

## **SCOPE OF WORK FOR THE APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT A REPUTATION STUDY FOR CEF GROUP**

### **1. INTRODUCTION**

CEF (SoC) Ltd is the holding company of various subsidiaries and is mandated by the Department of Mineral Resources and Energy (DMRE) to find energy solutions for South Africa. For more details about CEF visit, [www.cefgroup.co.za](http://www.cefgroup.co.za)

### **2. BACKGROUND**

Bidders are hereby invited to put forward proposals to conduct a comprehensive reputation survey for the CEF Group. The bidders will be expected to conduct a survey to determine the CEF's Group reputation in the public domain.

As part of the survey, the bidders will be expected to produce a comprehensive report.

### **3. TERMS OF REFERENCE**

Bidders will be expected to submit and present a proposal detailing the following:

- The methodology and approach to conduct such a survey.
- A detailed project implementation plan with the budget on the following deliverables.

#### **3.1. PHASE 1 – Conduct CEF's Corporate Reputation Survey**

Conduct the CEF's Group corporate reputation on the following reputational drivers:

- **Measure the reputation of the CEF Group on the following reputational drivers:**
  - ✓ Emotional appeal to all its critical stakeholders in SA;
  - ✓ Financial performance, competitive pricing and prospects for growth
  - ✓ Products and services: Capability in providing innovative solutions in the value chain of oil, gas and renewables,
  - ✓ Leadership in providing thought leadership on matters related to oil, gas and renewable energy value chain,
  - ✓ Developmental mandate of being a good corporate citizen
  - ✓ Workplace environment: being a well organised, good employer and having a good work environment.
  - ✓ Environmental astuteness: implementing environmentally friendly business practices in operations.

#### **3.2 Produce a report with specific recommendations**

- ✓ Produce an Insightful report that can inform, measure or gauge the corporate reputation of the CEF Group amongst its stakeholders'.

#### 4. ELIGIBILITY OF THE SERVICE PROVIDER

The service provider must possess the following competencies and capabilities:

- Strong track record in the undertaking of large-scale reputation studies,
- Proven experience in generating baseline reports, designing reputational dashboards and implementation frameworks thereof.

#### 5. PRICING SCHEDULE

ITEM	Year 1	Year 2	Year3
Development and Implementation of Corporate Reputation Strategy to conduct the survey			
Designing the sampling template for the survey			
Questionnaire development			
Data collection			
Conduct the survey			
Produce the report			
Disbursements (clear fee caps at a lumpsum cost)			
Other costs (Specify)			
<b>Subtotal (excl. VAT)</b>			
<b>VAT (15%)</b>			
<b>Total (Incl. VAT)</b>			
<b>Total for 3 years</b>			

All fees MUST be at a fixed and firm cost, rates will not be accepted. This includes disbursements (clear fee caps at a lumpsum cost).

#### 6. TIME FRAME

The contract will be for a period of three (3) years commencing from the date of appointment.