REQUEST FOR QUOTATION

SENTECH INVITES SUPPLIERS FOR:

Project title:	**Sentech OTT Digital Content Agency**
Quotation or Proposal no:	**RFX6000001645**
RFQ Issue date:	**01/11/2023**
Non-Compulsory Briefing session:	**07/11/2023 @12:00 on Teams** https://teams.microsoft.com/l/meetup-join/19%3ameeting_MmY4YTk2MTEtNTBkZi00NGMyLTg1ZTAtYjZmNjgyNTNmNzQ2%40thread.v2/0?context=%7b%22Tid%22%3a%22a65a26c5-bb00-4fbd-8211-5240fbf61cc6%22%2c%22Oid%22%3a%22fc02644e-17b2-425b-ab97-1069ab45cf07%22%7d
Closing date:	**14/11/2023**

Closing time:	**12h00**	**Validity period:**	**30**	**days**

You are invited to provide a quote to deliver the goods, services or works defined in the Scope of Work.

QUOTATIONS OR PROPOSALS TO BE RETURNED TO:

Quotations Administrator	**Khomotso Ramoroka**
Telephone no:	**011 471 4400**
E-mail:	**Quotations4@sentech.co.za**

Form of Offer and Acceptance

Offer

The Employer, identified in the Acceptance signature block, has solicited offers to enter into a contract for the services as stated in the RFQ: Scope of Work

The Service Providers, identified in the Offer signature block, has examined the documents listed in the RFQ and addenda thereto as listed in the Returnable Schedules, and by submitting this Offer has accepted the Conditions of this RFQ.

By the representative of the Service Provider, deemed to be duly authorised, signing this part of this Form of Offer and Acceptance the Service Provider offers to perform all of the obligations and liabilities of the RFQ under the contract including compliance with all its terms and conditions according to their true intent and meaning for an amount to be determined in accordance with the conditions of contract identified in the RFQ.

THE OFFERED TOTAL OF THE PRICES INCLUSIVE OF VAT IS:

(in   words)

…………………………………………………………….…………...…………………………………………………..

……….…………Rand;

R……………………………………………(in figures)

THE OFFERED PRICES ARE AS STATED IN THE PRICING SCHEDULE

This Offer may be accepted by the Employer by signing the Acceptance part of this Form of Offer and Acceptance and returning one copy of this document including the Schedule of Deviations (if any) to the Service Provider before the end of the period of validity stated in the RFQ, or other period as agreed.

Signature(s) ....

Name(s) ....

Capacity ....

For the tenderer: ....

(Insert name and address of organisation)

Name & signature of witness

Date

Acceptance

By signing this part of this Form of Offer and Acceptance, the Employer identified below accepts the Service Providers Offer. In consideration thereof, the Employer shall pay the Service Provider the amount due in accordance with the conditions of the RFQ. Acceptance of the Service Providers Offer shall form an agreement between the Employer and the Service Provider upon the terms and conditions contained in this RFQ.

Deviations from and amendments to the documents listed in the RFQ and any addenda thereto listed in the Returnable Schedules as well as any changes to the terms of the Offer agreed by the Service Provider and the Employer during this process of offer and acceptance, are contained in the Schedule of Deviations attached to and forming part of this Form of Offer and Acceptance. No amendments to or deviations from said documents are valid unless contained in this Schedule.

The Service Provider shall within two days of receiving a completed copy of this agreement, including the Schedule of Deviations (if any), contact the Employer's agent to arrange the delivery of any securities, bonds, guarantees, proof of insurance and any other documentation to be provided in terms of the conditions of contract identified in the RFQ. Failure to fulfil any of these obligations in accordance with those terms shall constitute a repudiation of this agreement.

Notwithstanding anything contained herein, this agreement comes into effect on the date when the Service Provider receives one fully completed original copy of this document, including the Schedule of Deviations (if any).

Signature(s) ....

Name(s) ....

Capacity ....

for the Employer ....

(Insert name and address of organisation)

Name & signature of witness

Date

RFQ Data

1. ADMINISTRATIVE RESPONSIVENESS CRITERIA

1.1. Suppliers are required to ensure that they meet all the Administrative Responsiveness Criteria. Suppliers that do not meet all the Administrative Responsive Criteria may not be awarded this Quote. It is the service provider's responsibility to ensure that they are tax compliant and that all required information is submitted to Sentech. Supplier's providing quotations must be registered on the Sentech Supplier Database.

1.2. Quotations must be in a Company Letterhead.

1.3. Quotations or Proposals must be received on or before the closing date and time specified on the Call for Quotation or Proposal document.

1.4. Quotations or Proposals must be fully completed and signed in BLACK ink.

1.5. Quotations must be submitted via Email.

1.6. The Tenderer undertakes to the Purchaser that it will treat as confidential the terms of this RFQ together with all the Purchaser's confidential information and will not disclose such confidential information to any person, firm or company (other than to its auditors and other professional advisers) or to the media, and will not use such confidential information other than for the purposes of this RFQ, subject always to any prior specific authorisation in writing by the Purchaser to such disclosure or use."

2. EVALUATION CRITERIA

The evaluation criteria are stipulated in Section 5. It is the Suppliers responsibility to ensure that it has responded to the evaluation criteria. Failure to meet the evaluation criteria may result in the Supplier being disqualified from being appointed. Suppliers must ensure that they have included all supporting documentation, especially the documentation that may be required to support the response to the evaluation criteria.

3. BRIEFING SESSION

N/A

4. RFQ EVALUATION METHOD

This RFQ will be evaluated as described in the table below.

Evaluation Method	1. **Stage 1 – Administrative Responsiveness Evaluation**
	All the Quotations will be evaluated against the **Administrative responsiveness requirements** as set out in section 2 of the RFQ Data.
	2. **Stage 2 – Functional Evaluation Criteria**
	The proposals that COMPLY with the Mandatory evaluation criteria be evaluated against the Functional Criteria. Suppliers meeting the minimum requirement will be evaluated further.
	3. **Stage 3 – Price and Preference**
	Suppliers with the lowest Price offered will score the highest points. Only Suppliers that submit a valid B-BBEE Certificate can claim preference points in line with the 80/20
	Suppliers with the highest number of points will be recommended for the award of this quotation, unless there are compelling and justifiable reasons not to do so.

5. Evaluation of Price and Preference

The Service Provider will be evaluated on a points system for Price and Preference as per Preferential Procurement Framework Act of 2000 (Act 5 of 2000).

6. TECHNICAL EVALUATION CRITERIA

6.1 Mandatory Evaluation Criteria (Stage 2)

Mandatory Eligibility Criteria	Compliant (Indicate Yes or No)	What Proof is required to show compliance to Mandatory Eligibility Criteria	Reference proof supplied by reference the page number where the information is located in your Tender submission
Provide 3 reference letters from previous clients where similar work was conducted.		3 signed reference letters on client's company letterhead, certifying that bidder was working on the project at a specified period of time.	
NOTE: Bidders that do not comply with all the above criteria will not be evaluated further. Annexure 1 to be fully completed. If not completed, bidders will be disqualified			

6.2 Functional / Quality criteria (if applicable)(Stage 3)

	Evaluation scoring criteria based on compulsory covering sheet submitted	Max allowable points	Points allocation	Proof Required
1	**Background and Experience**	20	1 or less = 0 points 2-4 years = 10 points 5-6 years= 15 points 7 and more years = 20 points	The bidder must demonstrate experience (ranging from 2015 - date) through submission of a company profile showing case studies of past successful campaigns.
2	**Understanding of the brand, target audience, and industry**	30	No understanding = 0 points Demonstrated an acceptable understanding = 10points Demonstrated an good understanding = 20points Demonstrating an excellent understanding = 30points	Submit a detailed proposal addressing all aspects of the scope of work outlined in this document and how you will address the brand, target audience and industry.
3	**Creativity and innovation in event planning, management and media engagement strategies**	30	No understanding of the brief = 0 points	Provide a creative concept proposal detailing the creative

			Demonstrated an acceptable understanding of the brief = 10points Demonstrated a good understanding of the brief = 20points Demonstrating an excellent understanding of the brief = 30points	execution of social media strategy
4	**Project plan**	20	Failed to provide a plan of the timelines for the generic project broken down into tasks and sub-tasks**= 0points** Provided a plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating an acceptable understanding of the work to be executed=**10points** Provided a plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating a good understanding of the work to be executed=**15points** Provided a precise plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating an excellent understanding of the work to be executed=**20points**	The bidder must provide an actionable project plan which covers the entire work scope as set out above - with clear deliverables, tasks and sub-tasks and clear timelines that demonstrate an understanding of project implementation planning and execution. A detailed Project Plan should clearly indicate the following: Project Activities, Duration Timeframes, Resources & Means of verification:
		100		
		Total (maximum points)		
Minimum Score to Qualify for Further Evaluation		**50**		

6.3 Technical Evaluation (Stage 4)

	Item Description	Score	Comments	Proof required

*Bidders must complete the two annexures attached with this document.(.i.e. Annexure 1- Compulsory covering sheet and Annexure 2- Technical evaluation).

6.4 RISK ASSESSMENT (Stage 5)

All bids that meet the minimum qualifying score for technical evaluation may undergo a risk assessment based on the following framework:

- Any aspects that emanate from the bidders' individual responses
- Any information received from past references
- Site Visit of similar work done
- Assessment of Financial Statements

Sentech may disqualify bidders based on the outcome of the risk assessment.

6.5 Evaluation of Price and Preference (Stage 6)

This Bid will be evaluated on a points system based on weighted average score for Price and Preference as per Preferential Procurement Framework Act of 2000 (Act 5 of 2000).

7. The price / preference weighting applicable for RFQ are as follows:

Price / Preference	Points
Preference:	20
Price:	80
Total must equal:	100

8. Preference Point allocation – 80/20

Sentech's Specific goals emanate from the section 2(1)d of the Preferential Procurement Policy Act which may include contracting with persons or categories of persons, historically disadvantaged by unfair discrimination on the basis of race, gender and disability. The Reconstruction and Development Programme as published in Government Gazette No 16085 dated 23 November 1994

Sentech will award preference points as follows:

Goal	Points	Evidence required
Historically disadvantaged by unfair discrimination on the basis of Race	10	A valid BBBEE Certificate showing at least 51% black ownership
Historically disadvantaged by unfair discrimination on the basis of Gender (women)	8	A valid BBBEE Certificate showing at least 30% women ownership
Historically disadvantaged by unfair discrimination on the basis of disability	2	A doctor's note confirming disability
Total Points	**20**	

a. Price Calculation 80/20

The following formula will be used to calculate the points for price.

$$Ps = 80 \left[1 - \frac{(Pt - Pmin)}{Pmin} \right]$$

Where:

Ps	=	Points scored for price of bid under consideration
Pt	=	Rand value of bid under consideration
Pmin	=	Rand value of lowest acceptable bid

Specification / Scope of Work:

Sentech is currently seeking the expertise of a digital agency that will be responsible for promoting its new OTT streaming platform *freevision play* through social media and digital channels for a period of six months starting in November 2023

The successful bidder will be responsible for:

1. Social Media Management:
Create and manage social media accounts on platforms relevant to target audience.

Develop a content calendar and post regular updates, including engaging posts, visuals, and promotions.

2. Digital Advertising:
Plan and execute digital advertising campaigns using platforms like Google Ads, Facebook Ads, and other relevant channels.
Optimise ad spend and targeting for maximum reach and ROI.

3. Content Creation:
Produce high-quality content, including blog posts, videos, and infographics, to engage the audience and promote the platform's features.

4. Community Engagement:
Interact with the online community, respond to inquiries, and encourage user engagement and feedback.

5. Data Analysis and Reporting:
Analyse the performance of social media and digital campaigns.
Provide regular reports on key metrics, including audience growth, engagement, and ROI.