



TERMS OF REFERENCE – REQUEST FOR QUOTATIONS

SPECIFICATION TO APPOINT A SUITABLY QUALIFIED CREATIVE DESIGN AND BRAND MANAGEMENT AGENCY TO DEVELOP AND EXECUTE A BRAND LAUNCH AND STRATEGY FOR FOOD AND BEVERAGES MANUFACTURING SETA

The Food & Beverages Manufacturing Sector Education and Training Authority's (FoodBev SETA) hereby invites you to submit quotations and proposal to develop and execute a brand launch and strategy.

Closing date of submission

12 February 2024

Closing time of submission

11:00 a.m.

Quotes to be e-mailed to

scm@foodbev.co.za

All quotes must be valid for at least

30 days

Delivery address for the services

7 Wessel Road, Rivonia, Johannesburg

All queries/ clarifications can be sent in writing, citing the bid reference above to the under-mentioned person before the closing date for the quote:

Queries address to

Mr Lunga Mokoena

Telephone Number: Landline

011 253 7300

e-mail address to send queries

scm@foodbev.co.za

1. BACKGROUND

1.1 FoodBev SETA is a Schedule 3A Public Entity established in terms of the Skills Development Act 97 of 1998. FoodBev is currently operating in Johannesburg at number 7 Wessel Road, Rivonia. FoodBev SETA's function is to promote, facilitate and incentivize skills development in the food and beverages manufacturing sector.

1.2 FoodBev SETA is one of 21 Sector Education and Training Authorities (SETAs) across the economy mandated to facilitate the delivery of skills development in the country in line with National Skills Development Plan (NSDP) outcomes.

2. PURPOSE



2.1 FoodBev SETA has recently updated its Corporate Identity Manual and seeks proposals from suitably qualified creative design and brand management agencies to develop and execute a brand launch and strategy. The main objectives of this project are as follows:

2.1.1 To drive awareness and recognition to enhance the FoodBev SETA's brand identity and positioning among other SETAs.

2.1.2 To establish FoodBev SETA as a forward-thinking and influential entity within the food and beverage manufacturing sector, fostering increased engagement, membership, and positive perceptions among stakeholders.

2.1.3 To create a Corporate Identity Handbook/Manual that ensures consistent and professional brand application and adaptability to digital platforms.

2.2 Interested agencies are invited to submit a detailed quotation and proposal outlining their approach to each aspect of the scope of work. Additionally, include relevant case studies demonstrating expertise in similar projects and details of its team's capabilities.

3. SCOPE OF WORK

3.1. The appointed service provider will be expected to propose ideas and a plan to a launch the new corporate identity and engage the target audience through:

3.1.1. Campaign Concept which includes but not limited to:

3.1.1.1. Brand Positioning and Messaging

3.1.1.2. Awareness and Engagement

3.1.1.3. Membership Conversion

3.1.1.4. Measurable Objectives

3.1.1.5. Launch Event (Virtual/Physical)

3.1.1.6. Collateral Materials

3.1.2. Timeline and Budget

4 DURATION OF THE PROGRAMME

A period on not more than six (6) months from the date of appointment (February 2024 – July 2024).

4. RFQ EVALUATION PROCESS AND CRITERIA:

4.1. Criteria 1: Compliance evaluation– bidders will first be evaluated in terms of compliance, that is, meeting minimum requirements. Bidders who do not fulfil all the requirements or do not submit required documents using the required format, will be disqualified and not move onto the next stage of evaluations.

4.2. Criteria 2: Functional criteria – Functionality points are equal to **100 points**. Bidders are required to achieve a minimum score of **70 points** on functionality evaluations in to qualify to be evaluated on BBEE & Price. All bidders who do not score the minimum points will be disqualified.



- 4.3. **Criteria 3: Price and Specific goals** will be evaluated on an 80/20 preferential procurement principle for all bids below R50 million.

5. CRITERIA 1 - COMPLIANCE EVALUATION

- 5.1. Must be registered on the National Treasury CSD (Central Supplier database): A full report must be submitted.
- 5.2. Standard Bidding Documents (SBD) forms: (SBD 1, SBD 4, SBD 6.1): completed and signed by the duly authorized person.
- 5.3. Tax clearance certificate and Pin.
- Failure to submit the above documents will result in the bidder being disqualified.

6. CRITERIA 2 - COMPLIANCE EVALUATION

Functional Criteria	Total
1. References	20
<p><u>Submission of at least three (3) reference letters</u> from different clients for similar work not limited to graphic design and brand management(NB: The Reference Letter(s) must not be older than 5 years in the letterhead of the previously serviced client and should reflect at least name of the client, description of the project, year conducted, year completed, contactable reference name and contact details)</p> <ul style="list-style-type: none"> i. More than 3 valid letters attached =20 points ii. 3 valid reference letters attached = 10 points i. No valid reference letters attached = 0 points 	
2. Understanding of Scope of Work	20
<p>2.1 <u>CV and minimum qualification at NQF level 6 in the related field for the designer. Please <u>only provide CVs and qualification for Designer and Brand Manager</u>, and the CV must include an example of related work produced.</u></p> <ul style="list-style-type: none"> i. More than five (5) years' experience in graphic designer and relevant qualification = 20 points ii. Less than five (5) years' experience in graphic designer and relevant qualification = 10 points iii. Less than four (4)years of experience in graphic designer and relevant qualification = 5 points No experience and / or qualification = 0 points 	
<p>2.2 <u>CV and minimum qualification at NQF level 6 in the related field for the designer. Please <u>only provide CVs and qualification for Designer and Brand Manager</u>, and the CV must include an example of related work produced.</u></p> <ul style="list-style-type: none"> i. More than five (5) years' experience as brand manager and relevant qualification = 20 points ii. Less than five (5) years' experience as brand manager and relevant qualification = 10 points 	20



Functional Criteria	Total
iii. Less than four (4) years of experience as brand manager and relevant qualification = 5 points No experience and / or qualification = 0 points	
2.3 Evidence of previous designed work / Portfolio and brand managed.	20
Link of previous similar work submitted = 20 points No Link of previous similar work submitted = 0 points	
Total	100 points

6. PREFERENCE POINTS ALLOCATION

6.1 80/20 preference point system for acquisition of goods or services for Rand value equal to or above R30 000 and up to R50 million as follows:

CRITERIA	MEANS OF VERIFICATION	POINTS
Price	Proposed Bid Price	80,00
Preference Points	Specific Goals	20,00
Total Points		100,00

6.2 The following allocation will determine the specific goals (20.00 points) for this tender process:

Category	% Allocation for each category	Points allocated
Black People Ownership	50%	10,00
Woman Ownership	*40%	8,00
Black Youth Ownership	*10%	2,00
Total	100%	20,00

**Only representation is required from these categories, regardless of the percentage. Evidence of representation in ownership is required for eligibility to score points for specific goals.*

7. CONDITIONS OF CONTRACT

The successful service provider undertakes:

- 7.1** To treat all relevant and available data and/or information provided by the FoodBev SETA and its employees strictly confidential;
- 7.2** Not to discuss or make any information available to any member of the public, press or other service provider/consultant or any other unauthorized person(s) except as authorized by the FoodBev SETA;
- 7.3** Not to copy or duplicate any software or documentation for private use;
- 7.4** To give back to the FoodBev SETA all documentation, reports, programmes etc. upon completion of the project;
- 7.5** General conditions of tender, contracts and orders will be applicable in the execution of the contract;
- 7.6** Parking and travel between the prospective service provider's home/office and the FoodBev SETA will be borne by the Service Provider;
- 7.7** Failure to adhere to the above conditions will lead to the invalidation of the quotation;



- 7.8** The FoodBev SETA reserves the right to discontinue work on any element of the quotation at any given time in consultation with the Senior Manager: Human Resources of the FoodBev SETA, for example the quality of work delivered is poor or the service provider is unduly delaying delivery of service;
- 7.9** Enter into a Service Level Agreement with the FoodBev SETA before the final acceptance of the tender proposal.
- 7.10** The Contract/SLA may be finalized within a period of maximum of five (5) working days for signature before commencement of the work. Bidders must note that FoodBev SETA contracts are vetted by outsourced lawyers therefore it is important to note that it is the responsibility of the bidder to also vet their contract before signing it off.
- 7.11** If two or more tenderers score an equal total number of points, the contract must be awarded to the tenderer that scored the highest points for specific goals.
- 7.12** If functionality is part of the evaluation process and two or more tenderers score equal total points and equal preference points for specific goals, the contract must be awarded to the tenderer that scored the highest points for functionality.
- 7.13** If two or more tenderers score equal total points in all respects, the award must be decided by the drawing of lots

8. IMPORTANT INFORMATION TO NOTE - GUIDELINES

8.1 Disclosures

Bidder to disclose if they have been subject to proceedings or other arrangements relating to bankruptcy or insolvency

9. DISCLAIMER

- 9.1** FoodBev SETA reserves the right not to appoint a service provider
- 9.2** Not to appoint a bid that scored the highest points i.e. award a bid, on reasonable and justifiable grounds, to a bidder that did not score the highest points
- 9.3** Award the contract or any part thereof to one or more service providers
- 9.4** Reject all bids
- 9.5** Decline to consider any bids that do not conform to any aspect of the bidding requirements
- 9.6** Request further information from any bidder after closing date for clarity purposes
- 9.7** Cancel this RFQ or any part thereof at any time
- 9.8** Require the shortlisted bidders to make presentations at the venue communicated with the bidder and this presentation will be made by bidder at their own cost
- 9.9** Points scored will be rounded to 2 decimals
- 9.10** FoodBev SETA does not communicate with any bidders telephonically indicating that the bidder will be assisted to receive the award in return of financial resources. FoodBev SETA does not request bribes from any of the bidders and should a bidder receive such request, please that bidder must immediately notify FoodBev SETA and the police.

10. CONFIDENTIALITY

- 10.1** Bids submitted will not be revealed to any other bidders and will be treated with utmost confidentiality.



- 10.2** All information pertaining to FoodBev SETA obtained by the bidder as a result of participation in this RFQ is confidential and must not be disclosed without written authorisation from the FoodBev SETA
- 10.3** The project lead will abide by FoodBev SETA Code of Conduct and all laws, rules and regulations that govern the SETA

11. MISCELLANEOUS

- 11.1** The service provider should include any additional information deemed useful to the FoodBev SETA in evaluating the proposal.

12. NEGOTIATIONS

- 12.1** FoodBev SETA will enter into negotiations to agree on fees, scope of work, scope of service, and other salient commercial terms with the preferred bidder.

13. VALIDITY

- 13.1** The proposal provided to FoodBev SETA in terms of this request for quotations will be valid for a period of 90 days from the date of submission with the exception of the Tax certificate which must still be valid at the time of award.
- 13.2** Should there be a need to request extension of the finalization of the award of the bid, the bidders will be duly informed, and the tender/proposal will remain valid except for items mentioned above.

14. CONDITIONS OF PAYMENT

- 14.1** No service should be provided to FoodBev SETA before an official purchase order has been issued to the supplier. An invoice supported by all relevant documentation must be submitted to FoodBev SETA for certification and authorization before payment can be made. Invoices will be payable 30 days after receipt of the invoice and statement.

15. COST OF TENDERING/ PROVIDING QUOTATIONS

- 15.1** The bidders shall bear all costs and expenses associated with the preparation and submission of the tender document/proposal. FoodBev SETA shall under no circumstances be responsible and/or liable for any such costs, regardless of, and without limitation to the conduct or outcome of the tendering, evaluation, and selection process. The bidder will have no claim against FoodBev SETA where bids are cancelled for whatever reason.

16. UNSUCCESSFUL BIDDERS

- 16.1** Please note FoodBev SETA decision on the selection of the successful bidder is final and FoodBev will not enter into any further correspondence and/or negotiations with any unsuccessful bidder.

17. PROCEDURES FOR SUBMITTING QUOTATIONS



17.1 The closing date for quotations is 12 February 2024 @ 11h00.

Suppliers must reach the FoodBev SETA before or on the closing date and time. Bidders must email a soft copy of their proposal to: scm@foodbev.co.za.

18 SIGN OFF

Compiled by: Nozibongo Socishe (Manager Marketing and Communications)

Signature: _____

Date: **22.01.2024**

Recommended by: Pretty Ngwasheng (SM: Corporate Services)

Signature: _____

Date: **22.01.2024**

Approved by: Magugu Maphiwa (CFO)

Signature: _____

Date:

