

RFQ Number	NO-54/2023
Issue Date	6 June 2023
Closing Date	12 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>via email - mmokaila@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 Mr M Mokaila at Tel: (012) 441-1000 or (012) 441- 1171</p>

Terms of Reference

1. Description:

Media Monitoring & Press Release Distribution Services (12 Month Contract).

2. Background

Seda

The National Small Business Act of 2004 gave the Small Enterprise Development Agency (Seda) the mandate to coordinate and provide non-financial support services to small enterprises through its network of Branches and Service Providers.

Its vision is to make a difference in SMMEs' lives every day and its mission is to promote entrepreneurship and develop small enterprises by providing customised non-financial business support services that result in business growth and sustainability in collaboration with other role players in the ecosystem.

Seda collaborates with many ecosystem stakeholders and allocates significant resources to promote entrepreneurship and the growth of Small, Medium, and Micro Enterprises (SMMEs) throughout the nation. With 53 branches, 46 co-location locations, and 110 incubators, Seda has the largest office network in the nation.

To ensure that small businesses receive high quality and relevant business development services, Seda aims to enhance the organisation's capacity and capabilities to effectively deal with media relations through qualitative and quantitative media monitoring as well as effective press release distribution.

3. Purpose

The purpose of media monitoring is to assist the Stakeholder Management and PR unit to monitor Seda's performance in the media and how it is perceived by ecosystem stakeholders and the public. The press release distribution services will further assist the Stakeholder Management and PR unit to send press releases to a large, targeted audience of journalists, social networks, bloggers, influencers, and traditional or digital media outlets, either automatically or manually.

4. Scope of work

4.1. Media Monitoring

For the monitoring aspect, the service provider will be required to provide an online (including mobile if available) and email delivery service of media clippings. Topics to be covered will include:

- a) Small Enterprise Development Agency (Seda)
- b) Small, Medium and Micro Enterprises (SMMEs)
- c) Business Incubation/Acceleration
- d) Entrepreneurship
- e) Localisation
- f) Department of Small Business Development (DSBD)
- g) Small Enterprise Development Agency (sefa)
- h) Minister of Small Business Development

- i) Township and Rural Economy & Hubs
- j) Co-operative Banks Development Agency (CBDA)

The service provider is expected to provide broadcast media monitoring, print media monitoring, online media monitoring and social media listening, monthly and quarterly reports on specified dates, electronic access to all clippings for identified people and monitoring of all local media in all 9 provinces.

4.2. Press Release Distribution Services

For the press release distribution services portion the service provider will be required to distribute Seda press releases to traditional and digital media outlets, journalists, blogs, other public relations outlets, and business-related media channels.

5. Project Deliverables

5.1. Media Monitoring

- Online and email delivery of media clippings of listed topics (daily)
- Delivery of clippings on listed topics
- Broadcast media monitoring - nationwide
- Print media monitoring - nationwide
- Online/Digital media monitoring - nationwide and internationally
- Monthly and quarterly reports of coverage including analysis which covers key drivers for tonality (positive, negative and neutral), reach and AVE
- Electronic access to clippings to 10 Seda staff members

5.2. Social Media Listening

- Social Media listening across Seda social media accounts- nationwide and internationally including analysis and insights/
- Monthly and quarterly reports on Seda media activity - **Facebook, Twitter, LinkedIn, Instagram and YouTube** including analysis which covers key drivers for tonality (positive, negative and neutral), reach and activity.

5.3. Press Release Distribution Services

- Distribution of Seda press releases to print and broadcast media - nationwide (Unlimited)
- Distribution of Seda press releases to Online/Digital media - nationwide (Unlimited)
- Access to updated journalist databases/distribution lists - nationally, across 9 provinces and major towns and cities in South Africa.
- Distribution analysis (measure the performance of distribution by key metrics such as open and click through rates and the amount of time each recipient has spent reading the press release).
- Quarterly distribution reports including analysis and comments.

6. Time Frames

The appointed service provider will be required to enter a twelve (12) month contract with Seda.

7. Evaluation of the Proposal**7.1 Phase 1: SCM Document Assessment Criteria**

The following assessment will form the basis of the evaluation all price quotations 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 documents.

7.2 Phase 2: Functionality

The following criteria will be used for evaluating all price quotations that met the pre-qualification 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)	Track Record: The Service provider must prove capacity to deliver where two descriptions of similar work done must be provided with traceable references and contact details. <ul style="list-style-type: none"> • Descriptions of similar work done with References a) Media Monitoring = 20 points (10 points per submission) b) Press Release Distribution Services = 10 points (5 points per submission)	30
2)	Experience: The Service Provider should have at 1 year experience in providing media monitoring and press release distribution services. <ul style="list-style-type: none"> • The Service Provider is required to provide a Company Profile which must include: a) Core Business reflecting services in media monitoring	10

3)	(5 Points) b) Core Business reflecting services in press release distribution services (5 Points).	60
	Technical Requirements a) Service provider to provide detailed proposal aligned to the requirements and project deliverables (20 points). b) The service provider must provide examples of monthly media monitoring reports by using Seda as the topic for the months April and May 2023 (40 points).	
Total Points <i>A FUNCTIONALITY SCORE OF LESS THAN (70) POINTS WILL ELIMINATE THE PROPOSAL FOR FURTHER EVALUATION</i>		100

7.3 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

8. 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. No partial/upfront payment will be allowed for this project. Payments will only be made once the project has been completed with agreed and signed reports or site inspection have been conducted.
- c. 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).

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