

REQUEST FOR QUOTATION

SENTECH INVITES SUPPLIERS FOR:

Project title:	REQUEST FOR A QUOTATION(BRAND EQUITY AUDIT SURVEY)		
Quotation or Proposal no:	SENT/BRAND-SURVEY/2021		
Issue date:	28-September-2021		
Closing date:	11-October- 2021		
Closing time:	12h00pm.	Validity period:	30 days

QUOTATIONS OR PROPOSALS TO BE RETURNED TO:

Quotations Administrator			
Telephone no:	+27 11 471 4506	Fax no:	+27 86 676 0057
E-mail:	Quotations2@sentech.co.za		
The physical address of the SENTECH Office where quotation can be submitted to:	SENTECH STP Octave Road, Radiokop ext. 3, Honeydew Johannesburg		

ENQUIRIES RELATED TO RFQ MAY BE ADDRESSED TO:

SCM Official	Qoutations2@sentech.co.za	Telephone no:	+27 11 471 4506
E-mail:	Qoutations2@sentech.co.za		

NB: All quotations must be in a company letterhead.

1. SCOPE OF WORK

We are looking to appoint a specialist service provider to conduct a comprehensive brand equity audit and reputation perception survey, to establish the brand equity of SENTECH and perceptions around SENTECH reputation.

APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT A BRAND EQUITY AUDIT AND A REPUTATION PERCEPTION SURVEY

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Scope of Work	<p>The overall objective of the brand equity audit and reputation perception survey is to help identify both the company and the stakeholders' viewpoint in terms of:</p> <ul style="list-style-type: none"> • The commercial value of the SENTECH brand • Perception, image, reputation and attitude towards the SENTECH brand in the market • Awareness of the SENTECH brand in the market • SENTECH's competitive standing in the market • Effectiveness of brand management efforts • Develop an effective Brand and Reputation Strategy <p>Key deliverables from the brand audit and reputation survey to include the following but not limited to:</p> <ul style="list-style-type: none"> • Provide factors affecting the SENTECH Brand Equity • Provide insights into how SENTECH stakeholders perceive the brand in relation to its competitors (reputational index) • Provide insights that will assist in shaping SENTECH's brand strategy • Highlight opportunities to improve and refocus brand management efforts • Provide brand equity and reputation monitoring tools <p>Key deliverables</p> <p>Phase 1:</p> <ul style="list-style-type: none"> • Project Plan development
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	<ul style="list-style-type: none"> - Project update meetings <ul style="list-style-type: none"> • Development and integration of Stakeholder database <ul style="list-style-type: none"> - Sourcing stakeholder names contact details organisation wide - Sourcing Stakeholder contact details externally (where necessary) - Consolidating and categorising stakeholder document • Develop and translate questionnaires into different community languages • Conducting of survey <ul style="list-style-type: none"> - Telephonic (especially where there is no computer access) - Questionnaires - Alternative approach where there is no access to computers - Sample size with minimal room for error to be achieved • Detailed report and presentation with findings <ul style="list-style-type: none"> - Brand Equity score - Reputation score - Brand Awareness measurement • Presentation of results <p>Phase 2</p> <ul style="list-style-type: none"> • Cross-divisional Brand and Reputation Strategy workshop • Development and Submission Strategy Document <p>A detailed research report, together with a presentation of the findings and recommendations is required.</p> <p>The service provider is to provide the following as part of their proposal:</p> <ul style="list-style-type: none"> • Full company profile detailing relevant experience in the industry • CVs of Key Personnel to be involved in Project (name, qualification, companies / institutions worked for with dates, research work / projects done previously and duration of research experience) • Proposed Research Methodology (how the project will be
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	<p>conducted, fieldwork, desktop research, focus groups, interviews, and statistical analysis)</p> <ul style="list-style-type: none"> • Proposed Project Plan with Schedule (weekly activity plan and allocation of resources) • Provide references letters from contactable references where brand equity audit was conducted (i.e. project description, client, duration, project value, date project undertaken) • Pricing / fee structure • Indicate what brand equity and reputation tools are will be used <p>The survey and report submission should be concluded by end of 2021</p> <p>The whole project to be complete by end of January 2022</p>
<p>Terms and Conditions</p>	<p>SENTECH reserves the right to</p> <ul style="list-style-type: none"> • Extend the closing date • Verify any information contained in a response • Request documentary proof • Cancel or withdraw the requirement • To limit communications to only those Service Providers who meets the requirements. • This request will be subject to the General Conditions of Contract issued in accordance with Treasury Regulation 16A published in terms of the Public Finance Management Act, 1999 (Act 1 of 1999). The Special Conditions of Contract are supplementary to that of the General Conditions of Contract. Where, however, the SCC conflict with the GCC, the SCC shall prevail. • The successful Service Provider may only enter into a subcontracting arrangement with the approval of SENTECH. The successful Service Provider may not subcontract more than 30% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the Service Provider concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract. • SENTECH reserves the right to request a BBBEE transformation plan with clearly defined timelines and milestones if the recommended Service Provider does not meet SENTECH's transformation goals. These milestones must be achieved over the term of the contract. This transformation plan shall be submitted within 10 working days from the written request, failing which SENTECH reserves the right to withdraw its appointment of the preferred recommended Service Provider. • SENTECH shall have the right, at its sole and exclusive discretion, upon written notice to the Service Provider, to terminate this Agreement, in whole or in part should the SERVICE PROVIDER fail to perform any of its obligations or deliver any deliverable timeously or should SENTECH not be satisfied with the quality of any service/s in terms of this Agreement, to the satisfaction of SENTECH.

	<ul style="list-style-type: none"> • SENTECH shall furthermore have the right, as a result of such termination, to appoint a third party to perform the obligations of the Service Provider in terms of the Agreement and the Service Provider indemnifies SENTECH against all costs incurred by SENTECH in appointing such third party to fulfil the obligations of the Service Provider. • SENTECH shall have the right, at its sole and exclusive discretion, to terminate this Agreement, at any time, upon 30 (thirty) days' written notice to the Service Provider. • SENTECH reserves the right to conduct supplier due diligence at any time pre, during and post the contract period. This may include announced or unannounced site visits. • Key resource provided in response should be engage in the project, should there be resource changes the resource levels must be equivalent to the resources in the proposal, with notice and acceptance by SENTECH be understood as special condition of contract. • Service Level Agreement will be signed with the successful Service Provider. <p>SENTECH will renew the contract annually based on satisfactory performance review.</p>
Functional Criteria	<p>Stage 1 Mandatory evaluation</p> <p>Stage 2 Functional evaluation</p>

STAGE 1

Mandatory Eligibility Criteria

The following in criteria is mandatory and proof of submission must be attached: Failure to attach proof will lead to disqualification.

MANDATORY ELIGIBILITY CRITERIA	Attach evidence and Link, reference page number in your proposal
<p>Languages for telephonic surveys and online questionnaires</p> <p>Provide a signed letter on a company letterhead indicating the ability AND commitment to translate the written questionnaire AND conduct telephonic interview into at least the following languages / language groups: Nguni, Sotho, XiTsonga, TshiVenda, English and Afrikaans. The company must also commit to conducting 50% of the survey as telephonic interviews and 50% as the online questionnaire agreeable percentage of telephonic interviews in 45 communities around our sites (5 communities around operation per province) across all 9 provinces in all 6 languages/ language groups specified.</p>	<p>Signed letter on a company letter head</p>

STAGE 2

Functional Evaluation: Must be comprehensive and supported by evidence

Functional criteria	Points
Functional criteria	Weighting factor
<p>Brand equity and Reputation survey experience</p> <p>The company must have worked on at least 4 Brand Equity and Reputation survey projects and reference letters must be provided for all the projects (not more than 2 projects per company will count towards score)</p> <p>Provide reference letters, not older than 3 years, confirming Brand equity and Reputation survey and measurement work done by a company.</p> <p><i>*The reference letters must clearly state that Brand equity and Reputation measurement survey were conducted</i></p>	<p>30 points</p>
6 or more projects	30
5 projects	20
4 projects	10
Less than 4 projects	0

Provide CVs of persons conducting brand equity measurement and reputation research The CV must clearly state the years of experience in conducting nation-wide surveys. The researcher must have at least 5 years' experience in conducting Brand equity and Reputation surveys and calculations.	20
6 or more years	20
5 years	15
4 years	10
Less than 4 years	0
Brand and Reputation workshop facilitation capabilities AND Brand and Reputation Strategy development capabilities Provide CVs that clearly state the number of workshops facilitated AND number of strategies developed	20
8 Brand and Reputation workshops facilitated , and 6 Brand and Reputation strategies developed (both minimum requirements must be met for this score to apply, otherwise a lower score will be allocated)	20
6-7 Brand and Reputation workshops facilitated , and 4 - 5 Brand and Reputation strategies developed (both minimum requirements must be met for this score to apply, otherwise a lower score will be allocated)	15
4 – 5 Brand and Reputation workshops facilitated , and 2 - 3 Brand and Reputation strategies developed (both minimum requirements must be met for this score to apply, otherwise a lower score will be allocated)	10
2 - 3 Brand and Reputation workshops facilitated , and 2 - 3 Brand and Reputation strategies developed both minimum requirements must be met for this score to apply, otherwise no points will be allocated)	5
None of the above	0
Total Points:	70 Points

Suppliers must score a positive score on each criterion, failure to do so will result in disqualification. A total minimum of 40 is required to qualify for further evaluation.

PRICING

Price List

Itemise your quotation.

Description	Rate	Total
	Sub Total	

Total (Including vat)	
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BID SPECIFICATION EVALUATION COMMITTEE (BSEC)

Bid Specification and Evaluation Committee member		Signature	Date
Milisa Kentane	Chair		
Edward Mokolare	Voting		
Monde Ndleleni	Voting		
Zanele Zitha	Voting		
Thamsanqa Zwane	Voting		
Delia Kaunda	Voting		
Brian Mchunu (SCM)	Non-Voting		