

**KZN GROWTH FUND TRUST
REQUEST FOR QUOTATION (RFQ)
RFQ REFERENCE NUMBER – KGFT RFQ 2022-04
MARKETING SERVICES**

Closing date : 03 June 2022

Time : 12:00

Submission format : email accounts@kzngf.co.za

Name of the respondent:

Late bids will not be accepted

BID DETAILS

Bid title : Request for quotation for Marketing Services
Procurement Reference Number : KGFT - RFQ 2022/04
Description of Goods & Services : Request for Quotation for Marketing Services
Date of RFQ : 11 May 2022
Date of RFQ CLOSING : 27 May 2022

CONTACT INFORMATION

Any enquiries regarding the bidding procedure may be directed to:

Procurement Officer: Sijabulile Ntshangase
Telephone: 031 372 3720
E-mail: accounts@kzngf.co.za

BIDDER'S DETAILS

NAME OF BIDDER.....
POSTAL ADDRESS
STREET ADDRESS
CONTACT PERSON
TELEPHONE NUMBER Code Number
CELL PHONE NUMBER Code Number
FACSIMILE NUMBER Code Number
E-MAIL ADDRESS

Signature of Bidder Date

1. PURPOSE

The purpose of this Request for Quotation (RFQ) is to invite quotations for Marketing Services for a period of 12 (twelve) months for the Kwazulu-Natal Growth Fund Trust (KGFT)

2. BACKGROUND

KZN Growth Fund Trust (Trust) is a Trust, established and capitalised by the Provincial Government to provide debt and equity. The main objectives of the Trust is to provide support for creating and enabling environment for activities that create jobs and accelerate the economic development of KZN whilst promoting Broad Based Black Economic Empowerment (B-BBEE).

2.1 Procurement Philosophy

It is the policy of KGFT, when purchasing goods and obtaining services to follow a course of optimum value and efficiency by adopting best purchasing practices in supply chain management, ensuring that open and fair competition has prevailed, with due regard being given to the importance of:

- a) The promotion, development and support of businesses from disadvantaged communities (small, medium, micro enterprises, as well as established businesses within those communities) in terms of its BEE Policy;
- b) The promotion of national and regional local service providers and agents before considering overseas service providers and;
- c) The development, promotion and support for the moral values that underpin the above, in terms of KGFT Business Ethics and Guidelines which requires that all commercial conduct be based on ethical and moral values and sound business practice. This value system governs all commercial behaviour within KGFT.

The KGFT wishes to engage with service providers who are equally committed to maintain high quality services and better pricing

3. SCOPE OF SERVICES REQUIRED

Kwazulu-Natal Growth Fund Trust (KGFT) requests proposals from service providers that can plan and execute an integrated marketing communications strategy. The selected service provider will develop and execute the above for a contract period of 12 months. The service provider will be expected to provide the following services:

- **Marketing and Advertising** – Define and implement KGFT's brand strategy. Create and execute integrated marketing campaigns (Above the line, below the line & Through the line) that align with KGFT marketing plans strategy. This includes but is not limited to, campaign ideas and strategies, concept development, execution, layout up to finished art. Specifically the agency must:
 - Develop a marketing plan in line with the KGFT strategy
 - Develop annual concepts for Above-the-line, below-the-line and through-the-line campaigns, activation and promotion based on the main brand campaign.
 - Creative and layout for the entity's annual report.
 - Content generation for various KGFT marketing channels including:
 - Website;
 - Advertorials (Billboards, Broadcast, online, print);
 - Editorials (Billboards, Broadcast, online, print);
 - Features (Broadcast, online, print);
 - Exhibition stand artwork;
 - Digital platforms
 - Design promotional materials including trade marketing tools, branding elements and display material, advertorials and generic adverts.
 - Design event specific material such as templates for invitations, itineraries, power point presentations and flash presentations when needed.
 - Assist with the creative design and concepts for special projects.
- **Media planning, buying and placement** – Develop and execute an integrated media strategy which includes, media research and analysis, media buying strategy, platform selection etc. Included in the above should also be media placement proposed costings and production timelines based on the proposed media schedules. The service provider must demonstrate media value and savings as well as ensure that adverts appear on the booked channels as per approved media schedule and provision of the required proof thereof. The service provider will also be expected to do pre and post campaign performance monitoring and reporting.

- **Strategic Public Relations and content development**– Management of all public relations services. This includes but is not limited to development of the PR strategy as well as the development and execution of PR Plan, reputation management strategy and plan, writing services (speech writing, press releases, editorials, blogs, website, newsletters, marketing material, opinion and thought leadership articles), media training, building relationships with relevant media and key opinion leaders. As part of reputation management, the service provider will be expected to monitor KGFT’s mentions in all media platforms using a tool that KGFT already subscribes to
- **Digital marketing** – Develop and execute a digital marketing strategy, including but not limited to online advertising, content development as well as the management of KGFT social media pages (Facebook, Twitter, LinkedIn & YouTube), Google AdWords, etc. The service provider will be required to work closely with KGFT’s web development and Marketing teams in order to maximise on Search Engine Optimisation initiatives. Specifically the agency must:
 - Develop a robust and effective social media and digital content and approach.
 - Grow and nurture a relevant community on social media through campaigns and influencer engagement.
 - Create hype, talk-ability and awareness of KGFT brand online as well as the physical province.
 - Improve brand loyalty and engagement through relevant content.
 - Improve lead generation through social media to the website.
 - Drive peaks in activity through relevant online/social media campaigns.
 - Implement “Always on” Advertising.
- **Creative development and production** – The service provider will be responsible for executing development of creative work and production thereof including revising and updating the corporate identity (CI) document, design of marketing collateral: posters, flyers, desk drops, promotional items, internal and external brochures etc. The service provider will be expected to provide printing and production services for approved campaign elements. These include but are not limited to internal posters, desk drops and internal brochures, video and radio production.
- **Internal Marketing** – Formulate and develop integrated internal marketing plans/ brand engagement campaigns in order to develop internal brand appreciation. This includes but is not limited to including design concepts for internal video’s, internal launches, annual strategy sessions, company quarterly information sessions, general internal and internal CSI initiatives, employee engagement surveys etc.

- **Reporting and Communication** – The service provider will create weekly and monthly reports for KGFT, documenting the current and previous month's efforts and upcoming initiatives and include analytics data for all digital media initiatives. Maintain weekly communications and bi-weekly (every 2 weeks) status meetings with KGFT to ensure that needs are being met and identify additional marketing opportunities for KGFT.

4. COMPETENCIES AND CAPABILITIES:

- Project management experience and capability to deliver on a project within a deadline.
- Experience in strategic advertising.
- Experience in digital platforms
- Experience in usage of all marketing and communication tools.
- Evidence of previous experience in developing an elaborate communication strategy and implementation plan for a multi-stakeholder clientele;
- Experience in leveraging small budgets.
- Monitoring and evaluating skills of "brand awareness to conversion".
- Proven record of accomplishment in strategic and creative marketing services and in handling innovative through-the-line activities.
- Creative design work of templates as briefed in on a regular basis.
- Report generation monthly or as and when required by client.
- The agency must have a fully functional office in KZN
- Proven record of any previous work done not older than three years in companies within the similar spaces
- Provide at least 5 testimonials from their previous clients (these testimonials should be in their client's letterhead).

5. ACCOUNT RESOURCING

Description	Activity	Type of resource required	Number of resource
Above-the-line Services	Above-the-line services is either thematic, Promotional and/or Ad hoc Producing of world-class creative origination & execution	Media manager	1
		Client service	1
		Traffic & Production	1
		Strategic Planner	1
		Art Director	1
		Copy Writer	1
		Key Account Manager	1
Below-the-line Services	Publications Marketing Collateral Branding CRM Digital Marketing	Client Services	1
		Designer	1
		DTP operator	1
		Digital Marketing Specialist	1

6. FUNCTIONALITY EVALUATION

Evaluation Table

Area of evaluation	Weight	Score
<p>Credentials:</p> <p>Agency credentials against the proposed scope of services as outlined in Number 2 (Scope of Work)</p> <p>Required evidence:</p> <ul style="list-style-type: none"> • A detailed company profiles Your detailed company profile should complies with the aspects broken down under point 2 of the document. • Minimum 3 Reference letters on companies' letterhead (not older than 3 years) • Companies years of experience <ul style="list-style-type: none"> > 1 – 3 Years = 1 > 3 - 5 Years = 2 > 5 - 7 Years = 3 > 7 - 10 Years = 4 > 10 Years = 5 	<p>(25)</p> <p>10</p> <p>10</p> <p>5</p>	
<p>Capabilities:</p> <p>Agency's capability to deliver on the full scope of services as outlined in Number 2 (Scope of Work)</p> <p>A detailed understanding of the scope by the service provider and how they propose to carry out the Scope of the services listed under <u>point 2</u> in the document (methodology)</p>	<p>30</p>	

<p>Previous Experience:</p> <p>Proof of previous relevant experience and examples of previous strategic and creative work produced and paid for by clients that is in line with the KGFT scope as outlined in Scope of Work of the document</p> <p>Portfolio of Evidence (PoE) with a minimum of three (3) accounts of similar scope and magnitude.</p> <p>Each PoE to be in a form of a presentation with at least three (3) slides per account outlining the work done.</p>	20	
<p>Client service:</p> <p>Service providers must submit an organogram that identifies the below team members. CV's of the team must speak to the role they have been identified in as part of the Team and CV's must be accompanied by Certificates / Qualifications</p> <p>Required evidence:</p> <p>Team's responsiveness to the KGFT project and their required evidence:</p> <ul style="list-style-type: none"> • Accounts Manager • Creative Director • Strategist • Content Writer 	(20)	
<p>Value Add:</p> <p>Any value added services to compliment the KGFT scope of services and leverage KGFT's annual budget;</p>	5	
Total Score	100	

7. EVALUATION OF PROPOSALS

7.1 All proposals must be completed and accompanied by:

7.1.1 Company Profile

7.1.2 CV of the Team

7.1.3 Letters of Reference (minimum 3 letters) Letters must be on a company letterhead, signed and dated.

7.1.4 Portfolio of Evidence for 3 accounts

7.1.5 Evidence of registration on the National Treasury Central Supplier Database (or proof of registration);

7.1.6 Tax Compliance Status Pin

7.1.7 Valid BEE Certificate

Failure to submit any of the above documents will disqualify the bidder from further evaluation

7.2. Price Evaluation

7.2.1 Quotations will be subject to an evaluation based price.

7.2.2 Fixed price quotations are required; price must be inclusive of VAT and all costs relating to disbursements.

MARKETING PRICING

		Number of required hours	Price Per Hour	Total Price for the total number of hours allocated
1.	Creative Advertising <ul style="list-style-type: none">• Ads copy, design, development and optimisation (360-degree advertising campaign)• Develop and implement marketing and communication plans• Develop content and creative	350		
2.	Always on advertising <ul style="list-style-type: none">• Media strategy development• Advertising design• Media purchase for social and on-line advertising	100		
3.	Account Management per month <ul style="list-style-type: none">• Account management and meetings (4 meetings per month)	50		
4.	Travel and disbursements (fixed rate) – limited to 10% of retainer fee, payable on prior approval from TKZN			
5.		Subtotal		
6.		Vat		
7.		Total including Vat		

SOCIAL MEDIA PRICING

DESCRIPTION	QTY / UNIT	PRICING
SOCIAL MEDIA		
Editorial Roadmap Development Content Development(Concept, design) Facebook/Google Plus Twitter Instagram	Facebook/Google Plus (20 posts each per month) Twitter (10 Posts per Month) Instagram (10 posts per Month)	
Community Management Post Scheduling Listening Engagment Responding	+ -4 times	
BLOGS 1 PER QUARTER		
Blog x 500 words (1 Per month) - Research, SEO, Writing & Design Upload to website	1 Blog per QUARTER	
ALWAYS ON ADVERTISING - PER MONTH		
Media purchase for Social and online advertising Media Strategy Ads Copy, Design, Development & Optimisation Agency Commission	1 x project	
ACCOUNT & MANAGEMENT - PER MONTH		
Account Management & Meetings	2 meetings	
	SUB TOTAL	
	15% VAT	
	TOTAL incl. VAT	

FIXED COMBINED PRICING

DESCRIPTION	PRICING
MARKETING	
SOCIAL MEDIA	
TOTAL incl. VAT	

8. THE INFORMATION REQUIRED

You are and required to provide the KGFT with a quotation, by **no later than 12:00pm on Friday 3rd June 2022.**

9. SUBMISSION DETAILS

- Submissions must be emailed to accounts@kzngf.co.za attention **Sijabulile Ntshangase** by no later than the stipulated time above.
- For queries, you can contact Nicolette Napier during business hours of 8:00am to 4:30pm, Monday to Friday on 031 372 3720.

Approved by



Lwazi Zondi
Chief Financial Officer

**PART A
INVITATION TO BID**

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (NAME OF DEPARTMENT/ PUBLIC ENTITY)			
BID NUMBER:	KGFT RFQ 2022-04	CLOSING DATE: 03 JUNE 2022	CLOSING TIME: 12H00
DESCRIPTION	MARKETING SERVICES		
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)			
VIA EMAIL			
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO		TECHNICAL ENQUIRIES MAY BE DIRECTED TO:	
CONTACT PERSON	SIJABULILE NTSHANGASE	CONTACT PERSON	NICOLETTE NAPIER
TELEPHONE NUMBER	031 372 3720	TELEPHONE NUMBER	031 372 3720
FACSIMILE NUMBER		FACSIMILE NUMBER	
E-MAIL ADDRESS	sijabulile@kzngf.co.za	E-MAIL ADDRESS	nicolette@kzngf.co.za
SUPPLIER INFORMATION			
NAME OF BIDDER			
POSTAL ADDRESS			
STREET ADDRESS			
TELEPHONE NUMBER	CODE	NUMBER	
CELLPHONE NUMBER			
FACSIMILE NUMBER	CODE	NUMBER	
E-MAIL ADDRESS			
VAT REGISTRATION NUMBER			
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:	OR	CENTRAL SUPPLIER DATABASE No: MAAA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No	B-BBEE STATUS LEVEL SWORN AFFIDAVIT	[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]			
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES ENCLOSE PROOF]	ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES, ANSWER THE QUESTIONNAIRE BELOW]
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS			
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?	<input type="checkbox"/> YES <input type="checkbox"/> NO		
DOES THE ENTITY HAVE A BRANCH IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO		
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO		
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?	<input type="checkbox"/> YES <input type="checkbox"/> NO		
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?	<input type="checkbox"/> YES <input type="checkbox"/> NO		
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.			

**PART B
TERMS AND CONDITIONS FOR BIDDING**

1. BID SUBMISSION:	
1.1.	BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
1.2.	ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED–(NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
1.3.	THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
1.4.	THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).
2. TAX COMPLIANCE REQUIREMENTS	
2.1	BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
2.2	BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
2.3	APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
2.4	BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
2.5	IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
2.6	WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
2.7	NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

CAPACITY UNDER WHICH THIS BID IS SIGNED:
(Proof of authority must be submitted e.g. company resolution)

DATE:

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

with any person who is employed by the procuring institution? YES/NO

2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? YES/NO

2.3.1 If so, furnish particulars:

.....
.....

3 DECLARATION

I, _____ the _____ undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature Date

.....
Position Name of bidder