

RFQ Number	NO-59/2023
Issue Date	15 June 2023
Closing Date	22 June 2023, by no later than 23:30pm
Submission Instruction on or before the closing date and time	<p>Please forward your responses either via email or hand delivered on or before the closing date as follows:</p> <p><u>Via email</u> - bmasingi@seda.org.za</p> <p>OR</p> <p><u>Hand delivered</u></p> <p>Small Enterprise Development Agency (Seda) The Fields Office Block A 1066 Burnett Street Hatfield 0833</p> <p>Contact Details Ms B Masingi at Tel: (012) 441-1000 or (012) 441- 1226</p>

TERMS OF REFERENCE

1. Purpose

Seda requires the services of a competent Service Provider or consultancy to revamp the Seda website. The current website is outdated and needs a refresh to accomplish Seda's marketing objectives. With the website, our primary goals are to strengthen our online presence, build brand awareness and provide an overview of our services to provide credibility to Seda clients and prospects. Additionally, the redesigned website should reflect Seda culture and values to attract potential new clients. The site is currently built in SharePoint 2013 and the re-design needs to be done on the SharePoint online platform.

2. Background

The Small Enterprise Development Agency (Seda) is an agency of the Department of Small Business Development, which was established in December 2004, through the National Small Business Amendment Act, Act 29 of 2004. Seda is mandated to coordinate and provide non-financial support services to aspiring SMMEs through its delivery network of Branches and Business Development Service Providers.

Growing SMMEs through support and assistance will ensure their growth and sustainability. As Seda embarks on repositioning itself as an 'ecosystem enabler', it aims to strengthen its stakeholder network and partnerships at district level, municipalities, provincially and nationally to create an environment that is conducive to SMMEs development through market access and exposure. The Seda website is one of the platforms that Seda uses to keep its stakeholders and clients informed whilst promoting the Seda brand.

3. Scope of work

3.1 Service provider

- Design and establish a clear brand identity for the website.
- Revamping of the website's architecture to improve the look and feel and user experience (UX).
- Guidance on content pertaining to Search engine Optimization(SEO) Key words for the website.
- User experience testing for the website.

3.2 Seda

- Providing brand identity guidelines.
- Providing the website wireframe.
- Providing look and feel examples and guidelines.
- Development and revamping of content where needed.
- Providing guidance on site architecture.
- Development of content favourable to SEO Keyword Analysis.
- Setting up of focus groups for user experience testing.
- Analytics Integrations (Google Analytics, Google Search Console, etc.) for the website.
- Development of blog and vlog content for the website.
- Customer service interaction (chat, phone, forms, etc.)
- Provision of Photo Gallery photos, Slideshows, Videos, Downloadable Documents/files, etc
- Security - SSL for the website
- Updating of the content on the website.
- Website maintenance & hosting

4. Project Deliverables

- Redesign the look and feel of the Seda website to reflect the current brand objectives.
- Improve UX and traffic to the Seda website through effective architecture design, optimization of webpage search speed, optimization of searchability and establishing SEO compliant content.
- Testing of the effectiveness of the website through focus groups.
- Each deliverable requires an MOA for audit purposes and a proper project development process.

5. Seda's Roles and Responsibilities

- Provide web content.
- Manage and monitor the project.
- Coordinate meetings.
- Provide guidance on the Seda brand elements and layout of the website.
- Seda will not be responsible for the travelling and accommodation of the service provider during the delivery of the project.

6. Seda's Target Audience

- Internal Target Audience: Seda Staff (permanent and non-permanent), Seda Exco and Seda Board.
- Primary External Target Audience (Opportunity driven): Small and Medium Enterprises across different sectors including cooperatives.
- Secondary External Target Audience (Necessity driven): Micro and Very Small enterprises and Women-owned SMEs.

7. Information required in the Proposal/Quotation

- Evidence of experience/Track Record of Service Provider.
- Technical Capability of Service Provider.
- BBBEE Certificate or Sworn Affidavit.
- Completed and signed SBD Forms.
- Detailed proposal.
- Detailed CVs of the key project personnel.
- Detailed approach.
- A quotation must be submitted VAT Inclusive if the company is VAT registered.

8. Evaluation of the Proposal

8.1. Phase 1: SCM Document Assessment Criteria

The following assessment criteria will form the basis of the evaluation all price proposals and failure to comply may result in the elimination of the price quotation for further evaluation:

- Submission of completed and signed SBD 4; and
- Submission of completed and signed SBD 6.1 (Specific Goals to be claimed)

8.2. Phase 2: Functionality Criteria

The following criteria will be used for evaluating all price quotations that met the assessment criteria on the basis of functionality where price quotations must score a minimum of **(70 points)** for functionality to qualify for further evaluation in terms of the 80/20 preference points system.

	Functionality Criteria	Points Allocation
1.	Expertise and qualification The project manager and team member's CV's detailing their experience, expertise, and qualifications, including the number of years in website development and design. <ul style="list-style-type: none"> • Five (5) years or more in website development and design with relevant qualifications = 30 points • One (1) - four (4) years with relevant qualifications = 20 points • Five (5) years or more without relevant qualification = 10 points • One (1) - four (4) years without relevant qualification = 5 points • No experience = 0 points 	30
2.	Track Record The service provider must provide at least three reference letters from assisted clients for the same or similar projects in the past 5 years and provide examples of these projects. (Please note that the reference letters must provide the name of the organisation, the project completed, contact name, and number) <ul style="list-style-type: none"> • Three (3) references = 30 points • Two (2) references = 15 points • One (1) reference = 5 points • 0 reference = 0 points 	30
3	Project Implementation Plan and methodology Detailed implementation methodology and project plan/schedule outlining how the service provider will manage the project for Seda which will include the following: All activities, Milestones, Resource, Costs, Estimated timeframes. <ul style="list-style-type: none"> • All five (5) elements = 40 points • Four (4) elements = 15 points 	40

	<ul style="list-style-type: none"> • Three (3) elements=5 points • Two (2) elements = 2 points • Below two (2) elements = 0 points 	
Total Points (A FUNCTIONALITY SCORE OF FEWER THAN 70 POINTS WILL ELIMINATE THE PRICE QUOTATION FOR FURTHER EVALUATION)		100

8.3. Phase 4: Preference Points System

Only qualifying price quotations that achieved the minimum points for functionality will be evaluated further on the 80/20 preference points system as follows:

	Preference Point Criteria	Points Allocation
1.	Price	80
2.	Specific Goals	20
Total Points		100

Specific Goals and points claimed are indicated per table below:

The specific goals allocated points in terms of this RFQ									Number of points allocated (80/20 system)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Micro Enterprise									8	
Small Enterprise									6	
Medium Enterprise									3	
Large Enterprise									1	
BBBEE Level Ownership - Women/Youth/Persons with Disabilities									6	
L1	L2	L3	L4	L5	L6	L7	L8	L0		
6	5.25	4.50	3.75	3	2.25	1.5	0.75	0		
Targeted Group: Youth									2	

Target Group: Non-Youth	1	
Spatial: Rural and Townships	4	
Spatial: City	1	

9. TERMS AND CONDITIONS

- 9.1 Price quotations submitted must be inclusive of all costs and applicable taxes (VAT) and be valid for a period of at least 30 days.
- 9.2 The hourly rates of consultants must be in accordance with the rates issued and determined by the South African Institute of Chartered Accountants, Department of Public Service and Administration or the body regulating the profession of the consultant (if applicable).
- 9.3 Consultant's travel arrangements must be in line with government's travel cost containment measures [air travel, vehicle hire, accommodation rates, claiming kilometres according to the rates set by the Department of Transport] (if applicable).
- 9.4 No late price quotations will be accepted under any circumstances.
- 9.5 Suppliers/service providers submitting price quotations must be registered on the National Treasury Central Supplier Database (CSD).
- 9.6 Failure to submit a valid Sworn Affidavit (EME) or an original/certified valid B-BBEE Status Level Verification Certificate (other than EME or QSE) will result in no preference points being awarded for B-BBEE.
- 9.7 Suppliers/service providers must complete and return all the required documents, failing which, the supplier/service provider's quotation will be declared invalid.
- 9.8 This RFQ is subject to the National Treasury's General Conditions of Contract (GCC) that can be accessed on the following link:

<http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/General%20Conditions%20of%20Contract-%20Inclusion%20of%20par%2034%20CIBD.pdf>

Seda wishes to thank you in advance for your price quotation.