

APPOINTMENT OF COMPANY TO PROVIDE BRAND EQUITY AND REPUTATION SURVEY SERVICES TO SENTECH SOC LTD FOR DELIVERY BY 29 MARCH 2024

Scope of Work:	<p>SENTECH SOE is currently looking to appointing a Brand Equity Audit and Reputation Survey company to provide services to Sentech for delivery by 29 MARCH 2023.</p> <p>The provider's main responsibility is to help SENTECH 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 Equity 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 • Project Plan development highlighting key milestone including but not limited to : <ul style="list-style-type: none"> - Provide project milestones from inception execution and delivery • Clear indication of methodology for the two areas of delivery: <ul style="list-style-type: none"> ○ Brand Equity ○ Reputation Index • Development and integration of Stakeholder database <ul style="list-style-type: none"> - Sourcing stakeholder names contact details. - Consolidating and categorising stakeholder document • Conducting of survey <ul style="list-style-type: none"> - Development of Questionnaires • Detailed report and presentation with findings <ul style="list-style-type: none"> - Brand Equity score - Reputation Index score • Presentation of results <p>The survey, report and PowerPoint submission should be concluded by end of March 2024.</p>
Terms and Conditions	<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

- Communication will be limited 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.
- 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 engaged 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.

PRICING DATA

Price List

Description	Rate ate	Total
Preparing for the project (including background research and kick-off meeting)		
Questionnaire development (per stakeholder group, including extensive desk research)		
Preparing for data collection (using the database)		
Developing questionnaires		
Data analysis (qualitative and quantitative)		
Results reporting and presentation		
Emergency afterhours/standby fee per hour		
	Sub Total	
	Total (Including vat)	