

REQUEST FOR QUOTATION

SENTECH INVITES SUPPLIERS FOR:

Project title:	APPOINTMENT OF A SERVICE PROVIDER TO UPDATE THE CORPORATE IDENTITY MANUAL FOR SENTECH, DEVELOP VECTOR, JPEG, AI AND EPS FORMATS, DESIGN FORMS, TEMPLATES AND PRODUCT MARKINGS		
Quotation or Proposal no:	SENT/Corporate Identity/2023		
RFQ Issue date:	12-07-2023		
Briefing session date, time and venue	N/a		
Closing date:	20-07-2023		
Closing time:	12h00pm	Validity period:	30 days

You are invited to provide a quote to deliver the goods, services or works defined in the Scope of Work.

QUOTATIONS OR PROPOSALS TO BE RETURNED TO:

Quotations Administrator	
Telephone no:	
E-mail:	Quotations2@sentech.co.za

Form of Offer and Acceptance

Offer

The Employer, identified in the Acceptance signature block, has solicited offers to enter into a contract for the services as stated in the RFQ: Scope of Work

The Service Providers, identified in the Offer signature block, has examined the documents listed in the RFQ and addenda thereto as listed in the Returnable Schedules, and by submitting this Offer has accepted the Conditions of this RFQ.

By the representative of the Service Provider, deemed to be duly authorised, signing this part of this Form of Offer and Acceptance the Service Provider offers to perform all of the obligations and liabilities of the RFQ under the contract including compliance with all its terms and conditions according to their true intent and meaning for an amount to be determined in accordance with the conditions of contract identified in the RFQ.

THE OFFERED TOTAL OF THE PRICES INCLUSIVE OF VAT IS:

(in words)

.....

.....Rand;

R.....(in figures)

THE OFFERED PRICES ARE AS STATED IN THE PRICING SCHEDULE

This Offer may be accepted by the Employer by signing the Acceptance part of this Form of Offer and Acceptance and returning one copy of this document including the Schedule of Deviations (if any) to the Service Provider before the end of the period of validity stated in the RFQ, or other period as agreed.

Signature(s)

Name(s)

Capacity

**For the
tenderer:***(Insert name and address of organisation)*Name &
signature of
witness

Date

Acceptance

By signing this part of this Form of Offer and Acceptance, the Employer identified below accepts the Service Providers Offer. In consideration thereof, the Employer shall pay the Service Provider the amount due in accordance with the conditions of the RFQ. Acceptance of the Service Providers Offer shall form an agreement between the Employer and the Service Provider upon the terms and conditions contained in this RFQ.

Deviations from and amendments to the documents listed in the RFQ and any addenda thereto listed in the Returnable Schedules as well as any changes to the terms of the Offer agreed by the Service Provider and the Employer during this process of offer and acceptance, are contained in the Schedule of Deviations attached to and forming part of this Form of Offer and Acceptance. No amendments to or deviations from said documents are valid unless contained in this Schedule.

The Service Provider shall within two days of receiving a completed copy of this agreement, including the Schedule of Deviations (if any), contact the Employer's agent to arrange the delivery of any securities, bonds, guarantees, proof of insurance and any other documentation to be provided in terms of the conditions of contract identified in the RFQ. Failure to fulfil any of these obligations in accordance with those terms shall constitute a repudiation of this agreement.

Notwithstanding anything contained herein, this agreement comes into effect on the date when the Service Provider receives one fully completed original copy of this document, including the Schedule of Deviations (if any).

Signature(s)

Name(s)

Capacity

**for the
Employer***(Insert name and address of organisation)*Name &
signature of
witness

Date

RFQ Data

1. ADMINISTRATIVE RESPONSIVENESS CRITERIA

- 1.1. Suppliers are required to ensure that they meet all the Administrative Responsiveness Criteria. Suppliers that do not meet all the Administrative Responsive Criteria may not be awarded this Quote. It is the service provider's responsibility to ensure that they are tax compliant and that all required information is submitted to Sentech. Supplier's providing quotations must be registered on the Sentech Supplier Database.
- 1.2. **Quotations must be in a Company Letterhead.**
- 1.3. Quotations or Proposals must be received on or before the closing date and time specified on the Call for Quotation or Proposal document.
- 1.4. Quotations or Proposals must be fully completed and signed in BLACK ink.
- 1.5. Quotations must be submitted via Email.
- 1.6. The Tenderer undertakes to the Purchaser that it will treat as confidential the terms of this RFQ together with all the Purchaser's confidential information and will not disclose such confidential information to any person, firm or company (other than to its auditors and other professional advisers) or to the media, and will not use such confidential information other than for the purposes of this RFQ, subject always to any prior specific authorisation in writing by the Purchaser to such disclosure or use."

2. EVALUATION CRITERIA

The evaluation criteria are stipulated in Section 5. It is the Suppliers responsibility to ensure that it has responded to the evaluation criteria. Failure to meet the evaluation criteria may result in the Supplier being disqualified from being appointed. Suppliers must ensure that they have included all supporting documentation, especially the documentation that may be required to support the response to the evaluation criteria.

3. BRIEFING SESSION

N/A

4. RFQ EVALUATION METHOD

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

Evaluation Method	<ol style="list-style-type: none"> 1. Stage 1 – Administrative Responsiveness Evaluation All the Quotations will be evaluated against the Administrative responsiveness requirements as set out in section 2 of the RFQ Data. 2. Stage 2 – Functional Evaluation Criteria The proposals that COMPLY with the Mandatory evaluation criteria be evaluated against the Functional Criteria. Suppliers meeting the minimum requirement will be evaluated further. 3. Stage 3 – Price and Preference Suppliers with the lowest Price offered will score the highest points. Only Suppliers that submit a valid B-BBEE Certificate can claim preference points in line with the 80/20 Suppliers with the highest number of points will be recommended for the award of this quotation, unless there are compelling and justifiable reasons not to do so.
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5. Evaluation of Price and Preference

The Service Provider will be evaluated on a points system for Price and Preference as per Preferential Procurement Framework Act of 2000 (Act 5 of 2000).

6. TECHNICAL EVALUATION CRITERIA

6.1 Mandatory Evaluation Criteria (Stage 2)

MANDATORY ELIGIBILITY CRITERIA	ATTACH EVIDENCE
1. A company brochure should be attached, confirming ability for the design, layout, development of CI manuals, including branding, use of logo, stationery, marketing material, printing, corporate clothing, audio-visual items, and other relevant portfolios.	Attach evidence in a form of a proposal, accessible external Links, and include reference page numbers in your proposal.
2. The Project lead must be a member of the Marketing Association of South Africa (MASA) to ensure that they adhere to the Code of Conduct that embodies the ethical standards expected of all members of the Marketing Association. MASA serves the interests of the public through upholding professional standards and integrity in the marketing profession and industry. Proof of valid membership to be provided or equivalent.	MASA membership certificate or equivalent.

6.2 Functional / Quality criteria (if applicable)(Stage 3)

Functionality criteria	Weighting factor
<p>1. Previous experience in providing design, layout, development of CI manuals, including branding, use of logo, stationery, marketing material, printing, corporate clothing, audio-visual</p> <p>Portfolio of evidence of previous experience in providing design, layout, development of CI manuals, including branding, use of logo, stationery, marketing material, printing, corporate clothing, audio-visual items</p> <p>Bidders are required to submit contactable, signed reference letters on the client's letter head referencing to the above-mentioned completed for the company not older than 5 years.</p> <ul style="list-style-type: none"> No provided evidence of letters and samples of the CI manuals done= 0 points 1 - 2 letters and samples of the CI manuals done = 10 points 3 - 4 letters and samples of the CI manuals done = 20 points 5 - 6 letters and samples of the CI manuals done = 30 points 6 and more letters and samples of the CI manuals done = 40 points 	40

<p>2. Project Team Lead/Team</p> <p>The bidder must provide a table detailing all members of the team who will be working on the SENTECH CI Manual project, the resources that will be utilized to ensure successful execution of the project, as well as attach their CVs. The table must clearly stipulate the individual roles of the team members, and the CI Manual of the previous projects that the team previously worked on to indicate capabilities</p> <p>The team must comprise of the following qualified role-players:</p> <ul style="list-style-type: none"> No number of experienced of Project manager, Graphic designer, Copywriter and Editor in CI manual projects = 0 points Project manager, Graphic designer, Copywriter and Editor with 3-4 years' experience in CI manual projects = 10points Project manager, Graphic designer, Copywriter and Editor with 5 years' experience in CI manual projects = 15 points Project manager, Graphic designer, Copywriter and Editor with 6 and more years' experience in CI manual projects = 20 points 	<p>20</p>
<p>3. Company Profile (experience)</p> <p>The bidder must demonstrate at least ten (10) years' experience (ranging from 2010 - 2022) in providing ALL the following services through submission of the company profile:</p> <ul style="list-style-type: none"> LOGO Design edit and full colour print, Marketing and Branding Services Media Management and/or Public Relations services. <ul style="list-style-type: none"> 10 years = 5 points 11-15 years= 10 points 16 and more years = 20 points 	<p>20</p>
<p>4. Project plan</p> <p>The bidder must provide an actionable project plan which covers the entire work scope as set out above - with clear deliverables, tasks and sub-tasks and clear timelines that demonstrate an understanding of project implementation planning and execution. A detailed Project Plan should clearly indicate the following:</p> <p>Project Activities, Duration Timeframes, Resources & Means of verification:</p> <ul style="list-style-type: none"> Failed to provide a plan of the timelines for the generic project broken down into tasks and sub-tasks= 0points Provided a plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating an acceptable understanding of the work to be executed= 5points Provided a plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating a good understanding of the work to be executed=10points Provided a precise plan of the timelines for the generic project broken down into tasks and sub-tasks, demonstrating an excellent understanding of the work to be executed=20points 	<p>20</p>
<p>Total</p>	<p>100</p>

Minimum Score to Qualify for Further Evaluation is 70. Suppliers must score a positive score on each criterion.

6.3 Technical Evaluation (Stage 4)

	Item Description	Score	Comments	Proof required
1	N/A			
2				
2.1				
a				
c	Product warranty	2	Above 12year product (2); 10 - 11, year product (1,5); 5 -9 year product (0.1)	Attach spec sheet from Manufacturer
d	Output Performance warranty	2	Equal to or above 25 year perf. (2); 15 - 24 year perf. (1.5); 10 -14 year perf (0.1)	Attach spec sheet from Manufacturer
		<u>10</u>		
	Total score		The pass mark for further evaluation is 120 or more out of 170 points. Any points scored lower than the pass mark will the render the submission disqualified.	

***Bidders must complete the two annexures attached with this document.(i.e. Annexure 1- Compulsory covering sheet and Annexure 2- Technical evaluation).**

6.4 RISK ASSESSMENT (Stage 5)

N/A

6.5 Evaluation of Price and Preference (Stage 6)

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).

7. The price / preference weighting applicable for RFQ are as follows:

Price / Preference	Points
Preference:	20
Price:	80
Total must equal:	100

8. Preference Point allocation – 80/20

Sentech's Specific goals emanate from the section 2(1)d of the Preferential Procurement Policy Act which may include contracting with persons or categories of persons, historically disadvantaged by unfair discrimination on the basis of race, gender and disability. The Reconstruction and Development Programme as published in Government Gazette No 16085 dated 23 November 1994

Sentech will award preference points as follows:

Goal	Points	Evidence required
Historically disadvantaged by unfair discrimination on the basis of Race	10	A valid BBBEE Certificate showing at least 51% black ownership
Historically disadvantaged by unfair discrimination on the basis of Gender (women)	8	A valid BBBEE Certificate showing at least 30% women ownership
Historically disadvantaged by unfair discrimination on the basis of disability	2	A doctor's note confirming disability
Total Points	20	

a. Price Calculation 80/20

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

$$P_s = 80 \left[1 - \frac{(P_t - P_{min})}{P_{min}} \right]$$

Where:

- P_s = Points scored for price of bid under consideration
 P_t = Rand value of bid under consideration
 P_{min} = Rand value of lowest acceptable bid

Scoope of work

<p>Scope of Work</p>	<p>The bidder must make allowance to develop between 35 and 40 forms, with an average number of 15 pages per form, as well as between 20 and 25 templates, with an average number of 7 pages per template. The bidder must make allowance for development of new forms, where necessary (an allowance of 5 is acceptable).</p> <p>The service provider will be required to perform the following:</p> <p>Design a comprehensive CI manual spelling out: The rationale of the manual, SENTECH Mission, Vision, Values and Brand Positioning-</p> <p>The mediums will be used for Website, Mobile, QR Codes, Billboards, Online advertisement ADS and In-line video content for any video/broadcastings.</p> <ul style="list-style-type: none"> • Develop templates and guidelines for the use of the visual identity • The forms and templates must be branded with applicable SENTECH corporate logos and colours • The forms must have drop down options (Word and PDF) where applicable • The forms and templates must be interactive and downloadable of the SENTECH website and Intranet • The forms must be named and numbered, as guided by SENTECH • SENTECH will require samples before printing and uploading on the website for approval first before initial production of work to the appointed/ awarded bidder. • SENTECH must be provided with all forms and templates electronically and they must all be savable and printable including the possibility of enabling password protection on outward facing documents <p>SENTECH retains exclusive ownership (Copywriter/Ownership) of designs created on its behalf; thus, ownership should be given to Sentech as soon as the work is completed.</p> <p>Design, edit and full colour print of the SENTECH Corporate Identity</p> <ul style="list-style-type: none"> ✓ Provide 1 printed Manuals and a soft copy (PDF) to SENTECH ✓ Provide 30 Branded Crystal 64gb USBs to SENTECH with all contents of the Manual Automation of SENTECH Logo (as well as the open files) <p>The Manual must include the following:</p> <ul style="list-style-type: none"> ✓ Introduction (Background/History of SENTECH) ✓ History of the LOGO ✓ Explaining Corporate Identity ✓ Purpose of the Manual ✓ Colour specifications
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- ✓ Typography
- ✓ Correct Use of the Logo (Highlight common Misuses)
- ✓ Minimum Size Requirements
- ✓ Co-Branding Guides and Examples

Technical specification on designs and layout

- Logo components
- Logo typography (fonts) - primary and secondary
- Layout of Logo on grid to determine correct positioning
- Clean spaces around
- Reverse application of the Logo
- Logo colours and backgrounds (dos and don'ts)
- Incorrect and correct use of the Logo
- Smallest allowed size that the Logo may be applied to allow for readability
- Colour specifications of the Logo - (Pantone, CMYK, RGB, Embroidery threads, Vinyl specifications and foiling pantones)
- Corporate and campaign fonts
- Logo usage on background, e.g., photos and graphics
- Brand photography

LOGO DESIGN

Element Associations:

- Logo –symbolism (meaning)
- Logo with and without endorsement
- Logo and the webpage element
- Logo with catch phrase/ slogan
- Association between the SENTECH logo and other logo's (co-branding with other logos)

The Manual must include the design, layout, and specifications of following stationery templates:

- ✓ Letterhead Design
- ✓ Envelope standards
- ✓ Business Cards
- ✓ Name Badges
- ✓ Report Covers
- ✓ A4 Folder
- ✓ PowerPoint Presentation Template
 - Power Point format (normal size and wide size)
 - Use of text on Power Point format
 - Use of diagrams, icons, photos and graphs
 - Colour palettes and correct use of colour
 - Guidelines, page view, font sizes and page numbering on slides
- ✓ Email Signatures
- ✓ Notices
- ✓ Certificate Templates
- ✓ Invitations
- ✓ Programs
- ✓ Event Access Passes
- ✓ Digital guidelines - Media statements, social media, blogs, newsroom, video, audio content, etc
- ✓ Print guidelines
- ✓ Internal Memorandum
- ✓ Policies

- ✓ Banners for e-mail signatures
- ✓ Internal communications tool - 6 x designs
 - General News updates
 - CEO's desk
 - COO's corner
 - Condolences
 - Vacancies
 - Housekeeping
 - New employees
 - Thank you notes

The Manual Must include the following Publication Templates:

- ✓ Brochures and Trifold/Zfold Pamphlets
- ✓ Flyers and Posters
- ✓ Newsletters (Internal and External- Cover & Inner Pages)
Minimum 3 Interchangeable
- ✓ Company profile
- ✓ Integrated Annual Reports

The Manual must include the following advertising templates:

- ✓ Newspaper Advert – Recruitment Advert and Generic Advert
- ✓ Social Media Template/Facebook, Twitter, LinkedIn, Instagram and google ads(ADWORD)
- ✓ Magazine Advert and advertorial/Media Articles
- ✓ Blogs
- ✓ Events
- ✓ etc

Social Media

- ✓ Logo specification, placement and guidelines regarding use of logo
- ✓ Image specification and guidelines regarding use
- ✓ Website branding

Branding material: concepts and design

- ✓ Exhibition stands with different sizes x 3 designs.
- ✓ Marketing collateral
- ✓ Events and trade shows
- ✓ Press release templates and boiler plates
- ✓ Brand colours
- ✓ Logo variant and placement
- ✓ Font type and font size
- ✓ Style and tone of voice
- ✓ Spelling (UK)
- ✓ Banner wall x 3 designs
- ✓ Pull-out banners x 3 designs
- ✓ Gazebos x 4 designs
- ✓ Parasols x3 designs
- ✓ Podium banner x3
- ✓ Flag fountains x 2 design
- ✓ Tablecloths x 2 designs
- ✓ Print and digital collateral mock-ups

The successful bidder will also be expected to perform the following services as duties and responsibilities:

- Conceptualize and design all SENTECH templates and provide initial design concepts for the SENTECH to choose from

	<ul style="list-style-type: none"> • Design, layout of different product markings - Overall design according to client brief - Create SENTECH logos in vector, jpeg, AI and EPS formats - Develop SENTECH templates and product markings and guidelines for the use of the visual identity - Print and digital collateral mockups (including all templates, SENTECH logo and product markings) - Process of coordinating all changes from SENTECH and making sure that they are incorporated to the CI Manual. <p>Planning and programming</p> <p>All currently used forms and templates will be available to the service provided on the working days of appointment. The service provider will be expected to hand the complete project over to SENTECH, by the <u>30 September 2023</u></p> <p>The service provider will be expected to present draft forms and templates to SENTECH, within five (5) weeks of appointment.</p> <p>Other planning matters will be discussed in detail, upon appointment.</p> <p>**All designs must be given to SENTECH in PDF format and in open files on completion of the project and will remain the property of SENTECH.</p>
Terms and Conditions	
Functionality Criteria	<p>Stage 1 Mandatory Eligibility Criteria</p> <p>Stage 2 Functional Criteria</p> <p>Stage 3 Functional evaluation</p>

PRICING/ COST MODEL

The cost breakdown of the work components must be submitted with the RFQ.

Deliverable	Cost (excluding VAT)
Develop/update between 25 and 30 forms, with an average number of 15 pages per form	
Develop between 20 and 25 templates, with an average number of 7 pages per template	
Overall design elements according to specifications	
Updated templates	
Edited soft copy of the CI manual including each of the approved artwork/graphics and guidelines	
One hard copy of the approved CI manual in full colour	
Sub-total (excluding VAT)	
VAT at 15%	
Total (including VAT)	

NB: Bidders can add services and price not on the list above