

TENDER DATA

Project title:	APPOINTMENT OF AN ONLINE REPUTATION MANAGEMENT COMPANY TO PROVIDE SERVICES TO SENTECH FOR A PERIOD OF 12 MONTHS
Bid no:	SENT/018/2021-22

1. BACKGROUND

Sentech is a state-owned company and is the largest broadcasting signal distributor in South Africa. Sentech is a licensed Electronic Communications Network Service provider in South Africa. It currently operates many telecommunication networks for Satellite, Television, Radio, Internet and more. As such, Sentech is a global enabler of broadcasting and digital content delivery.

Sentech SOE is currently looking to appointing an Online Reputation Management company to provide services to Sentech for a period of twelve (12) months.

The provider's main responsibility is to help SENTECH create an online presence, protect the reputation of SENTECH and leverage owned, earned and paid media to drive the strategy.

2. SUBMISSION OF BIDS and CLOSING

This Bid closes at the stipulated date and time as stated in SBD 1 Notice and Invitation to Bid. Bids must be submitted by hand to the Bid Administrator at SENTECH, Octave Road, Radiokop Ext 3, Honeydew, Johannesburg.

Bidders that choose to submit their bid documents before the closing date and time may do so during working hours only (08:30-15:30).

It is the Bidder's responsibility to ensure that their bid submissions reach the Bid Administrator before the bid closing time as no late submissions will be accepted.

Telegraphic, telephonic, telex, facsimile, e-mail and late Bids will not be accepted. Proposals may be opened in public. Bidders will be advised of the outcome by letter, facsimile or e-mail.

This is a two-envelope system for Bid Evaluation. Bidders must submit their proposal and all supporting documentation in a sealed envelope, clearly marked as follows:

Envelope One "Original Technical Proposal" and one "Copy of Technical Proposal" together with a soft copy in PDF format of an electronic medium e.g. USB etc. The soft copy will consist of a single PDF document containing the complete response. The envelope must contain all information and documents relating to the Bid. (Refer to list of returnable documents).

No Financial Information must be included in Envelope 1.

Envelope Two "Original Financial Proposal" (Contract Date and Pricing schedule/schedule of rates as applicable) together with 1 copy of "Financial Proposal" together with a soft copy in PDF format of an electronic medium e.g. Compact Disk (CD), USB etc. The soft copy will consist of a single PDF document containing the complete Financial Proposal.

Bidders are required to place the sealed **Envelope 1** together **with** the sealed **Envelope 2** into one sealed envelope or container. The sealed envelope or container must be marked with the following information:

- **For Attention**
- **HEAD OF SUPPLY CHAIN MANAGEMENT**
- **BID REFERENCE NO: SENT/018/2021-22**
- **TECHNICAL AND FINANCIAL PROPOSALS**
- **INSERT CLOSING DATE AND TIME**
- **BIDDER'S NAME AND ADDRESS**

Bidders that combine their Technical Proposal with the Financial Proposal (or any financial information) will be automatically disqualified and not be evaluated further. The financial proposal will only be opened and evaluated should the technical proposal be found to be responsive, being that the technical proposal has met the minimum technical evaluation criteria that are set out in the Bid Documents.

The Bidders shall insert a table of contents and bind (ring bind or similar method) the proposal documents and verify the page numbers, as Sentech will not accept any liability with regard to any disputes arising from pages that are missing or duplicated in the aforementioned documents.

Bidders are required to complete and sign all the returnable documentation (refer to list of returnable documents) and initial all pages, drawings and brochures which are included in the reply as Sentech will not accept any liability with regard to any disputes arising from pages that are missing or duplicated in the aforementioned documents.

Late submissions will not be considered.

3. SIGN AND INITIAL

Bidders are required to complete and sign the Bid Forms where required and initial the bottom of all pages, drawings and brochures which are included in the submission as Sentech will not accept any liability with regard to any disputes arising from pages that are missing or duplicated in the aforementioned documents.

Only original signatures will be accepted.

4. COMPLETION OF BID DOCUMENTS

Bidders must ensure that they complete all sections of the Bid Documents as per the requirements in the Bid.

Bidders must use only the Bid documents provided by Sentech. Photocopying of the Bid document is permitted however Bidders must not retype or redraft the Bid documents.

5. COSTS OF PREPARING THE BID SUBMISSION

Bidders shall bear all costs associated with the preparation and submission of the proposals. Sentech shall under no circumstances be held responsible or liable for any costs incurred during the bidding process.

6. ADMINISTRATIVE RESPONSIVENESS CRITERIA

Bidders are required to ensure that they meet all the Administrative Responsiveness Criteria.

7. BBBEE CODES AT SENTECH

Sentech complies with the codes of good practice as prescribed by the DTI, to advance Broad Based Black Economic Empowerment.

8. PRE-QUALIFICATION CRITERIA

With the objective of advancing designated groups, the Bidding condition applicable to this Bid is minimum B-BBEE status level 1 – 4 of contributor as contemplated in PPPFA regulations, 2017 sub regulation 4(1). A Bidder must provide documentary evidence to support their compliance with this prequalification criteria. A Bidder that fails to meet any pre-qualifying criteria stipulated in this Bid document is an unacceptable Bid.

9. SUBCONTRACTING AS A CONDITION OF BID

Not applicable

10. TRANSFORMATION PLAN

A transformation plan is a record of activities an entity intends to undertake to improve its BBBEE Level through Ownership, Management and Control; Skills Development; Enterprise and Supplier Development and Socio-Economic Development.

Sentech reserves the right to request a BBBEE transformation plan with clearly defined timelines and milestones if the recommended Bidder does not meet Sentech's transformation goals. These milestones must be achieved over the term of the contract. This transformation plan must be submitted within 10 working days from the written request, failing which Sentech reserves the right to withdraw its appointment of the preferred recommended Bidder.

11. LOCAL PRODUCTION AND CONTENT

In the case of designated sectors, where in the award of Bids, local production and content is of critical importance, such Bids will contain a specific bidding condition that only locally produced goods, services or works or locally manufactured goods, with a stipulated minimum threshold for local production and content will be considered.

Does this requirement fall under any designated sector as prescribed by the DTI?	Yes	No
If yes, specify the sector		No
Specify minimum threshold applicable		No

*Bidders must fill in the SBD6.2 for Local Content and Production

12. EVALUATION CRITERIA

The evaluation criteria are stipulated in 18 below. It is the Bidder's responsibility to ensure that it has responded to the evaluation criteria. Failure to meet the evaluation criteria will result in the Bidder not being evaluated further. Bidders must ensure that they have included all supporting documentation required to support their response to the Bid.

13. BRIEFING SESSION

Should there be a compulsory briefing session for this Bid, Bidders must ensure that they attend the briefing session and sign the attendance register, as non-attendance or failure to sign the attendance register will automatically disqualify a Bidder from submitting a proposal for this Bid.

All questions raised by Bidders post the briefing session will be consolidated and shared with all Bidders at least seven (7) calendar days prior to closing.

14. CLARIFICATION

Enquiries related to Bid documents may be addressed to the Bid Administrator and Supply Chain Official as stated in SBD 1 Notice and Invitation to Bid.

15. BID EVALUATION METHOD

This Bid will be evaluated as described in the table below.

Two envelope system will be followed for Technical and Price offer	1. Stage 1 – Administrative Responsiveness Evaluation All the Technical Proposals will be evaluated against the Administrative responsiveness requirements as set out in the list of returnable documents. 2. Stage 2 –Technical Evaluation Bidders that complied in full with ALL the Administrative Requirements will be scored against the functional evaluation criteria set out in section Error! Reference source not found..2 below. Bidder that score 70 points and more out of the possible 100 points will be evaluated further. Bidders who fail to score 70 or more points and fail to present proof and evidence to their response to Functional criteria will not be evaluated further. 3. Stage 3 – Price and Preference Financial Proposals for Qualifying Bidders will be opened and evaluated. Bidder's financial offers and BEE certificates will be ranked according to price and preference points from the highest number of points to the lowest.
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16. ADMINISTRATIVE RESPONSIVENESS REQUIREMENTS

To be administratively responsive, Bidders must ensure that they meet all the below mentioned criteria. Bidders that do not meet all the below mentioned criteria may not qualify to be awarded the Bid. Sentech reserves its rights in respect of the below criteria.

- Complete and return all documentation stipulated in the LIST OF RETURNABLE DOCUMENTS.
- All correspondence must be in English.
- Bidders must fill in all sections of this document (where applicable).
- **BLACK INK** must be used when completing the Bid documents.
- Bidders must use only the Bid documents provided by Sentech. Photocopying of the Bid document is permitted however Bidders must not retype or redraft the Bid documents.
- All corrections must be initialled. The use of corrective fluid is strictly prohibited.
- Bidders are required to fill in and sign the Bid Forms and initial all pages, drawings and brochures which are included in the reply as Sentech will not accept any liability with

regard to any disputes arising from pages that are missing or duplicated in the aforementioned documents.

- Bidders must complete an attendance register at each compulsory site meeting attended.
- Appointment of a Bidder will be subject to signing, declaration and submission of SBD 1, 3.1, 3.2, 3.3, 4, 5, 6.1, 6.2 8, and 9 depending on applicability.
- Complete and sign the Contract Data.
- Should this be a 2 envelope or 2 stage system, Bidders MUST separate the technical proposal from their financial proposal. The technical and financial proposals must be placed in two separate sealed envelopes.

17. DISQUALIFICATION

Sentech reserves the right to automatically disqualify Bidders from being awarded this Bid. The following will lead to automatic disqualification:

- Failure to submit a financial proposal, if required.
- The Bidder is or has been involved in any act of corruption or fraud or bribery or collusion or attempt to influence any employee of Sentech to award this Bid or any other Bid to it.

18. TECHNICAL RESPONSIVENESS COMPLIANCE

The Technical Evaluation will encompass evaluation of:

- Mandatory Criteria
- Technical Criteria

18.1 Mandatory Eligibility Criteria

The following criterion is mandatory to all bidders participating in the Online Reputation Management.

Mandatory Criteria	Reference documentation supplied (Indicate page number & paragraph)	Compliance (Yes/No)
Submit a signed letter on a company letterhead committing to 24-hour accessibility and availability when necessary or required by the client	Signed Letter	

18.2

18.3 TECHNICAL EVALUATION CRITERIA

NOTE: Bidders that do not comply with all the above criteria will not be evaluated further.
Functional Criteria

NO	FUNCTIONAL CRITERIA	PROOF REQUIRED	MAXIMUM SCORED
1.	REFERENCE LETTERS		
	Submit reference letters not older than 2 years detailing the actual online reputation plans/strategies implemented. NB: No submission of reference letter on online reputation strategy implemented for other clients no point allocation i. Less than 2 reference letters → 0 points ii. 2-3 reference letters → 05 points iii. 4 reference letters → 10 points	Provide reference letters (on a company letterhead)	10
	Submit reference letters not older than 2 years for online crisis communication plans/ strategies implemented for previous or current clients during a crisis. i. Less than 2 reference letters → 0 points ii. 2-3 reference letters → 05 points iii. 4 reference letters → 10 points	Provide reference letters (on a company letterhead)	10

2.	LINKS		
	Submit links with contactable references to not less than three different social media platforms being currently managed by the bidder's company that are not older than 24 months prior to bid submission. NB: If there are no contactable references supplied there will be no point allocation. i. Less than three links provided → 0 points ii. 3-4 links provided → 5 points iii. 5 or more links provided → 10 points	Submit links to different social media platforms with contactable references	10
4	PROPOSED PROJECT APPROACH AND METHODOLOGY		
	Provide online reputation strategy displaying the following: - Communication approach - Platforms and channels - Activity timelines - Monitoring and analysis - Provider's message development process and content execution - Sentech dedicated online content developer and poster i. The Proposal only 5 or less of the above mentioned areas or without Sentech dedicated resource/s or response rate of more than 1 day → 0 points ii. The Proposal shows all 6 areas, dedicated resource and post/request response rate by allocated resources 7 hours to 1 day → 5 points iii. The Proposal shows all 6 areas as well as a post and request response rate, by allocated resources, of 4 – 6 hours → 10 points iv. The Proposal shows all 6 areas as well as a post and request response rate, by allocated resources, of 1 - 5 hours and weekly proactive content updating → 15 points v. The Proposal shows all 6 areas as well as a post and request response rate, by allocated resources, of 1 - 3 hours, weekly proactive content updating, daily monitoring and weekly reports with posts and pot rating (negative/positive) → 25 points	Submit detailed Proposal	25
5	HUMAN RESOURCE		
	CV of person developing Online reputation or Digital reputation Management Plan (including but not limited to social media). The CV must clearly indicate the number of years' experience and how many online reputation or digital reputation or campaign plans were developed and executed. Digital campaign plans are also acceptable. i. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 3 or more years' experience and having worked on at least 3 accounts. (both minimum requirements must be met for this score to apply). → 5 points ii. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 4 or more years' experience in developing digital/ online reputation plans (not just social media plans) and having worked on at least 5 accounts. Must have at least 2 years crisis plan development	Provide CV	15

	and management experience and must reflect in the CV (All minimum requirements must be met for this score to apply). → 10 points iii. CV of person with experience in developing Online Reputation or Digital Reputation Management Plan, with 5 or more years' experience and having worked on 6 or more accounts. Must have at least 4 years crisis plan development and management experience and must reflect in the CV (All minimum requirements must be met for this score to apply). → 15 points		
	CV of the dedicated person developing the social media content. They must have social media content development experience and it must be clearly reflected in the CV. PCV of person with experience in developing social media content, with 1 - 2 years' experience and having worked on two or less accounts. → 5 points i. CV of person with experience in developing social media content, with 2 - 3 years' social media content development experience and have worked on 3 social media accounts. → 10 points ii. CV of person with experience in developing social media content, with 4 or more years' social media content development experience and have worked on 4 social media accounts. → 15 points	Provide CV	15
	CV of the dedicated person executing website content development. They must have website content development experience and it must be clearly reflected in the CV. The person may be the same as above, however the CV must clearly list website content development and updating separately. i. CV of person with experience in developing website content, with 1 -2 years' experience and having worked on two or less accounts. → 5 points ii. CV of person with experience in developing website content, with 2 -3 years' social media content development experience and have worked on 3 social media accounts. → 10 points iii. CV of person with experience in developing social media content, with 4 or more years' social media content development experience and have worked on 4 social media accounts. → 15 points	Provide CV	15
	Total		100

Total minimum qualifying functional score is **#70 points**. A Bidder must score more than 0 points in each criterion to be evaluated further.

19 Evaluation of Price and Preference

This Bid will be evaluated on a points system based on weighted average score for Price and Preference as per Preferential Procurement Framework Act of 2000 (Act 5 of 2000).

20 Preference Point allocation – 80/20

Price / Preference	Weighting percentage
Preference:	20%
Price:	80 %
Total must equal:	100%

80/20-point scoring system			
Preference: 20 Points		Price: 80 points	
Other: B-BBEE Status Level Contributor			
B-BBEE Level	Number of Points	Price:	100 % (of 80)
1	20	Quality / Functionality:	0 % (of 80)
2	18		
3	14		
4	12		
5	8		
6	6		
7	4		
8	2		
Non-Compliant contributor	0		
		Total must equal:	100% (of 80)

21 Price Calculation 80/20

The following formula will be used to calculate the points for price.

$$Ps = 80 \left[\frac{1 - (Pt - Pmin)}{Pmin} \right]$$

Where:

Ps	=	Points scored for price of bid under consideration
Pt	=	Rand value of bid under consideration
Pmin	=	Rand value of lowest acceptable bid

22 TABLE 1: REFERENCES

Please complete the customer reference table and relevant Contact telephone number and attach reference letters.

Customer	Service Provided	Contact Person	Contact no.	tel.	Contractual commencement date	Contractual completion date
1						
2						
3						
4						
5						

Name of Tenderer	Signature	Date

23 Declaration of Authority

The undersigned, who warrants that he / she is duly authorised to do so on behalf of the enterprise, confirms that the contents of this Bid Data is understood and all requirements will be adhered to.

Name of Bidder	Signature	Date	Designation