

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

REQUEST FOR QUOTATION (RFQ) WITH FUNCTIONALITY

REQUEST FOR POTENTIAL SERVICE PROVIDERS TO SUBMIT A DETAILED QUOTATION TO SUPPORT THE DEVELOPMENT OF THE EV SUMMIT CORPORATE IMAGE, PRE-MOBILIZATION AND ADVERTSING.

REQUEST FOR QUOTATION (RFQ) DETAILS

RFQ NUMBER	: PR 15912
PROJECT NO.	: A0141
ISSUE DATE	: 17 MAY 2024
BRIEFING YES/NO	: N/A
BRIEFING SESSION DATE AND TIME	: N/A
CLOSING DATE	: 24 MAY 2024
CLOSING TIME	: 11:00
RFQ VALIDITY DATE	: 90 Business days

REQUESTOR DETAILS

Requested By (SCM):	Mitta Mashishi
Contact Number:	012 564 5001
Department Requested for:	Marketing Department
For general RFQ and submissions contact	012 564 5001

REQUEST FOR QUOTATION (RFQ) CLOSING VENUE

E-mail to: quotations@aidc.co.za

NB: DO NOT COPY ANY AIDC PERSONNEL, INCLUDING THE SCM OFFICIAL, ON YOUR RESPONSE; RESPONSES WITH AIDC EMPLOYEES COPIED WILL BE DISQUALIFIED.

THE AIDC RESERVES THE RIGHT TO AWARD THE QUOTE IN PART OR IN FULL AT ITS OWN DISCRETION

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	1 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

DETAILS OF BIDDER

COMPANY NAME:
.....

CONTACT PERSON:
.....

TELEPHONE NUMBER:
.....

CELLULAR NUMBER:
.....

FAX NUMBER:
.....

EMAIL ADDRESS:
.....

In submitting any information or documentation requested in this RFQ, the Respondent is hereby consenting to the processing of their personal information for the purpose of this RFQ and further confirming that they are aware of their rights in terms of Section 5 of POPIA

Respondents are required to provide consent below:

YES		NO	
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	YES	NO
Please indicate if your company is Registered on National Treasury – Central Supplier Database (provide your CSD Number)		
CSD number		
Please Indicate if your Company is Registered on SPDC SOC t/a AIDC Database & has “Active Status” *		

**** ACTIVE STATUS**”: - means your BBBEE Certificate or Sworn affidavit is still valid (thus your documents have not yet expired)

NB: Please Note: - AIDC won’t be able to do business with suppliers not registered on CSD as per National Treasury SCM Instruction No.4 of 2016/17.

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	2 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

EVALUATION CRITERIA

1. EVALUATION CRITERIA

The following will be considered in the evaluation:

EVALUATION CRITERIA
▪ Compliance
▪ Pre-qualification if it applicable – N/A
▪ Price (80)
▪ Specific goals (20)

THE FOLLOWING DOCUMENT ARE REQUIRED - PLEASE TICK YES ONLY IF THE DOCUMENTS ARE ATTACHED TO YOUR PROPOSAL

A. Administration Criteria - Compliance Requirements – all documents to be submitted	YES	NO
SARS Pin to verify your status		
Valid Sworn affidavit (as issued by DTI/or CIPC), must be an original or certified copy or a certified copy of SANAS accredited verification certificate. NB: Suppliers to use approved DTI or CIPC Affidavit template (check website: www.dti.gov.za)		
SBD 4 – Declaration of Interest form – completed and signed		
SBD 6.1 Preference points claim form in terms of the preferential procurement regulations 2022 (PPR 2022)		
SBD 6.2 - Declaration Certification for Local Production and Content. (PPR 2022) and Annexure C where local content production is a specific goal, it will be noted under 6.1 for specific goal.		

THE FOLLOWING DOCUMENT ARE REQUIRED - PLEASE TICK YES ONLY IF THE DOCUMENTS ARE ATTACHED TO YOUR PROPOSAL

B. Pre-qualification documents	YES	NO
N/A		

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	3 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

C. FUNCTIONALITY & CAPABILITIES	TYPE OF SUPPORTING DOCUMENTS REQUIRED	Maximum	Score	Minimum
<i>NB: The bidder shall achieve a minimum score of 70 points under functionality to be able to be evaluated further on pricing & BBBEE as per preferential system.</i>		Maximum Points	Point Scored	Minimum Points
A. Capability		100		70
1. METHODOLOGY The service provider must provide a methodology concept development, as per the scope for EV Branding The focus areas are: - Brand proposal without methodology = 0 points - Brand proposal with methodology and only a basic sample artwork = 15 points - Brand proposal with methodology and 2x sample artwork = 20 points - Brand proposal with methodology and a clear, concise, and visually appealing brand look and feel aligned to the theme “Driving Gauteng towards A Green Automotive Economy” = 25 points	The creative expression must be in line with GGDA & AIDC mandate and corporate identity.	25		
2. RADIO ADVERTISING - Radio adverts and script writing: provide a sample script = 10 points - No Radio adverts and script writing: provide a sample script = 0 point	Sample script	10		
3. MULTIMEDIA PLATFORMS Provide integrated multimedia concept which includes. - Digital Marketing and advertising platforms provide 5 platforms = 5 points - Print and TV = 5 points - Partner platforms = 10 points No concept development = 0 points	Concept development plan	20		

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	4 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

Proposed media Partner proposal The Service provider will give a full brief of a proposed media partner and how they align with the EV Summit and the offerings thereof of the media partnership. - Media partnership proposal outlined as above without split cost sharing = 5 points - Media partnership of 50% split cost sharing = 15 points - The media partnership that is free not requiring any cost = 25 points	Media partnership proposal	25		
4. COMPANY PROFILE Provide a company profile. 8 – 10 years' experience = 8 points 5 - 7 years' experience = 6 points 3 - 4 years' experience = 4 points 1 -2 years' experience = 0 points	Company profile	8		
5. QUALIFICATIONS Provide concise CVs with relevant staff qualifications and experience; the following are required. - Qualifications of a Brand Manager or Marketing and Corporate Communications Manager = 3 points - Qualifications of a professional writer within corporate communications = 3 points - Qualifications of a graphic designer = 3 points - Bachelor's degree extra = 1 point - Postgraduate degree extra = 2 points	A comprehensive CV MUST be in the requested format (please refer to Annexures A1 and A2) of each of the service provider's Brand / Corporate Communications Manager (A1) and project/core team members (A2). CVs and copies of valid qualifications will be scored based on the highest qualification provided.	12		
TOTAL SCORE		100		70

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	5 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

ANNEXURE A1: CURRICULUM VITAE BRAND / CORPORATE COMMUNICATIONS MANAGER

Please will the Team leader fill in the following information below:

Personal Information:	Surname	
	First names	
	Identity Number	
	Date of birth	
	Sex	
	Nationality	
Contact Details:	Telephone number (landline)	
	Cell Number	
	Email Address	

Tick the relevant box. Add entries if needed.

3. Years of experience in area of work above	8+ years	
	Between 6 and 7 years	
	Between 3 and 5 years	
	< 3 years	

Work Experience: (Add entries if needed. Start from the most recent)

Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	
	Employer's or Consulting Company's locality and contact details	
	Main Activities and Responsibilities	
Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	
	Employer's or Consulting Company's locality and contact details	
	Main Activities and Responsibilities	
Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	
	Employer's or Consulting	

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	6 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

	Company's locality and contact details	
	Main Activities and Responsibilities	

Qualifications: (Add entries if needed. Start from the most recent)

Name of Qualification Awarded
Name of Institution
Date
Name of Qualification Awarded
Name of Institution
Date
Name of Qualification Awarded
Name of Institution
Date
Name of Qualification Awarded
Name of Institution
Date

Provide a list of relevant projects in the past 5 years (add entries if applicable):

Client	
Nature and size of the project	
Indicate precise role played, and size of team allocated	
Type of expertise (related to these areas: strategic communications and public relations, marketing, and branding; social media services; layout, design and printing and videography and photography)	
Contract duration (adherence to timeframe)	
Contract value (budget and actual)	
Contract outcome	

Summary of expertise and experience relevant to this bid:

[Add details]

Overview of your role and handling of projects relevant to this bid:

[Add details]

Other Skills relevant to this bid:

[Add details]

Other relevant information (interests and publications etc.)

[Add details]

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	7 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

ANNEXURE A2: CURRICULUM VITAE PROJECT TEAM

Please will the Project team members fill in the following information below:

Role/function in the team		
Personal Information:	Surname	
	First names	
	Identity Number	
	Date of birth	
	Sex	
	Nationality	
Contact Details:	Telephone number (land line)	
	Cell Number	
	Email Address	

Tick relevant box. Add entries if needed.

3. Years of experience in area of work above	8+ years	
	Between 6 and 7 years	
	Between 3 and 5 years	
	< 3 years	

Work Experience: (Add entries if needed. Start from the most recent)

Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	
	Employer's or Consulting Company's locality and contact details	
	Main Activities and Responsibilities	
Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	
	Employer's or Consulting Company's locality and contact details	
	Main Activities and Responsibilities	
Date [from – to]	Position Held	
	Employer's or Consulting Company's Name	

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	8 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

	Employer's or Consulting Company's locality and contact details	
	Main Activities and Responsibilities	

Qualifications: (Add entries if needed. Start from the most recent)

Name of Qualification Awarded	
Name of Institution	
Date	
Name of Qualification Awarded	
Name of Institution	
Date	
Name of Qualification Awarded	
Name of Institution	
Date	
Name of Qualification Awarded	
Name of Institution	
Date	

Provide a list of relevant projects in the past 5 years (add entries if applicable):

Client	
Nature and size of the project	
Indicate precise role played, and size of team allocated	
Type of expertise (related to these areas: strategic communications and public relations, marketing and branding; social media services; layout, design and printing and videography and photography)	
Contract duration (adherence to timeframe)	
Contract value (budget and actual)	
Contract outcome	

Summary of expertise and experience relevant to this bid:

[Add details]

Overview of your role and handling of projects relevant to this bid:

[Add details]

Other Skills relevant to this bid:

[Add details]

Other relevant information (interests and publications etc.)

[Add details]

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	9 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

Preferential procurement targets

The preferential procurement targets listed below will be followed. Points will be awarded for specific goals relevant to this RFQ; if no supporting documents are provided as per the list below, the bidder will receive a score of zero (0). The total points obtained below will be used to evaluate 80/20, where 80 points are allocated to price and the remaining 20 points are allocated to specific goal.

Specific goals	Supporting evidence for meeting preferential procurement targets	Points
51% owned by black people who are youth.	Attach certified ID copy of the owner, not older than 6 months.	20

Dear Service Provider

REQUEST FOR PROPOSAL /QUOTATION (RFQ) – SCOPE OF WORK/SERVICE

2. INTRODUCTION

2.1 MANDATE

The AIDC is the dedicated developmental agency of the Gauteng Growth and Development Agency (GGDA) in relation to the specific industrial, infrastructure and training needs required by the automotive and allied sector - those based in the Gauteng province. The AIDC is thus tasked by GGDA with special developmental type projects aimed at enhancing and possibly expanding the automotive and allied-related sector with a focus on enterprise development; also, in the support of government's aims at BBBEE SMME development and the radical transformation of various townships. The AIDC otherwise explores other developmental projects, external to the objectives of the GGDA in support of the AIDC's own business development processes. These include projects related to the transport and energy sectors, as well the development of the Tshwane Auto City. The AIDC's focus, in terms of the 2016 Gauteng Economic Development Plan/Framework (GEDP/F), is towards the automotive sector in the Northern Corridor of the Gauteng City Region (GCR) framework.

2.2 VISION

The Vision of the AIDC is:

To be the leading implementation agency delivering creative, efficient, best practice and value-based solutions in support of government programmes related to the automotive and allied sectors.

2.3 MISSION

The Mission of the AIDC, in pursuit of its Vision, is to provide innovative customised solutions:

To develop the automotive manufacturing sector to globally competitive standards of excellence through a world-class value proposition which enables effective and sustainable socio-economic growth.

3. RFQ OBJECTIVES

To support AIDC in developing a brand for the EV Summit, pre- advertising and mobilization of the EV Summit.

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	10 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

4. RFQ SCOPE

The prospective Branding and Advertising Agency are requested to develop a brand look and feel for the EV Summit and implement pre-advertising and mobilization of the EV Summit taking place in August 2024.

4.1. Corporate Image Look and Feel for the EV Summit

The proposed the for the EV Summit has been identified as “**Driving Gauteng towards A Green Automotive Economy**” and the agency will be required to develop a look and feel of the EV Summit brand for advertising and branding application. This will be used in all corporate and communication material (which need to comply with the AIDC and GGDA Holdings Corporate Identity Manual), including branding of digital and printed advertising billboards, scripts for radio and possible audio-visual promo for the EV Summit. The corporate image of the EV Summit must also provide design for (invitations, digital banners, posters, programmes and other promotional materials).

DELIVERABLE	PLATFORM	DESCRIPTION	ESTIMATED COST
Ev Summit Corporate Identity Development	CI Branding Manual	The look and feel and marketing tool kit. - Brand design of the EV Summit - Banners and outdoor adverts designs - Invitation designs - Banners and Backdrop designs - Brand application guidance in alignment with GGDA and AIDC CI manuals	

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	11 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

4.2. PLACEMENT OF ADVERTISING ON THE FOLLOWING PLATFORMS

4.2.1. Marketing Campaign application

The service provider will have to ensure the GGDA brand is more recognisable by sourcing advertising and branding on various mediums i.e.

- Calls to action campaigns required on social media, LED screens and Billboards in strategic areas of Gauteng.
- The service provider to determine areas according to high traffic volume.
- Concept development, script, production, and liaison with television channel (media buying)
- The service provider to source the channels for our target market.
- Concept development, script, production, and liaison with television channel (media buying)

4.2.2. Multi-Media Marketing Campaign Channels

- The service provider to source the channels for our target market.
- Online and broadcast channels advertising,
- Local and National Radio and broadcast News feed adverts,
- podcasts and radio advertising,
- Newspaper advertising
- Digital marketing and advertising,

TARGET MEDIA	PLATFORM	DESCRIPTION
SA FM	Broadcast	• 160x 30 sec generic ads • 4x 3-5 minutes interviews • Production
702	Broadcast & digital	• 7x 30 sec live teaser promos • 1x 110 sec opening live billboard. • In Conversation with John Perlman and John Maytham (5 minutes) • 1x 30 sec closing live generic. • 14x 30" recorded generics • 5x 45" content recaps • Pre-promo social media (FB & X) (1 per platform) • Interview throw forward moment social media (FB & X) (1 per platform)

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	12 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

		- Post interview social media (FB & X) - Paid social media
Digital Marketing, Online and Social Media Advertising	Digital	- Online advertising of EV Summit - Boosting targeted posts on AIDC social media platforms (call to action) - Digital advertising placements on online media platforms of relevance
Billboards	Digital	6 x Digital billboards in strategic sites across South Africa (to ensure amplified awareness and generate ticket sales) – For a Month Areas for the Billboards: - King Phalo Airport - OR Tambo international Airport - King Shaka International Airport - Chief Dawid Stuurman International Airport - N1 South Midrand Area - N1 North Atterbury Road
Propose a media partnership	Print or Digital	- Print or Online Advertorials - Digital advertising added value. - Digital banner adverts

NB: The service provider is to provide post-campaign analysis report per campaign to track the return on investment.

Target Audience

- General Public
- Investors – local and international
- Foreign Direct Investors (FDI)
- OEMs
- Corporates and Domestic Investors
- Local manufacturers and businesses
- Government entities and embassies

5. DURATION

NB: The service provider will be appointed to render the once-off supply service.

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	13 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

6. PRICE SCHEDULE

AIDC invites you to supply a quote for various items as per the Scope of work below.

NB:

- for fair price comparison, bidders must indicate whether they are VAT registered.
- Bidders submitting two different bids/proposals in value will be disqualified.
- If you have not received an order within a validity date of **90 business days** of RFQ.
- Please accept your quote was unsuccessful.

NB: The detailed pricing proposal must be submitted which should clearly separate the different opinions and sum the totals.

ITEM NO.	DESCRIPTION/SCOPE OF WORK	UOM*	NUMERIC QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
	In line with detailed Scope of work and deliverables stated in the document				
	The look and feel and marketing tool kit. - Brand design of the EV Summit - Banners and outdoor adverts designs - Invitation designs - Banners and Backdrop designs - Brand application guidance in alignment with GGDA and AIDC CI manuals		1		
	Broadcast - 160x 30 sec generic ads - 4x 3-5 minutes interviews - Production				
	Broadcast and Digital - 7x 30 sec live teaser promos - 1x 110 sec opening live billboard. - In Conversation with John Perlman and John Maytham (5 minutes) - 1x 30 sec closing live generic. - 14x 30" recorded generics - 5x 45" content recaps - Pre-promo social media (FB & X) (1 per platform)				

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	14 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

	- Interview throw forward moment social media (FB & X) (1 per platform) - Post interview social media (FB & X) - Paid social media				
	Digital - Online advertising of EV Summit - Boosting targeted posts on AIDC social media platforms (call to action) - Digital advertising placements on online media platforms of relevance				
	6 x Digital billboards in strategic sites across South Africa (to ensure amplified awareness and generate ticket sales) - for a Month. Areas for the Billboards: • King Phalo Airport • OR Tambo international Airport • King Shaka International Airport • Chief Dawid Stuurman International Airport • N1 South Midrand Area • N1 North Atterbury Road		6		
	Print or Digital - Print or Online Advertorials - Digital advertising added value. - Digital banner adverts				
*UOM = Unit of measure, e.g. Hours/Days, etc.				SUB-TOTAL	
				VAT @ 15%	
				TOTAL	

Delivery period in weeks:

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Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	15 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

QUOTE CONDITIONS:

1. This Quote is subject to the Government Procurement General Conditions of Contract that may not be amended. Quotes should not be qualified by own conditions.
2. All price(s) must be inclusive of all costs plus VAT and must be firm for the duration of the contract period. VAT must be shown separately by VAT Vendors and non-registered or deregistered Vendors should exclude VAT from their quotes. Price(s) quoted must be valid for at least ninety (90) days from the closing date of the quotation and a firm delivery period must be indicated.
3. AIDC will not accept any changes or purported changes by the Respondent to the bid rates after the closing date and/or after the award of the business, unless the quotation/offer specifically provides for it
4. AIDC reserves the right to validate any information submitted by Respondents in response to this bid. This would include, but is not limited to, requesting the Respondents to provide supporting evidence. By signing POPIA clause and submitting a bid, respondents hereby irrevocably grant the necessary consent to AIDC to do so.
5. All goods must be delivered to the address indicated in the RFQ document.
6. All prices quoted must be fixed & firm prices and where applicable, price negotiation with the preferred supplier will be entered into.
7. All purchases will be made through an AIDC Official Purchase Order with Order Number. Therefore, no goods must be delivered, or a service be rendered without a valid official Purchase Order & Number been received. The onus rests with the service provider to ensure they have received the above. Changes to RFQ/PO specifications should be communicated to the SCM Officer.
8. Fully Complete & sign the attached SBD forms, thus SBD 4 (NB: Quotes without the signed completed forms will not be considered)
9. The 80/20 preference point system is applicable to price quotations and tenders with a rand value from R2 000 up to a rand value of R50 million (all applicable taxes included).
10. This RFQ will be evaluated based on the 80/20 preferential point system as stipulated in the Preferential Procurement Policy Framework Act & PPR 2022. 20 Points allocated to specific goals listed in Table 1 of SBD 6.1 PPR 2022 Section 4.2
11. An EME is required to submit a sworn affidavit confirming their annual total revenue of R10 million or less and level of black ownership to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2022. In terms of the Generic Codes of Good Practice, an enterprise including a sole propriety with annual total revenue of R10 million or less qualifies as an EME.
12. A QSE is required to submit a sworn affidavit confirming their annual total revenue of between R10 million and R50 million and level of black ownership or a B-BBEE level verification certificate to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2022
13. B-BBEE Status Level Verification Certificates (NB: Certificate are identifiable by a SANAS logo) or Valid Sworn affidavit (as issued by DTI/or CIPC
14. (EME/QSE see point 9&10 above) to be provided in order to claim points for specific goals:

NB: For Construction related services/work_CIDB Grading & Safety File – The successful contractor should take note that a “Safety File” will be required on appointment and should be submitted to the AIDC before commencement of any work and ensure comply with relevant CIDB grading were required.

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	16 of 17

Department:	Supplier Chain Management	Document number:	AIDC-SCM-TMP-011	 Supplier Park Development Company SOC Ltd t/a Automotive Industry Development Centre <i>Your partner in becoming globally competitive</i>
Document Classification	Normal document			
Document Type	TEMPLATE			
Name of Document:	REQUEST FOR QUOTATION/PROPOSAL (RFQ)			

Please note that failure to comply with the RFQ conditions will invalidate your proposal (if mandatory/prequalification documents are not returned then consider your quotation not accepted).

I in my capacity as
..... certify that the information supplied is correct and I
have read and understood the AIDC general terms and conditions, and I accept them.

Signature:

Company Name:

Effective Date:	Revision No:	Compiled by:	Approved by:	Page Number
6 February 2023	2	G. Mathe	C. Nxumalo	17 of 17