

1. TECHNICAL EVALUATION CRITERIA

TECHNICAL EVALUATION

Bidders will be evaluated according to the below technical evaluation criteria. Minimum Technical Threshold is **80%**. It must be noted that if the Bidder does not meet the **80%** minimum threshold, the bidder will be disqualified and not be evaluated further.

1.1 Bidders Relevant Experience				
1.1.1 Company Experience The bidder should provide a company profile demonstrating the number of years' experience in the field of Corporate Reputation Survey.				
	Evaluation Criteria	Document as Evidence	Score	Weighting %
Bidders' number of years in business	Five (5) years or more relevant experience	Company Profile	5	10%
	Four (4) years relevant experience		4	
	Three (3) years relevant experience		3	
	Two (2) years relevant experience		2	
	One (1) year relevant experience		1	
	No relevant experience provided		0	

1.1.2 Client References

The bidder should submit a list of past projects accompanied by corresponding reference letters. The bidder must provide **signed** and **dated** relevant reference letters from clients in the past 5 years.

The reference letters must be:

- **on a client's letterhead**
- **signed, dated, and have contactable details.**

Further the bidders' list of projects must be accompanied by a corresponding reference letter.

NB: The evaluation committee reserves the right to verify all letters attached to your proposal.

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Client References	Bidder submitted five (5) or more relevant reference letters corresponding with the list of past projects	List of past projects and reference letters	5	10%
	Bidder submitted four (4) relevant reference letters corresponding with the list of past projects		4	
	Bidder submitted three (3) relevant reference letters corresponding with the list of past projects		3	
	Bidder submitted two (2) relevant reference letters corresponding with the list of past projects		2	
	Bidder submitted one (1) relevant reference corresponding with to the list of past projects		1	
	Bidder did not provide any relevant reference letters or submitted only a list of projects with no corresponding reference letter		0	

1.1.3 Experience of the team lead

The team lead should showcase experience in the relevant field (statistics, market research and social sciences). Specifically, proven knowledge and expertise of conducting a reputation survey, developing a methodology to conduct such studies, project planning, budgets & producing reports.

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Relevant experience	Team lead has seven (7) years of relevant experience plus five (5) or more projects completed within the industry	CV and portfolio of evidence	5	10%
	Team lead has seven (7) years of relevant experience plus four (4) projects completed within the industry		4	
	Team lead has seven (7) years of relevant experience plus three (3) projects completed within the industry		3	
	Team lead has seven (7) years of relevant experience plus two (2) projects completed within the industry		2	
	Team lead has seven (7) years of relevant experience plus one (1) project completed within the industry		1	
	Team lead has seven (7) or less years of experience and no completed projects within the industry		0	

1.1.4 Experience of the key personnel

The key personnel (Deputy) should showcase experience in the relevant field (statistics, market research and social sciences). Specifically, proven knowledge and expertise of conducting a reputation survey, developing a methodology to conduct such studies, project planning, budgets & producing reports.

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Key personnel	The proposed project team has five (5) or more years of experience combined with five (5) projects completed within the industry.	CV and portfolio of evidence	5	10%
	The proposed project team has five (5) years of experience combined plus four (4) projects completed within the industry.		4	
	The proposed project team has five (5) years of experience combined plus three (3) projects completed within the industry.		3	
	The proposed project team has five (5) years of experience combined plus two (2) projects completed within the industry.		2	
	The proposed project team has five (5) years of experience combined plus one (1) projects completed within the industry.		1	
	Key personnel has five (5) or less years of experience and no completed projects within the industry		0	

1.2 Conduct a Corporate reputation survey

The bidder must demonstrate ability to conduct a corporate survey by submitting the following:

- a detailed strategy on delivering of the survey.
- An explicit sampling plan to support the implementation of the survey.
- examples of research tools to be used to gain intelligence on issues that influence corporate reputation as well as to
- measure the status/prominence of the CEF brand in the marketplace.
- proof of a software infrastructure to support the implementation of the survey.
- a project plan (Timelines to deliver the project)

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Corporate reputation survey	The bidder met all six (6) elements	Methodology	5	60%
	The bidder did not meet all the elements as evidence of the methodology		0	

PHASE 2: PRICE AND SPECIFIC GOALS EVALUATION.

CEF (SOC) Ltd will utilise the following formula in its evaluation of Price offers:

$$PS = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

Where:

Ps = Score for the Tender under consideration

Pt = Price of Tender under consideration

Pmin = Price of lowest acceptable Tender

Preference points criteria

[Weighted score 20 points]

Specific goals / Preference Points Claims Form

Evaluation Criteria	Final Weighted Scores
Price	80
Specific goals	20
TOTAL SCORE:	100

A maximum of 20 points will be awarded to a tenderer for specific goals specified for the tender/RFQ as follows:

Specific goals	Points
Historically disadvantaged individual (HDI)	
Enterprises with ownership of 51% or more by person/s who are black	10
Enterprises with ownership of 51% or more by person/s who are women	5
Enterprises with ownership of 51% or more by person/s who are youth	3
Enterprise with ownership of 10% or more by person/s with disability	2
Total	20

Tenders must submit their B_BBEE certificate issued by an authorized body or person or a B-BBEE sworn affidavit to claim preference points.

- The points scored for the specific goal must be added to the points scored for price and the total must be rounded off to the nearest two decimal places.
- The contract must be awarded to the tenderer scoring the highest points.
- If two or more tenders score an equal total number of points, the contract must be awarded to the tenderer that scored the highest points for specific goals, and if two or more tenderers score equal total points in all respects, the award must be decided by the drawing of lots.