

RFQ Number	NO-57/2023
Issue Date	13 June 2023
Closing Date	19 June 2023, by no later than 23:30 pm
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> - vkhosa@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 V Khosa at Tel: (012) 441-1000 or (012) 441- 1241</p>

TERMS OF REFERENCE

1. Purpose

Seda requires the services of a competent service provider with relevant and adequate expertise to produce and publish a profile of Seda in their magazine. The profile will focus on Seda's offerings and successes and its leadership for the 2023/24 financial year.

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.

3. Scope of work

Development and publishing of a Seda Profile in a selected Small Business/SMME Focused magazine

4. Project Deliverables**4.1 SPECIFICATIONS****4.1.1 Placement**

Two (2) quotations are to be provided

4.1.1.1 Cover plus three (3) pages, and**4.1.1.2 Four (4) pages only****4.1.2 Distribution****4.1.2.1 Distribution must be nationally in South Africa****4.1.2.2 Total distribution - between 15 000 and 20 000 copies****4.1.2.3 Target distribution**

- a) All airports
- b) Major and credible bookstores
- c) Business Chambers
- d) SA Foreign offices
- e) Embassies
- f) Government departments

- g) Local Government departments
- h) Business Development Agencies

4.1.2.4 Preference will be given to magazines who also has digital publishing platforms.

4.1.3 Language

4.1.3.1 English

5. Seda's Roles and Responsibilities

- Manage and monitor the project.
- Coordinate meetings/interviews with Seda's Leadership.
- Providing supporting content, images, etc.
- Proofreading and approval of the final profile.
- Seda will not be responsible for the service provider's travelling and accommodation during the project delivery.

6. Service provider's role and responsibilities

- Setting up interviews with Seda leadership for content gathering through the Corporate Communications and Marketing (CCM) unit.
- Writing, editing and production of the profile
- Photography of Seda leadership for the profile
- Publishing and distribution

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 will 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 documents.

8.2 Phase 2: Functionality Criteria

The following criteria will be used for evaluating all price quotations that met the assessment criteria on 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.	<p>Competence and qualification</p> <p>The project manager and team members' CV's detailing their experience, expertise, and qualifications, including the number of years in publishing and/or writing for business-focused magazines and/or other media platforms. (Please attach a CV to confirm this)</p> <ul style="list-style-type: none"> • 3-5 years' experience = 20 points • 1 - 3 years' experience = 10 points • 1 year or less experience = 0 points 	20
2.	<p>Distribution total</p> <ul style="list-style-type: none"> • 20 000 plus publications nationally = 20 points • 10 000 tot 20 000 publications nationally = 15 points • 10 000 and fewer publications nationally = 10 points <p>Distribution area</p> <p>1) Major airports,2) Major bookstores,3) Business Chambers 4) SA Foreign offices,5) Embassies, 6) Government departments 7) Local Government departments,8) Business Development Agencies</p> <ul style="list-style-type: none"> • All eight (8) of the target distribution = 15 points • Five (5) to Eight (8) of the target distribution = 10 points • Fewer than five (5) of the target distribution = 5 points 	<p>20</p> <p>15</p>

3.	Track Record The service provider must provide at least three reference letters from assisted clients for the same or similar projects in the past 3 to 5 years. (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"> • 3 reference letters = 20 points • 2 reference letters = 15 points • 1 reference letter = 10 points • 0 reference letter = 0 points 	20
3	Project Implementation Plan 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, resources, and estimated timeframes <ul style="list-style-type: none"> • All 4 elements = 25 points • 2 to 3 elements = 20 points • Fewer than 2 elements = 5 points 	25
Total Points (A FUNCTIONALITY SCORE OF fewer THAN 70 POINTS WILL ELIMINATE THE PRICE QUOTATION FOR FURTHER EVALUATION)		100

8.3 Phase 3: 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 described in the Preferential Procurement Regulations, as follows:

	Preference Point Criteria	Points Allocation
1.	Price	80
2.	Broad-Based Black Economic Empowerment Status Level of Contribution	20
Total Points		100

9. TERMS AND CONDITIONS

- a. Price quotations submitted must be inclusive of all costs and applicable taxes (VAT) and be valid for a period of at least 30 days.

- b. 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).
- c. 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).
- d. No late price quotations will be accepted under any circumstances.
- e. Suppliers/service providers submitting price quotations must be registered on the National Treasury Central Supplier Database (CSD).
- f. 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.
- g. Suppliers/service providers must complete and return all the required documents, failing which, the supplier/service provider's quotation will be declared invalid.
- h. 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.