



## REQUEST FOR QUOTATION (RFQ)

RFQ/MAR/24/25/236			
<b>CLOSING DATE</b>	<b>22 October 2024</b>	<b>CLOSING TIME</b>	<b>12H00</b>
<b>PHYSICAL ADDRESS</b>		<b>POSTAL ADDRESS</b>	
<p>Metropolitan Park,Block C 8 Hillside Road Park Town 2193</p>			

SUPPLY CHAIN CONTACTS AND ENQUIRIES	
<b>Full Names</b>	Kgomotso Mabe
<b>Contact Number</b>	010 219 3374
<b>Email Address</b>	KMabe@merseta.org.za
<b>RFQ Submission Email Address</b>	quotations@merseta.org.za

Document Title	Request for Quotation(s)		
Document Number	FIN-TP-001(B)	Revision Date	03 June 2024
Page Number	Page 1 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled
Reviewed: Senior Manager: Supply Chain and Contract Management		Controlled: Chief Executive Officer	

## Table of Contents

1. Introduction to Request for Quotation (RFQ) .....	3
2. RFQ Submission.....	7
3. Late submissions of the RFQ.....	7
4. Request for Quotation (RFQ) Rules.....	7
5. Technical Specification .....	7
6. Bid Evaluation.....	7



Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 2 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

14 October 2024

changes

\*The document shall be revised at least 12 months before next revision date or as per merSETA organisational and operational

## 1. Introduction to Request for Quotation (RFQ)

- 1.1 The Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA) is a Schedule 3A public entity established in terms of the Skills Development Act (Act No. 97 of 1998), Registration Number 17/merSETA/01/04/20, to facilitate skills development for the Metal and Engineering, Motor Retail and Components Manufacturing, Automobile Manufacturing, Plastics Manufacturing and New Tyre Manufacturing Sectors Automotive Components Manufacturing Chamber.
- 1.2 The merSETA is inviting quotations from potential service providers for the services described in the below:

Description of services	
<b>1. OBJECTIVES</b>	
1.1	To source a service provider (media buyer) to render a media campaign service to generate publicity for Discretionary Grant open window.
1.2	To source a service provider (media buyer) to render a media campaign service to generate publicity for Mandatory Grant open window.
<b>2. PROJECT/ CONTRACT PERIOD</b>	
2.1	This is a once-off service to commence from 01 to 30 November 2024 for Discretionary Grant and
2.2	This is a once-off service to commence from 01 to 28 February 2025 for Mandatory Grant.
<b>3. SCOPE OF PROJECT</b>	
The merSETA seeks to appoint a service provider to render a media campaign service to generate publicity for Discretionary Grant and Mandatory Grant open window based on the following:	
3.1.	For each opening window (i.e., Discretionary Grant and Mandatory Grant), two (2x) National Radio Stations (those that have business, training institutions professionals, employers etc. as target audience)
3.1.1.	Flight 21x, 30 seconds radio adverts (21x advert slots) on national radio over a period of one (1) month.
3.1.2.	Flight 21x, 15 seconds on-air announcements (3x daily), over a period of

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 3 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

one (1) month.

3.1.3. Secure 2x, 5 minutes radio interviews.

3.1.4. The radio stations to create social media posts to post across different social media platforms and tag the merSETA.

3.2. For each opening window (i.e., Discretionary Grant and Mandatory Grant), 10x Provincial Radio Stations

3.2.1. Flight 21x, 30 seconds radio adverts (21x advert slots) each on radio stations based in Limpopo (3x radio stations, Sepedi, Venda and Tsonga), North West (1x radio station, Tswana), Kwa-Zulu Natal (1x radio station, Zulu), Mpumalanga (2x radio stations, Ndebele and Swati), Eastern Cape (1x radio station, Xhosa), Free State (1x radio station, Sotho) and Northern Cape (1x radio station, Afrikaans), over a period of one (1) month.

3.2.2. Secure 10x radio interviews on the radio stations based in Limpopo (3x radio stations, Pedi, Venda and Tsonga), North West (1x radio station, Tswana), Kwa-Zulu Natal (1x radio station, Zulu), Mpumalanga (2x radio stations, Ndebele and Swati), Eastern Cape (1x radio station, Xhosa), Free State (1x radio station, Sotho) and Northern Cape (1x radio station, Afrikaans), over a period one (1) month

3.2.3. The radio station to create social media posts and tag the merSETA.

3.3. For each opening window (i.e., Discretionary Grant and Mandatory Grant), Digital Out-Of-Home (Billboards) over a period of one (1) month (01 to 30 November 2024 for Discretionary Grant and 01 to 30 February 2025 for Mandatory Grant).

3.3.1. Freeway Digital

3.3.1.1. 4.5m x 18m impactful LED screens over a period of one month

3.3.1.2. Two locations across Gauteng and freeways

3.3.1.3. High traffic volumes

3.3.1.4. Creative flexibility

3.3.1.5. 15 seconds advertising spot

3.3.2. Urban Digital

3.3.2.1. 4m x 8m LED Network

3.3.2.2. 11 locations across the country

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 4 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

### 3.3.2.3. Targeted Reach for High LSM Market

### 3.3.2.4. Creative flexibility

### 3.3.2.5. Cost-effective Media exposure

### 3.3.2.6. 15 seconds advertising spot

## 4.4. For each opening window (i.e., Discretionary Grant and Mandatory Grant), 10 Street Pole Banners Per Province

4.4.1. 10 street pole banners to be placed in all 09 provinces: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, Northern Cape, North West, and the Western Cape at free/highways/ busy entry points to cities.

4.4.2. The banners to be printed with vibrant, full-colour graphics and text hemmed edges and reinforced with rope or string for durability, attach to street poles using brackets, clips or ties and the sizes should be 750mm (w) x 1500mm(h) with high- visibility advertising, durable and weather resistant materials that is easy to install and remove

## 5. OUTCOMES AND DELIVERABLES

### 5.1. National Radio and Provincial Radio Stations

5.1.1 The merSETA will provide advert brief (content) for the radio adverts, and the service provider must have the adverts recorded and ready for flighting/ broadcasting/ publishing.

5.1.2 Where necessary and applicable, the service provider must have the adverts translated and recorded in the language suitable for the audiences.

5.1.3 The recorded adverts must be approved by the merSETA prior to flighting/ broadcasting.

5.1.4 After approval from the merSETA, the service provider must flight/ broadcast the adverts on agreed time slots.

5.1.5 The service provider must provide proof of flighting/ broadcasting for the adverts upon completion of the campaign.

5.1.6 The merSETA will provide an interview brief with questions for the interviews. The service provider is allowed to comment/ add to the questions, but these must be approved by the merSETA prior to the interview.

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 5 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

- 5.1.7 The service provider must provide a podcast of the interview, post interview.
- 5.1.8 The service provider must tag the merSETA social media pages when posting on their social media pages. The merSETA will provide the service provider with social media handles.
- 5.1.9 The service provider must provide a Post Campaign Analysis (PCA) to the merSETA one (1) week after the event.

## 6. CONTENT OF SUBMISSIONS

- 6.1 Provide a proposal as per the scope of work above;
- 6.2 Provide budgetary pricing;
- 6.3 Methodology to be used to meet client's needs;
- 6.4 Reference where similar work was undertaken and completed

## 7. REQUIREMENTS

Basic competencies and expertise which are required include, inter alia:

7.1.1 Demonstrate at least five (5) years-experience and expertise in providing media buying services as outlined in the scope of the project, by submitting proof of recently produced work (e.g. samples in the form of Post Campaign Analysis, campaign posters, flyers etc. which were produced in a period not more than 6 years). Providers to submit proof on or before closing date. Failure to submit samples will lead to disqualification; and

7.1.2 The service provider must provide at least three (3) written verifiable references of clients where work of a similar nature was undertaken and completed. Reference letters must not be older than 6 months (the date from when the reference letters were written).

7.1.3 Providers must attend a compulsory briefing session so that they may understand what is required from them. **Failure to attend the compulsory briefing session will lead to disqualification.**

- 1.3 This RFQ is subject to the Preferential Procurement Policy Framework Act (Act No. 5 of 2000) and the Preferential Procurement Regulations (2022 Regulations), the General Conditions of Contract (GCC), and, if applicable, any other special conditions of contract. Where, however, the special conditions of the contract conflict with the general conditions of the contract, the special conditions of the contract prevail.

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 6 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

#### 4. RFQ Submission

- 2.1 Bid documents must be emailed to [quotations@merseta.org.za](mailto:quotations@merseta.org.za) on or before the closing date and time.
- 2.2 The merSETA will only consider bid documents received on or before the closing date and time, regardless of the method used to provide them.

#### 5. Late submissions of the RFQ

Submission of quotation(s) received late (after the closing date and time) will not be considered.

#### 6. Request for Quotation (RFQ) Rules

6.1 The following rules will apply for this Request for Quotation:

- 4.1.1 The price(s) quoted shall be valid for a minimum period of 60 days from the closing date and time of this RFQ.
- 4.1.2 The price(s) quoted must be firm and inclusive of value-added tax (VAT) where applicable.
- 4.1.3 The price(s) must include all related expenses, i.e., transport, accommodation, etc. (where applicable).
- 4.1.4 A potential supplier or service provider must be validly registered on the Central Supplier Database (CSD), as hosted by the National Treasury.
- 4.1.5 Only an official purchase order or appointment letter issued by the merSETA will bind the merSETA.

#### 7. Technical Specification

- 5.1 It is expected that the service provider, upon submission of the quotation, will fully address the technical requirements of the below specification:

#### 8. Bid Evaluation

- 6.1 The RFQ will be evaluated in terms of PPPFA 05 of 2000 and Preferential Procurement Regulation 2022 (80/20).

##### 6.1.1 Evaluation Stage 1: Compliance

- 6.1.1.1 All bidders must comply with the administrative requirements outlined in the Standard Bidding Documents and the mandatory requirements listed below. All bidders failing to provide the required information and documentation in this evaluation stage may

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 7 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled



face disqualification from further evaluation. Failure to comply with the requirements assessed in Stage 1 (compliance) may lead to the disqualification of bids.

Criteria Description	Supporting Documents
In the event of the bidder being in a joint venture (JV), a signed JV agreement must be submitted (where applicable)	Signed JV Agreement SBD forms must be completed for each legal entity Consolidated B-BBEE certificate
Bidders must submit a fully complete Bidder's Disclosure form (failure to declare honestly will lead to bidder being disqualified)	Standard Bidding Document (SBD) 4 and SBD 6.1

## 6.1.2 Evaluation Stage 2: Technical Evaluation

6.1.2.1 Bidders must meet the minimum technical specification requirements in this evaluation stage to advance to the next evaluation stage. Failure to meet the prescribed technical specification will automatically disqualify the bid offer from proceeding to the next evaluation stage.

## 6.1.3 Evaluation Stage 3: Preference Point System

6.1.3.1 The 80/20 preference point system shall be applicable to this phase, where 80 points represent the maximum obtainable points for the lowest acceptable price and 20 points represent the specific goals. The bid documentation's table below will award points to a bidder for achieving the specific goals.

The specific goals allocated points in terms of this tender	Number of points Allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Tenderer who has 51% to 100% black people ownership	6	
Tenderer who has 30% to 100% black women ownership	4	

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 8 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled



Tenderer who has 30% to 100% black youth ownership	4	
Tenderer who has 30% to 100% White women ownership	2	
Tenderer who has 20% or more owners with disability	4	
<b>Total Points allocated to Specific Goals</b>	<b>20</b>	

## 9. merSETA's RIGHTS

- 9.1 The merSETA is entitled to amend any bid condition, bid validity period, RFQ specification, or extend the bid closing date, all before the bid closing date. All bidders, to whom the RFQ documents have been issued and where the merSETA has records of such bidders, may be advised in writing of such amendments in good time, and any such changes will also be posted on the merSETA's website under the relevant tender information. Therefore, before submitting their bid response, prospective bidders should regularly check the website to stay informed about any amendments related to this matter.
- 9.2 The merSETA reserves the right not to accept the lowest priced bid or any bid in part or in whole. It normally awards the contract to the bidder who proves to be fully capable of handling the contract and whose bid is functionally acceptable and/or financially advantageous to the merSETA.
- 9.3 The merSETA reserves the right to award this bid as a whole or in part.
- 9.4 The merSETA reserves the right to conduct site visits at bidder's corporate offices and or at client sites if so required.
- 9.5 The merSETA reserves the right to consider the guidelines and prescribed hourly remuneration rates for consultants as provided in National Treasury Instruction 02 of 2016/2017: Cost Containment Measures, where relevant.
- 9.6 The merSETA reserves the right to request all relevant information, agreements, and other documents to verify the information supplied in the bid response. The bidder hereby gives consent to the merSETA to conduct background checks, including FICA verification, on the bidding entity and any of its directors, trustees, shareholders or members.
- 9.7 The merSETA reserves the right, at its sole discretion, to appoint any number of vendors to be part of this panel of service providers, if applicable (i.e., where a panel is considered).
- 9.8 The merSETA reserves the right to make a final decision on the interpretation of its tender requirements and responses thereto.

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 9 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

9.9 The merSETA reserves the right to consider the professional conduct and experiences it had with any bidder that rendered similar services to the merSETA in the past 5 years over and above the references put forward by the bidder in its response.

## **10. UNDERTAKINGS BY THE BIDDER**

8.1 By submitting a bid in response to the RFQ, the bidder will be taken to offer to render all or any of the services described in the bid response submitted by it to the merSETA on the terms and conditions and in accordance with the specifications stipulated in this RFQ document.

8.2. The bidder shall prepare for a possible presentation should merSETA require such, and the bidder will be required to make such a presentation within five (5) days from the date the bidder is notified of the presentation. Such a presentation may include a practical demonstration of products or services as called for in this RFP.

8.3. The bidder agrees that the offer contained in its bid shall remain binding upon him/her and receptive for acceptance by the merSETA during the bid validity period indicated in this RFQ, and its acceptance shall be subject to the terms and conditions contained in this RFQ document read with the bid.

8.4. The bidder furthermore confirms that he/she has satisfied himself/herself as to the correctness and validity of his/her bid response; that the price(s) and rate(s) quoted cover all the work/item(s) specified in the bid response documents; and that the price(s) and rate(s) cover all his/her obligations under a resulting contract for the services contemplated in this RFQ; and that he/she accepts that any mistakes regarding price(s) and calculations will be at his/her risk.

8.5. The successful bidder accepts full responsibility for the proper execution and fulfillment of all obligations and conditions devolving on him/her under the supply agreement and SLA to be concluded with merSETA, as the principal(s) liable for the due fulfillment of such a contract.

8.6. The bidder accepts that all costs incurred in the preparation, presentation, and demonstration of the solution offered by it shall be for the account of the bidder. All supporting documentation and manuals submitted with the bid will become merSETA property unless otherwise stated by the bidder(s) at the time of submission.

## **ANNEXURE A**

### **Specific Goal Guide – Preferential points (80/20)**

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 10 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

This specific goal guide will be used to assist providers in submitting relevant documents to confirm specific goals.

“Specific goals” means specific goals as contemplated in section 2 (1) (d) of the Act which may include contracting with persons, or categories of persons, historically disadvantaged by unfair discrimination on the basis of race, gender and disability including the implementation of programmes of Reconstruction and Development programme as published in government gazette No. 16085 dated 23 November 1994.

Please note that :

- Financial account, management account or auditors letter should be submitted confirming turnover of the company determining BBBEE status on Affidavit and B-BBEE CIPC certificate in order for the specific goals can be awarded.

**Preferential points for tenders without local content requirements.**

2

Specific goal	80/20 Preference Point system	Example of Submission	Tick if relevant document submitted	Indicate which document have been submitted
Black People Ownership – 51% or more	6	Valid B-BBEE certificate/Affidavit or B-BBEE CIPC		
Black Women Ownership – 30% or More	4	Valid B-BBEE certificate/Affidavit or B-BBEE CIPC		
Black Youth Ownership – 30% or More	4	Valid BBBEE certificate/Affidavit or B-BBEE CIPC		
White Women Ownership – 30% or More	2	Valid B-BBEE certificate/Affidavit or B-BBEE CIPC		
People with Disability (PwD) Ownership	4	Medical certificate		
<b>Total Points allocated to Specific Goals</b>	<b>20</b>			

**AUTHORISATION SIGNATORIES TO CONFIRM RFQ**

The employee signing below hereby affirms the accuracy of the information requested for the quotation.

**Supply Chain Management Representative**

<b>Full Names</b>	<b>Kgomotso Mabe</b>	<b>Date</b>	<b>14 October 2024</b>
-------------------	----------------------	-------------	------------------------

**Signature**

**Technical Representative**

<b>Full Names</b>	<b>Shirley Ramoroko</b>	<b>Date</b>	<b>14 October 2024</b>
-------------------	-------------------------	-------------	------------------------

**Signature**

Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 11 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

14 October 2024

changes

\*The document shall be revised at least 12 months before next revision date or as per merSETA organisational and operational



Document Title	Request for Quotation(s)		
Document Number	FIN-RFQ-001(B)	Revision Date	03 June 2024
Page Number	Page 12 of 12	*Next Revision Date	31 March 2030
Revision Number	Rev 04	Access	Controlled

14 October 2024  
changes

\*The document shall be revised at least 12 months before next revision date or as per merSETA organisational and operational