



TERMS OF REFERENCE (TORs) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO BRAND ICASA LIMPOPO REGIONAL OFFICE LOCATED IN POLOKWANE

1. INTRODUCTION

The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications, and postal services sectors in the public interest. Various channels are used by ICASA to, among others, educate, inform, communicate its objectives, and create awareness about its services to the licensees as well as the general South African public.

One of these channels is branding. It is for this reason that ICASA wants to appoint a service provider to brand the Limpopo Regional Office, situated in Polokwane.

2. SCOPE OF WORK

Procurement of the services of a suitably qualified and experienced service provider for the supply and installation of various branding elements for the ICASA Regional Office, situated in Polokwane.

The branding includes the installation of the ICASA logo in front of the building facing the parking area, removal of the wallpaper (Boardroom) including but not limited to the cleaning of the light box and installation of the new bulb.

ICASA will provide the corporate identity guideline to assist the service provider to produce branded wallpaper and logos in line with the approved corporate identity.

3. REQUEST FOR PROPOSALS

Proposals are hereby invited from suitably qualified service providers to supply, deliver, and install various branding elements at ICASA's Northern Cape Regional office

The service provider must:

- Demonstrate their ability to provide and install high-quality branding for organizations in both the public and private sectors.
- Have at least two (2) years of brand installation experience.
- Provide letters of recommendation from previous clients for whom the service provider has installed branding elements within the last two years.

8. FUNCTIONAL EVALUATION CRITERIA

| No | Functional requirement | Weight | | | | | | |
|---|--|---------------|-------|---|---|---|---|----|
| 1. | <p>Provide pictures of buildings branded by the service provider</p> <p>The service provider must demonstrate how it will carry out the function by providing images of the final work where branding was installed by the service provider in terms of Annexure A below.</p> <p>The branding installed must include:</p> <ul style="list-style-type: none">1. Window decals2. Branded wallpaper3. Clear Perspex Signage4. Double-sided LED light box <table><tr><th>Functionality</th><th>Score</th></tr><tr><td>The service provider has provided all of the required branding images from locations where the branding elements listed in Annexure A have been installed, as well as additional copies</td><td>5</td></tr><tr><td>The service provider has supplied four (4) images of the required branding from premises where the branding elements listed in Annexure A have been installed</td><td>4</td></tr></table> | Functionality | Score | The service provider has provided all of the required branding images from locations where the branding elements listed in Annexure A have been installed, as well as additional copies | 5 | The service provider has supplied four (4) images of the required branding from premises where the branding elements listed in Annexure A have been installed | 4 | 60 |
| Functionality | Score | | | | | | | |
| The service provider has provided all of the required branding images from locations where the branding elements listed in Annexure A have been installed, as well as additional copies | 5 | | | | | | | |
| The service provider has supplied four (4) images of the required branding from premises where the branding elements listed in Annexure A have been installed | 4 | | | | | | | |

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|--|---|---|--|--|
| | The service provider has supplied three (3) images of the required banding from premises where the branding elements listed in Annexure A have been installed. | 3 | | |
| | The service provider has supplied two (2) or fewer images of the required banding from premises where the branding elements listed in Annexure A have been installed. | 1 | | |

| 2. | Experience in supply, delivery and branding installations The service provider must submit a company profile that details the number of years in business doing similar work. <table><tr><th>Functionality</th><th>Score</th></tr><tr><td>The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 5 years or more.</td><td>5</td></tr><tr><td>The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 3 to 4 years.</td><td>3</td></tr><tr><td>The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 1 to 2 years.</td><td>1</td></tr></table> | Functionality | Score | The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 5 years or more. | 5 | The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 3 to 4 years. | 3 | The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 1 to 2 years. | 1 | 10 |
|--|---|---------------|-------|--|---|---|---|---|---|-----------|
| Functionality | Score | | | | | | | | | |
| The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 5 years or more. | 5 | | | | | | | | | |
| The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 3 to 4 years. | 3 | | | | | | | | | |
| The service provider submitted a company profile that clearly shows that the bidder has been in business doing similar work for 1 to 2 years. | 1 | | | | | | | | | |

| 3. | Letters of reference The service provider must submit letters of reference from their previous client whom they have supplied and installed branding. These letters of reference must be in their previous clients' letterhead with contactable telephone numbers and email addresses. <table><tr><th>Functionality</th><th>Score</th></tr><tr><td>The service provider has provided 5 or more letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses.</td><td>5</td></tr><tr><td>The service provider has provided 4 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses.</td><td>3</td></tr><tr><td>The service provider has provided less than 3 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses.</td><td>1</td></tr></table> | Functionality | Score | The service provider has provided 5 or more letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 5 | The service provider has provided 4 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 3 | The service provider has provided less than 3 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 1 | 30 |
|---|---|---------------|-------|---|---|---|---|---|---|----|
| Functionality | Score | | | | | | | | | |
| The service provider has provided 5 or more letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 5 | | | | | | | | | |
| The service provider has provided 4 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 3 | | | | | | | | | |
| The service provider has provided less than 3 letters of reference from previous clients for whom they have supplied and installed branding. The letters of reference are in their previous clients' letterhead with contactable telephone numbers and email addresses. | 1 | | | | | | | | | |
| 5. | Total for functionality pre-qualification criteria | 100 | | | | | | | | |

Bidders achieving less than 70% will not be evaluated further.

ICASA reserves the right to:

- Decrease the quantities and/or items due to budget constraints or any other reason as provided by ICASA during the RFQ process and post appointment of a service provider.
- Negotiate and/or change the scope of the work, where necessary.

Annexure A

SPECIFICATIONS

1. Removal of the clear perspex of ICASA logo from the ground floor and install it on the first floor next to the pause area mounted with pins.
2. Installation of ICASA logo on the top front of the building.
Length: 2.5 m X height 2m
ICASA logo on cut out letters with a white metal background and full definition of ICASA mounted with pins.
3. Installation of the directional signage on the T-Junction next to the office.
Size: Pole 1.5m above the ground
Signage size: 1m x 1m
White Metal Signage with ICASA logo and arrow sign pointing the location of the office
4. Installation of the bulb and cleaning for the light box.
5. Removal of the wall paper from the ground floor boardroom.