



A world class African city



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

RE - ADVERT - APPOINTMENT OF A SERVICE PROVIDER TO PROCURE SERVICES OF PROFESSIONALS TO DESIGN, SCOPE, COST, AND DELIVERY OF A COMPREHENSIVE EXTERNAL COMMUNICATION PROGRAM FOR A PERIOD OF 36 MONTHS.

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

Full name of bidding/tendering entity: _____

Contact Person: _____

Tel Number: _____

Contract Price (excl VAT): _____

Contract Price (incl. VAT): _____

Advert date: **20 January 2025**

Closing date and time: **27 January 2025 @ 11H00**

Submission: **quotations@joburgmarket.co.za**

Bidders to submit a quotation as per the scope of work

1. 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

2. 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.

3. FUNCTIONALITY EVALUATION

Bidders will be evaluated in terms of functionality, price and specific goals as follows:

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.

Quality criteria	Description	Evaluation Criteria	Points Allocation
Internal Newsletter			
Company Experience	Bidder must provide Client reference letters (contactable references for similar work done)	3 references requirements are demonstrated	40 points
		2 references requirements are demonstrated	30 points
		1 reference requirement demonstrated	20 points
		0 requirements/ No submission	0 points
Portfolio of Evidence	Bidder must portfolio of evidence and provide publication links and printed copies of publications	3 or more submissions are provided	20 points
		2 submissions are provided	15 points
		1 submissions are provided	10 points
		0 submissions/ 0 points	0 points
Methodology	Provide a detailed methodology on how your entity will produce and deliver the external newsletter, this includes the following: a) detailed project plan/schedule, b) proposed timelines, c) Resources that will	3 requirements are demonstrated	30 points
		2 requirements are demonstrated	20 points
		1 requirement demonstrated	10 points
		0 requirements demonstrated/ 0 submission	0 points

	be deployed for this service.		
Analytics and Measurement	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: <ul style="list-style-type: none"> • Reporting Template – Monthly and Quarterly • Monthly and Quarterly Dashboards • Successful/ Unsuccessful SMS delivery • Successful/ Unsuccessful Email delivery • Clicks on Website Publications 	All 5 requirements are demonstrated	40 points
		4 requirements are demonstrated	30 points
		3 requirements are demonstrated	20 points
		2 requirements are demonstrated	10 points
		1 requirement demonstrated	0 points
		0 requirements/ 0 submission	
Total Points			100

Service Providers that qualified 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

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	Unit Price	Total
Scope and Designing		
Content Creation		
Distribution Management		
Analytics and Measurement		
	Subtotal	
	VAT	
	Total Cost Incl VAT	

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.

*Delete if not applicable

DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state¹.
2. 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.
3. 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:

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

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmin = 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:

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

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmax = 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	Number of points allocated (80/20 system)	Number of points allocated (80/20 system) (To be completed by the bidder)
SMME's An 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:
