



A world class African city



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REQUEST FOR QUOTATION NO: MKT – 4208433 – 2024/2025

APPOINTMENT OF A SERVICE PROVIDER TO DESIGN, SCOPE, COST AND DELIVER A COMPREHENSIVE EXTERNAL COMMUNICATION PROGRAM FOR A PERIOD OF 36 MONTHS

Issued by:
<p>The Joburg Market: Supply Chain Department</p> <p>P.O. Box 86007 Fortune Road City Deep Johannesburg 2049</p> <p><u>quotations@joburgmarket.co.za</u></p> <p>for enquires</p>

Full name of bidding/tendering entity: _____

Contact Person: _____

Tel Number: _____

Contract Price (excl VAT): _____

Contract Price (incl. VAT): _____

Advert date: **13 February 2025**

Closing date and time: **20 February 2025 @ 11H00**

Submission: quotations@joburgmarket.co.za

Bidders to submit a quotation as per the scope of work

1. PROJECT DESCRIPTION

Appointment of a service provider to design, scope, cost and deliver a comprehensive external communication program for a period of 36 months

2. BACKGROUND

As we strive to enhance communication and engagement with our stakeholders, the implementation of a comprehensive newsletter distribution strategy is paramount. Leveraging SMS technology alongside professionally crafted newsletters will enable us to deliver timely updates, important notices, and valuable information to our stakeholders in a convenient and accessible manner. This service will encompass the scoping, design, and distribution of quarterly newsletters for the benefit of our stakeholders

Key components of the service:

- Scope and designing tailored newsletter
- Content creation for the newsletter
- Distribution management of the newsletter link
- Provide periodic analytic reports

3. SCOPE OF WORK

The following outlines the minimum scope of work to be delivered (but is not limited to):

- The service provider will collaborate with our team to scope and design quarterly newsletters, statements, and notices tailored to the interests and preferences of our stakeholders.
- The statements, Newsletters, and Notices will serve as a platform to showcase market updates, industry insights, success stories, and upcoming events, fostering greater engagement and collaboration within our community using their own tools to design.
- The Service Provider should be able to write creatively and demonstrate experience in preparing content for newsletters/publications and in meeting specific/required deadlines (overall responsibility for creative design, writing, editing, proofreading, and quality control of each issue/communique/statement)
- The service provider will oversee the distribution of newsletters, statements, and notices via email, JM website, and other digital channels (including SMS links to access all notices, statements, and newsletters), ensuring optimal reach and engagement using JM systems.
- The service provider will leverage their expertise in email marketing and distribution logistics to maximize the impact of our communication efforts.
- The appointed service provider will be responsible for delivering SMS notifications containing monthly statements, newsletters, and important notices to our stakeholders. This will ensure timely dissemination of information and facilitate effective communication with our diverse

audience.

- The service provider must be able to create standards for the content creation and distribution management for the newsletter, notices, and statements inclusive of designs.
- Embed and incorporate appropriate measurement analytics reporting tools to enable the following information to be collated for reporting on the following open rate (i.e., email read receipt, SMS delivery note status), click-to-open rate, open time, Device/Platform, and time lead.

4. REQUIRED DOCUMENTS

Please note that failure to meet the requirements or to lodge the following documentation and/or proof thereof may lead to an immediate disqualification:

ADMINISTRATIVE REQUIREMENTS (RETURNABLES)

- a) Completed and signed MBD 3.1, 4 and 6.1
- b) All pages of the document must be initialled
- c) Consent and acknowledgments form in terms of the Protection of Personal Information Act (Act 04 of 2013) as amended
- d) Rates and taxes account not older than three months or signed lease agreement
- e) Proof of JV bank account (if applicable)
- f) Copies of share certificates (if applicable)

5. FUNCTIONALITY EVALUATION

Functionality

Minimum Required Score for functionality is: 80 points out of 100 points and any bidder scoring less than 80 points will not be considered for further evaluation.

Note: A bidder/s that scores less than 80 points in respect of functionality, or submits solutions that are not according to requirements will be regarded as submitting a non-responsive bid and will be disqualified.

CRITERION	WEIGHING
Past Relevant Experience in same service with letters from contactable references on the client's letterhead Reference letters must contain the following information: <ul style="list-style-type: none"> • Name of the organisation and contact person • Description of the services provided • Telephone number / email address • Signed and dated 	40
Portfolio of Evidence	20
Methodology	20
Analytics and Measurement	20
TOTAL	100

Past Relevant Experience undertaken in relation to the scope of work (project) within the last five (5) years (attach signed reference letters from contactable references on the client's letterhead with the relevant contact details) Ensure that letters clearly indicate the period that the work was executed	40 Points
Three (3) references in relation to the scope of work	40 Points
Two (2) references in relation to the scope of work	30 Points
One (1) reference in relation to the scope of work	20 Points
Non-submission /Submission not relevant	0 Points
Bidder must submit a portfolio of evidence and provide publication links and printed copies of publications	20 Points
Three (3) or more submissions are provided	20 Points
Two (2) submissions are provided	15 Points
One (1) submission provided	10 Points
Non-submission	0 Points
Provide a detailed methodology on how your entity will produce and deliver the external newsletter, this includes the following:	20 Points

<ul style="list-style-type: none"> a) Detailed project plan/ schedule, b) Proposed timelines c) Resources that will be deployed for the service 	
Three (3) requirements are demonstrated	20 Points
Two (2) requirements are demonstrated	15 Points
One (1) requirement is demonstrated	10 Points
Non-submission	0 Points
<p>The bidder's proposal must address the analytics and measurement requirements. The proposal must clearly articulate the functionalities to be used through screenshots of the tools to prove the analytics requirements:</p> <ul style="list-style-type: none"> a) Reporting Template – Monthly and Quarterly b) Monthly and Quarterly Dashboards c) Successful/ Unsuccessful SMS delivery d) Successful/ Unsuccessful Email delivery e) Clicks on Website Publications 	20 Points
Five (5) requirements are demonstrated	20 Points
Four (4) requirements are demonstrated	15 Points
Three (3) requirements are demonstrated	10 Points
Two (2) requirements are demonstrated	5 Points
Non-submission	0 Points
TOTAL POINTS	100 POINTS

Bidders that qualify pre-evaluation in terms of the functionality cut-off points of 80 points will then be evaluated in terms 80/20 preference point system.

Bidder/s that meets the minimum required percentage or minimum points will be subjected to price and preference points evaluation as per the PPPFA Act, No.5 of 2000 as amended and its associated Regulations, 2022 issued by the National Treasury

**PRICING SCHEDULE – FIRM PRICES
(PURCHASES)**

NOTE: ONLY FIRM PRICES WILL BE ACCEPTED. NON-FIRM PRICES (INCLUDING PRICES SUBJECT TO RATES OF EXCHANGE VARIATIONS) WILL NOT BE CONSIDERED

IN CASES WHERE DIFFERENT DELIVERY POINTS INFLUENCE THE PRICING, A SEPARATE PRICING SCHEDULE MUST BE SUBMITTED FOR EACH DELIVERY POINT

Name of Bidder..... Bid Number.....

Closing Time Closing Date

OFFER TO BE VALID FOR _____ DAYS FROM THE CLOSING DATE OF BID

Item	Description	Unit Price (Year 1)	Total Amount
1	Scope and Designing of external newsletter – 1 copy per quarter		
2	Content Creation of external newsletters – 1 copy per quarter		
3	Distribution Management of external newsletters – 1 copy per quarter		
4	Analytics and Measurement of external newsletters – 1 copy per quarter		
Subtotal			
VAT			
Total Cost			

Escalation for year 2 and 3 will be applicable as per the actual CPI

BID PRICE IN RSA CURRENCY (ALL APPLICABLE TAXES INCLUDED)**

- Does the offer comply with the specification(s)? *YES / NO
- If not to specification, indicate deviation(s)
- Period required for delivery
*Delivery: Firm / Not firm
- Delivery basis

Note: All delivery costs must be included in the bid price, for delivery at the prescribed destination.

** "all applicable taxes" includes value- added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies

DECLARATION OF INTEREST

No bid will be accepted from persons in the service of the state¹.

1. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

2. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1. Full Name of bidder or his or her representative:.....

3.2. Identity Number:

3.3. Position occupied in the Company (director, trustee, shareholder²):.....

3.4. Company Registration Number:

3.5. Tax Reference Number:.....

3.6. VAT Registration Number:

3.7. The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

3.8. Are you presently in the service of the state?

YES	NO
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3.8.1. If yes, furnish particulars.

¹MSCM Regulations: “in the service of the state” means to be –

- (a) a member of –
 - (i) any municipal council;
 - (ii) any provincial legislature; or
 - (iii) the national Assembly or the national Council of provinces;

- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity

or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);

- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

² Shareholder” means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

3.9 Have you been in the service of the state for the past twelve months?

YES	NO
-----	----

3.9.1. If yes, furnish particulars.....

3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid?

YES	NO
-----	----

3.10.1. If yes, furnish particulars.

3.11 Are you, aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid?

YES	NO
-----	----

3.11.1. If yes, furnish particulars

3.12 Are any of the company’s directors, trustees, managers, principle shareholders or stakeholders in service of the state?

YES	NO
-----	----

3.12.1. If yes, furnish particulars.

3.13 Are any spouse, child or parent of the company’s director’s trustees, managers, principle shareholders or stakeholders in service of the state?

YES	NO
-----	----

3.13.1. If yes, furnish particulars.....

3.14 Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract.

YES	NO
-----	----

3.14.1. If yes, furnish particulars:.....

4. Full details of directors / trustees / members / shareholders (If employed by the state)

Full Name	Identity Number	State Employee Number (If employed by the state)

.....

Signature

.....

Date

.....

Capacity

.....

Name of Bidder

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

a) The applicable preference point system for this tender is the 80/20 preference point system.

1.2 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

1.3 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

1.4 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all

applicable taxes less all unconditional discounts;

- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)} & \mathbf{or} & \mathbf{P_s = 90 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)} \end{array}$$

Where

P_s = Points scored for price of tender under consideration

P_t = Price of tender under consideration

P_{min} = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{P_s = 80 \left(1 + \frac{P_t - P_{max}}{P_{max}} \right)} & \mathbf{or} & \mathbf{P_s = 90 \left(1 + \frac{P_t - P_{max}}{P_{max}} \right)} \end{array}$$

Where

P_s = Points scored for price of tender under consideration

P_t = Price of tender under consideration

P_{max} = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system, then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such)

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Means of verification Evidence must be provided to claim points	Number of points allocated (80/20 system)	Number of points allocated (80/20 system) (To be completed by the bidder)
SMME (EME OR QSE)	CSD, B-BBEE Certificate/ Affidavit Sworn under oath	10	
Enterprises located within the City of Johannesburg Metropolitan Municipality	CSD Proof of municipal account/ lease agreement	10	

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- Partnership/Joint Venture / Consortium
- One-person business/sole propriety
- Close corporation
- Public Company
- Personal Liability Company
- (Pty) Limited
- Non-Profit Company
- State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person’s conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be

restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and

(e) forward the matter for criminal prosecution, if deemed necessary.

..... SIGNATURE(S) OF TENDERER(S)	
SURNAME AND NAME:
DATE:
ADDRESS:

CONSENT AND ACKNOWLEDGMENTS IN TERMS OF THE PROTECTION OF PERSONAL INFORMATION ACT 2013 **(POPI)**

This section sets out how personal information will be collected, used and protected by Joburg Market hereinafter referred to as "JM", as required by the Protection of Personal Information Act. The use of the words "the individual" for the purposes of this document shall be a reference to any individual (bidder) communicating with JM and/or concluding any agreement, registration or application, with the inclusion of each of those individuals referred to or included in terms of such agreement, registration or application.

1. What is personal information?

The personal information that JM requires relate to names and surnames, birth dates, identity numbers, passport numbers, demographic information, education information, occupation information, health information, addresses, memberships, and personal and work email and contact details.

2. What is the purpose of the collection, use and disclosure (the processing) of personal information?

JM is legally obligated to collect, use and disclose personal information for the purposes of:

- Reporting initiatives to the City of Johannesburg Municipality;
- reporting to National Treasury all contracts awarded;
- obtaining information related to Tax Compliance information from SARS;
- Verifying information on the National Treasury database of defaulters;
- evaluating and processing applications for registration on the database;
- compiling statistics and other reports;
- providing personalised communications;
- complying with the law; and/or
- For a purpose that is ancillary to the above. Personal information will not be processed for a purpose other than what is identified (the purpose) above without obtaining consent beforehand.

3. How will Joburg Market process personal information?

JM will only collect personal information for the purpose as stated above. Information will be collected in the following manner:

- directly from the individual;
- from service providers who provided with services or goods to JM;
- from JM's own records relating to previous supply of services or goods; and/or
- from a relevant public or equivalent entity.

4. To whom will personal information be disclosed?

The personal information may be disclosed to other relevant public or other entities on whose behalf we act as intermediaries, other third parties referred to above in relation to the purpose or who are sources of personal information, service providers such as professional bodies who operate across the borders of this country (trans border flow of information) where personal information must be sent in order to provide the information and/or services and/or benefits requested or applied for. In the event of another party/ies acquiring all of or a portion of JRA's mandate or functions, personal information will be disclosed to that party but they will equally be obliged as we are, to protect personal information in terms of this policy and the law.

5. Consent and Permission to process personal information:

I hereby agree with the policy and provide authorisation to JM to process the personal information provided for the purpose stated:

- I understand that withholding of or failure to disclose personal information will result in JM being unable to perform its functions and/or any services or benefits I may require from JM.

- Where I shared personal information of individuals other than myself with JM I hereby provide consent on their behalf to the collection, use and disclosure of their personal information in terms of this personal information policy and I warrant that I am authorised to give this consent on their behalf.
- To this end, I indemnify and hold JM not responsible in respect of any claims by any other person on whose behalf I have consented, against JM should they claim that I was not so authorised.
- I understand that in terms of POPIA and other laws of the country, there are instances where my express consent is not necessary in order to permit the processing of personal information, which may be related to police investigations, litigation or when personal information is publicly available.
- I will not hold JM responsible for any improper or unauthorised use of personal information that is beyond its reasonable control.

6. Rights regarding the processing of personal information:

- The individual may withdraw consent to the processing of personal information at any time, and should they wish to do so, must provide JM with reasonable notice to this effect. Please note that withdrawal of consent is still subject to the terms and conditions of any contract that is in place. Should the withdrawal of consent result in the interference of legal obligations, then such withdrawal will only be effective if JM agrees to same in writing. JM specifically draws to the attention that the withdrawal of consent may result in it being unable to provide the requested information and/or services and/or financial or other benefits.
- In order to withdraw consent, please contact the JM Information Officer/SCM
- A copy of the full JM policy is available
- Individuals are encouraged to ensure that where personal information has changed in any respect to notify JM so that our records may be updated. JM will largely rely on the individual to ensure that personal information is correct and accurate.
- The individual has the right to access their personal information that JM may have in its possession and are entitled to request the identity of which third parties have received and/or processed personal information for the purpose. Please note however, that any request in this regard may be declined if:
 - the information comes under legal privilege in the course of litigation,
 - the disclosure of personal information in the form that it is processed may result in the disclosure of confidential or proprietary information,
 - giving access may cause a third party to refuse to provide similar information to JM,
 - the information was collected in furtherance of an investigation or legal dispute, instituted or being contemplated,
 - the information as it is disclosed may result in the disclosure of another person's information,
 - the information contains an opinion about another person and that person has not consented, and/or
 - the disclosure is prohibited by law.

7. Queries relating to breach of personal information:

- Please submit queries relating to the breach of personal information to the JM's information officer and SCM in writing as soon as the breach is discovered

<p>Name: _____</p> <p>Signature: _____</p>	<p>Date:</p>
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