

REQUEST FOR QUOTATION

SENTECH INVITES SUPPLIERS FOR:

Project title:	APPOINTMENT OF COMPANY TO PROVIDE BRAND EQUITY AND REPUTATION SURVEY SERVICES TO SENTECH SOC LTD FOR DELIVERY BY 24 MARCH 2023 1.1. BACKGROUND		
Quotation or Proposal no:	SENT/BRAN-EQUITY/2023		
RFQ Issue date:	30-01-2023		
Briefing session date, time and venue	N/A		
Closing date:	07-02-2023		
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	
Telephone no:	
E-mail:	Quotations2@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	<ol style="list-style-type: none"> 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.
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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 Criteria	Compliant (Indicate Yes or No)	Reference documentation supplied (Indicate page number & paragraph)
Submit a signed letter of commitment to meet the project conclusion deadline of 24 March 2023.		Signed letter on a company letterhead

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

Functional criteria	Proof Required	Points
<p>1. Brand equity and Reputation survey experience</p> <p>The company must have worked on at least 5 Brand Equity and 5 Reputation Index projects and reference letters must be provided for all the projects. A combined, brand equity and reputation Index, project is acceptable for both requirements.</p> <p><i>*No reference letter for a listed project, no score may be allocated</i></p> <p>1. 8 or more projects 20 points 2. 6 - 7 projects 15 points 3. 5 or less than projects 0 points</p>	<p>Provide list of projects, with reference letters, not older than 3 years, confirming Brand equity and Reputation Index research and measurement work done by a company.</p>	<p>20</p>
<p>2. Brand Equity Measurement Researcher/s and/or analyst/sa</p> <p>Provide CVs of persons leading brand equity measurement and reputation research. The same CV may be used if one person is conducting both the brand equity and the reputation index surveys.</p> <p>The CVs must clearly state the years of experience in conducting nation-wide brand equity surveys. The researcher must have conducted surveys for at least 4 brand equity surveys.</p> <p>1. 7 or more brand equity surveys 20 points 2. 5 - 6 brand equity surveys 15 points 3. 4 brand equity surveys 10 points 4. Less than 4 brand equity surveys 0 points</p>	<p>Provide CV /s</p>	<p>20</p>

<p>3. Reputation Index Researcher Analyst/s and/or Researcher/s</p> <p>Provide CVs of persons leading reputation Index research and measurement. The same CV may be used if one person is conducting both the brand equity and the reputation index surveys.</p> <p>The CVs must clearly state the years of experience in conducting nation-wide reputation Index surveys and analysis. The researcher must have conducted 4 reputation Index research and analyses projects.</p> <p>1. 7 or more reputation Index surveys 20 points 2. 5 - 6 reputation Index surveys 15 points 3. 4 reputation Index surveys 10 points 4. Less than 4 reputation Index surveys 0 points</p>	<p>Provide CV/s</p>	<p>20</p>
<p>4. Report Writing</p> <p>Provide CV/s of person writing the reports and 3 samples of the work done. The Results Report writer must have written at least 5 research reports.</p> <p>1. 8 or more Research/ Survey Results Reports 20 points 2. 6 – 7 Research/ Survey Results Reports 10 points 3. Less than 5 Research/ Survey Results Reports 0 points</p>		<p>20</p>
<p>5. Research and Surveys Project Management</p> <p>Provide CV/s of person leading the project. The Project Manger must have led at least 5 research projects and surveys.</p> <p>4. 8 or more Research projects led 20 points 5. 6 -7 Research projects led 10 points 6. Less than 5 Research projects led 0 points</p>	<p>Provide CVs</p>	<p>20</p>
<p>Total Points:</p>		<p>100</p>

Minimum Score to Qualify for Further Evaluation is 70. Suppliers must score a positive score on each criteria.

6.3 Technical Evaluation (Stage 4)

	Item Description	Score	Comments	Proof required
1	N/A			
2				
2.1				
a				
c	Product warranty	2	Above 12year product (2); 10 - 11, year product (1,5);	Attach spec sheet from Manufacturer

	Item Description	Score	Comments	Proof required
			5 -9 year product (0.1)	
d	Output Performance warranty	2	Equal to or above 25 year perf. (2); 15 - 24 year perf. (1.5); 10 -14 year perf (0.1)	Attach spec sheet from Manufacturer
		10		
	Total score		The pass mark for further evaluation is 120 or more out of 170 points. Any points scored lower than the pass mark will render the submission disqualified.	

***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.

$$P_s = 80 \left[1 - \frac{(P_t - P_{min})}{P_{min}} \right]$$

Where:

P_s = Points scored for price of bid under consideration
 P_t = Rand value of bid under consideration
 P_{min} = Rand value of lowest acceptable bid

Scope of work

<p>Scope of Work:</p>	<p>SENTECH SOE is currently looking to appointing a Brand Equity Audit and Reputation Survey company to provide services to Sentech for delivery by 24 March 2023.</p> <p>The provider's main responsibility is to help SENTECH identify both the company and the stakeholders' viewpoint in terms of:</p> <ul style="list-style-type: none"> • The commercial value of the SENTECH brand • Perception, image, reputation and attitude towards the SENTECH brand in the market • Awareness of the SENTECH brand in the market • SENTECH's competitive standing in the market • Effectiveness of brand management efforts • Develop an effective Brand and Reputation Strategy <p>Key deliverables from the brand Equity Audit and Reputation survey to include the following but not limited to:</p> <ul style="list-style-type: none"> • Provide factors affecting the SENTECH Brand Equity • Provide insights into how SENTECH stakeholders perceive the brand in relation to its competitors (reputational index) • Provide insights that will assist in shaping SENTECH's brand strategy • Highlight opportunities to improve and refocus brand management efforts • Provide brand equity and reputation monitoring tools <p>Key deliverables</p> <ul style="list-style-type: none"> • Project Plan development <ul style="list-style-type: none"> - Project update meetings - Clear indication of methodology for the three areas of delivery: <ul style="list-style-type: none"> ○ Brand Equity ○ Reputation Index ○ Internal Communication survey • Development and integration of Stakeholder database <ul style="list-style-type: none"> - Sourcing stakeholder names contact details - Consolidating and categorising stakeholder document • Conducting of survey <ul style="list-style-type: none"> - Development of Questionnaires • Detailed report and presentation with findings <ul style="list-style-type: none"> - Brand Equity score - Reputation Index score - Internal Communication Survey results • Presentation of results
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