

REQUEST FOR PROPOSAL

DEVELOPMENT OF MARKETING AND VISIBILITY STRATEGY AND CAMPAIGN

REF No	MKIQ30/2022
Description	Development of marketing and visibility strategy and campaign
Business Address	7 Umsinsi Junction, La Mercy, Durban
Closing date and time to submit proposals.	08 July 2022, 16h30
Proposals and queries must be emailed to: Hand delivered submissions will NOT be accepted.	Sinenhlanhla.ngqulunga@moseskotane.com

a) Disclaimer

- MKI reserves its right not to appoint.
- MKI reserves its right to negotiate the price with the winning bidder.

b) Terms and Conditions

- Proposals must be emailed by no later than 08 July 2022, 16:30. Proposals received after the closing time and date will not be considered.
- All prices must be all inclusive. Only firm prices will be accepted. Non-firm prices (including prices subject to rates of exchange variations will not be considered)
- Bid validity period: 60 days.
- Proposals will be evaluated on the 80/20 preference points system.

1. INTRODUCTION

The Moses Kotane Institute (MKI) is an entity of the KwaZulu-Natal Provincial Government through the Department of Economic Development, Tourism and Environmental Affairs (EDTEA) with a mandate to conduct world class research that responds to the needs of the provincial economy.

The Corporate services unit provides support to operations by securing partnerships, establishing and maintaining effective communication within the Institute, shareholder and stakeholders. This unit also employs varied systems and strategies aimed at enhancing brand awareness and increased knowledge about the Institute's programme offerings. Against this backdrop the Moses Kotane Institute is looking for the services of a suitably qualified KZN based marketing agency to develop and drive a marketing and visibility strategy. The successful bidder will be appointed for a period of 12 months.

2. SCOPE OF WORK

The service provider will be expected develop a marketing and visibility strategy that will build the MKI brand, drive traffic to website and increase engagement on social media. The service provider will be expected to render the following marketing services; search engine optimisation, social platforms optimisation, content marketing, content creation (including graphic design and short video production), search engine marketing (google), mobile marketing, social media marketing including LinkedIn and copywriting.

- Initial situational analysis
- Campaign Planning
- Media buying
- Public Relations activities
- Content/social media marketing
- Copywriting
- Google Ad management
- SEO
- Visibility Campaign –design and implement visibility programmes

3. REQUIRED COMPETENCES AND REQUIREMENTS

- a) Understanding of assignment required by the Moses Kotane Institute
- b) Three reference letters where the bidder conducted similar services in the past five years (preferably governments entities/governments).
- c) A minimum of 5-year experience in developing marketing and visibility strategy.
- d) The bidder must be based in KwaZulu-Natal

4. FINANCIAL PROPOSAL

The service providers will be required to submit a company proposal, roll-out plan, and a detailed financial proposal for the period of 12 months.

5. MANDATORY COMPLIANCE REQUIREMENTS (the following to be submitted with the proposal)

- a) Proof of registration on the Treasury Central Supplier Database (CSD)
- b) Valid tax clearance certificate / Pin
- c) Proof of company registration, where applicable.
- d) Valid BBBEE certificate by a SANAS accredited agency/company or Sworn affidavit.
- e) Bank account confirmation letter
- f) Supplier declaration form (attached hereinto)

Note: Failure to comply with the above mandatory requirements will lead to disqualification.

DECLARATION OF INTEREST

1. Any legal person, including persons employed by the state¹, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-
 - the bidder is employed by the state; and/or
 - the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.
2. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**
 - 2.1 Full Name of bidder or his or her representative:
.....
 - 2.2 Identity Number:
 - 2.3 Position occupied in the Company (director, trustee, shareholder²):
.....
 - 2.4 Company Registration Number:
 - 2.5 Tax Reference Number:
 - 2.6 VAT Registration Number:
 - 2.6.1 The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / persal

numbers must be indicated in paragraph 3 below.

¹“State” means –

- (a) any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- (b) any municipality or municipal entity;
- (c) provincial legislature;
- (d) national Assembly or the national Council of provinces; or
- (e) Parliament.

²“Shareholder” means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.

2.7 Are you or any person connected with the bidder presently employed by the state? **YES / NO**

2.7.1 If so, furnish the following particulars:

Name of person / director / trustee / shareholder/ member:

.....

Name of state institution at which you or the person connected to the bidder is employed :

.....

Position occupied in the state institution:

.....

Any other particulars:

.....

.....

.....

2.7.2 If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative work outside employment in the public sector? **YES / NO**

2.7.2.1 If yes, did you attached proof of such authority to the bid **YES / NO**
document?

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid.

2.7.2.2 If no, furnish reasons for non-submission of such proof:

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2.8 Did you or your spouse, or any of the company's directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months? **YES / NO**

2.8.1 If so, furnish particulars:

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2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

2.9.1 If so, furnish particulars.

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2.10 Are you, or any person connected with the bidder, aware of any relationship (family, friend, other) between any other bidder and any person employed by the state who may be involved with the evaluation and or adjudication of this bid? **YES/NO**

2.10.1 If so, furnish particulars.

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2.11 Do you or any of the directors / trustees / shareholders / members of the company have any interest in any other related companies whether or not they are bidding for this contract? **YES/NO**

2.11.1 If so, furnish particulars:

.....

3 Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Number / Employee Peral Number

4 DECLARATION

I, THE UNDERSIGNED (NAME).....

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 23 OF THE GENERAL CONDITIONS OF CONTRACT

SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

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Name of bidder