **Points for the specific goal will be awarded as specified on the table below:**

NO	SPECIFIC GOALS	PREFERENCE POINT (OUT OF 20)	PROOF OF CLAIM
1	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is <i>at least 51% owned by black people</i>	10	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by

			Companies & Intellectual Property Commission (CIPC)
2	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by black women	5	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
3	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by youth	3	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)

4	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by person(s) with disabilities	2	<ul style="list-style-type: none"> • Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC) • Valid Medical Certificate • Valid South African Social Security Agency (SASSA) registration (Where applicable) • Valid National Council for Persons with Physical Disability in South Africa registration (NCPDSA)
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5.4. For Points to be awarded for the specific goals the proof for the claim for such goal must be submitted.

6. Functionality Criteria

6.1. The suitable service provider must demonstrate capacity and capability to execute this project by complying with the functionality criteria on the table below :-

FUNCTIONALITY CRITERIA	CRITERIA	POINTS
Company existence Number of years in existence Submit CIPC registration documents	<ul style="list-style-type: none"> Zero (0) to 3 years' = 0 points Above 3 years' but less than 5 years = 5 points 5 years but less than 10 years = 10 points 10 years but less than 15 years = 15 points 15 years and above =20 points 	20
Company Experience Reference Letters Submit signed letters of completed Brand Analysis projects, not older than 10 years, on the company letterhead with traceable contact details	<ul style="list-style-type: none"> 1 letter = 10 points 2 letters = 20 points 3 letters = 30 points 	30
Proposed methodology and approach	<ul style="list-style-type: none"> Clear, well-structured research approach covering alignment with the scope of work, and deliverables= 30 points Moderate research approach alignment with the scope of work, and deliverables=15 points Poor research approach outlining in alignment with the scope of work, and deliverables = 5 points No Research approach and methodology= 0 points 	30

<p>Project Leader Experience</p> <p>The bidder must have a project leader with brand analysis experience</p> <p>Breakdown of experience (Eg 15 Aug 2010 – Sept 2012)</p>	<p>The bidder must submit the CV of the Project Leader showing experience in Brand Analysis management.</p> <p>The scoring of project leader's capacity will be as follows:</p> <ul style="list-style-type: none"> Submitted CV of Project Leader with 10 years or more experience = 20 points Submitted CV of Project Leader with less than 10 years but more than 8 years' experience = 15 points Submitted CV of Project Leader with 8 years but more than 6 years' experience = 10 points Submitted CV of Project Leader with 6 years but more than 4 years' experience. = 5 points Submitted CV of Project Leader with 4 years' and less experience = 0 Points 	<p>20</p>
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7. Technical Enquiries

7.1. SCM: Lesego Dire

lesegod@rsr.org.za/010 495 5391

7.2. Project Manager: Celine Morolong

celine.morolong@rsr.org.za /010 495 5391

8. Closing Date and Time for responses to this request for quotation

- 8.1. The request will be **closed on 27 August 2025 at 15h00**. Responses may be emailed to lesegod@rsr.org.za