



National Empowerment Fund

RFP No: NEF 22/2014

**REQUEST FOR PROPOSAL: PROVISION OF
RESEARCH DESIGN SERVICES TO CONDUCT BRAND
AUDIT FOR THE NEF**

CLOSING DATE: 05/02/2015
TIME: 14H00

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

1. Proprietary Information:

The National Empowerment Fund (NEF) considers this tender and all related information, either written or verbal, which is provided to the Bidders, to be proprietary to the NEF. It shall be kept confidential by the Bidders and its officers, employees, agents and representatives. The Bidders shall not disclose, publish, or advertise this specification or related information in part or as a whole to any third party without the prior written consent of NEF.

2. Enquiries

All communication and attempts to solicit information of any kind relative to this tender should be channeled to names provided below:

Contact person (all questions should be in writing)

Enquiries can be directed to:

Name: Ms Kedibone Mboweni

Head: Supply Chain Management

Telephone Number Office: +27 11 305 8000

Fax Number: +27 11 305 8001

Email address: mbowenik@nefcorp.co.za

Technical Enquiries can be directed to:

Name: Mr. Moemise Motsepe

Marketing and Communications Manager

Telephone Number Office: +27 11 305 8000

Fax Number: +27 11 305 8127

E-mail address: motsepem@nefcorp.co.za

3. Medium of Communication

All the documentation submitted in response to this tender must be in English.

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

4. Verification of Documents

Bidders should check the numbers of the pages to satisfy themselves that none are missing or duplicated. The NEF will not be liable for any loss which may occur as a result of any pages or information missing or duplicated from or within the submission.

5. Validity Period

Responses to this Request for Proposal received from Bidders will be valid for a period of **120 days**, calculated from the closing date of the tender.

6. Submission of Tenders

6.1 Tenders should be submitted in duplicate in a sealed envelope endorsed, "(RFP NEF 22/2014 Provision Research Design Services to conduct Brand Audit)". The sealed envelope must be placed in the tender box at the Main Reception area of the NEF West Block, 187 Rivonia Road Morningside by no later than **14h00** on **05 February 2015**.

A briefing session will be held on 28 January 2014 at 14:00 at the NEF Office (HQ).

6.2 The closing date, company name and the return address must also be endorsed on the envelope.

6.3 If a courier service company is being used for delivery of the tender document, the tender description must be endorsed on the delivery note/courier packaging to ensure that documents are delivered into the tender box. The NEF takes no responsibility of late submission due to delays in postal and courier services used by the applicants.

6.4 No tender received by telegram, telex, email, facsimile or similar medium will be considered.

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

- 6.5 Where a tender document is not in the tender box at the time of the tender closing, such a tender document will be regarded as a late tender. Late tenders will not be considered.
- 6.6 In the event that the Bidders wish to amend their submissions once made, an envelope marked “Amendment to tender” together with the other details as required above may be placed in the tender box. Such amendment must reach the NEF before the closing date. No amendment will be accepted after such closing date unless such amendment is as a result of a specific request from the NEF.
- 6.7 The Bidders are responsible for all the costs incurred in relation to the preparation and submission of the tender document including any related amendment, even in the event where such amendment is as a result of a specific request from the NEF.
- 6.8 A list of all references (minimum of 3) with contact details must be included in the tender document.
- 6.9 An original valid Tax Clearance certificate must be included in the tender document. Failure to submit a certificate would render your tender invalid.
- 6.10 A copy/ies of certificates from any professional bodies that you are affiliated to must be attached to the response to this tender.
- 6.11 The following information also needs to be provided with the tender document:
- Names and details of Senior Management.
 - Organogram of your organization.
 - Shareholders Certificate.
 - Details of employees at an Operational Level.
 - Percentage of ownership by:
 1. Black Shareholders
 2. Black Women
 3. White Women

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

- 6.12 The NEF is entitled to amend any tender conditions, the validity period, any specifications, or extend the closing date of tenders before the closing date. All Bidders, to whom tender documents have been issued, will be advised timeously, in writing, of such amendments.
- 6.13 The NEF shall not be obliged to accept the lowest offer or proposal received. The NEF reserves the right to enter into negotiations with a prospective vendor in relation to any terms and conditions, including the price of a prospective contract.
- 6.14 The NEF reserves the right to award this tender to an empowered entity or may award this tender on condition that a joint venture with an empowerment entity is formed.
- 6.15 The NEF may in its sole discretion determine how the tender will be awarded to the successful Bidders. Where the NEF deems fit, the tender may be awarded to Bidders in relation to specific portion of the terms of reference and in certain cases in relation to the entire terms of reference without having to furnish specific reasons. The NEF also reserves the right not to award the tender at all without having to furnish specific reasons.
- 6.16 The Bidders hereby offer to render all or any of the services described in this tender document to the NEF on the terms and conditions and in accordance with the specifications stipulated in this tender document. This tender document and the tenderer's response thereto shall form part of any service level agreement that may be concluded between the NEF and the bidders. In the event of conflict between such documents, the service level agreement shall take precedence over all other documents.
- 6.17 Bidders submitted must be signed by the duly representative of those Bidders, as evidenced by an authorising resolution or such similar document, a certified copy of which document, must be submitted with the tender.

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

- 6.18 Only shortlisted companies will be required by the NEF to prepare for a presentation and will be notified before the actual presentation date.
- 6.19 The Bidders hereby agree that the offer herein shall remain binding upon them during the validity period. This Proposal and its acceptance shall be subject to the terms and conditions contained in this tender document.
- 6.20 The bidder furthermore confirms that he/she has satisfied himself/herself as to the correctness and validity of his/her tender response, that the price(s) and rate(s) quoted cover all the work/item(s) specified in the Tender response documents and that the price(s) and rate(s) cover all his/her obligations under a resulting contract and that he/she accepts that any mistakes regarding price(s) and calculations will be at his/her risk.
- 6.21 The bidder hereby accepts full responsibility for the proper execution and fulfillment of all obligations and conditions devolving on him/her under this tender as the principal(s) liable for the due fulfillment of this tender and any contract that might be concluded pursuant hereto.

CONDITIONS AND UNDERTAKINGS BY BIDDERS IN RESPECT OF THIS TENDER

Name of your Company (in block letters)	
Signature(s) of the Bidders or assignee(s)	
Name of person signing (in block letters)	
Capacity	
Are you duly authorized to sign this tender?	
Company Registration Number	
VAT Registration Number	
Postal address (in block letters)	
Physical address (in block letters)	
Domicillium citandi et executandi in RSA	(full) street address) (in block letters)
Contact Person	
Telephone Number	
Fax Number	
Cell Number	
E-mail	

***Failure to comply with any of the terms and conditions as set out above will invalidate the tender.**

7. EVALUATION CRITERIA

Tenders shall be evaluated in terms of the following parameters and shall be scored on the weightings stated below. Bidders will need to score a minimum of **36 points** in order to be evaluated further

Technical	60 points
Company's research experience & technical knowledge of team-members	24
Ability to add value in respect of scientific performance measurement and ROMI methodologies, including but not limited to media impressions and AVE	18
Ability to commit to proposed solution & timeframes	12
Ability to generate required databases	6

Presentation	40 Points
Only shortlisted companies will be invited for presentation	40

PRICING	90
<ul style="list-style-type: none"> • Prices must be based on the South African Rand • Prices must be VAT inclusive • Prices must clearly indicate a breakdown of fees, expenses and contingency where applicable 	
BEE	10
<ul style="list-style-type: none"> • BEE scoring will be done in line with the new codes of good practice 	

WEIGHTINGS: 90/10 Preference Point System

CRITERIA	POINTS
Price	90
BEE	10
TOTAL	100

SECTION: 2

TERMS OF REFERENCE / SCOPE OF SERVICE

Preamble

The National Empowerment Fund Act No.105 of 1998 established the National Empowerment Fund Trust (NEF), for the purpose of promoting and facilitating economic equality and transformation, by providing development finance for Black empowered South African businesses and by designing investment products in promoting savings and investment activity amongst Black South Africans. The NEF is an agency of the Department of Trade and Industry (**the dti**) and is committed to the implementation of the Broad Based Black Economic Empowerment Act, Act 53 of 2003, and the Codes of Good Practice.

Scope of the Services

Brand Audit Objectives

The research study is intended to achieve the following measurable objectives

- To measure level of Brand Awareness of the NEF among different stakeholders.
- To establish stakeholder perceptions about the NEF.
- To ascertain the expectations and needs of various stakeholder publics.
- Ascertain preferred medium as a primary source of news and information.
- Refine NEF brand elements and positioning within the market place.
- Measure brand equity and investigate alignment between the NEF, its stakeholder expectations and its product and services.
- Measure Return on Marketing Investment and propose a meaningful methodology, formula or tool for same, and thus guide budget allocations.
- Determine appropriate volumes of Media Impressions per annum until the end of Financial Year 2020.
- Determine appropriate volumes of Brand Awareness Growth Projection annually until the end of Financial Year 2020.
- Determine appropriate AVE annual projects up to Financial Year 2020.
- Prepare a comprehensive Competitor Analysis.

- Propose recommendations for the purpose of consolidating a dynamic and responsive Brand Communications Strategy.

Proposed Sample

- The sample must be representative of the universe (all stakeholders).
- The respondents are to be drawn from all the 9 provinces.
- Please be mindful of gender, race, hierarchy, size & geographic demographics.

	Entity	Sample
1	Staff (all levels and regions)	30
2	NEF Investees (owner or manager)	150
3	National Government (chief director upwards): <ul style="list-style-type: none"> • The Presidency • the dti • Economic Development • National Treasury • Provincial Government (Department of Economic Development & Tourism) 	40
4	Black entrepreneurs	400
5	SOEs, corporates and multi-nationals (Tourism, Biofuels, Construction, Agro-processing, Financial Services, Manufacturing, Clothing & Textiles, Transport, ICT & Media, Mining services; Franchising, Automotives, Plastics, pharmaceuticals and chemicals, Business process servicing, Green industries)	150
6	Mass Media (Senior Business Journalists up to Editor in print, radio & TV)	40
7	Civil society and Organised commerce: <ul style="list-style-type: none"> • NAFCOC • Black Business Council • Business Women's Association • Business Unity South Africa • Black Management Forum • ABSIP – Association of Black Securities & Investment Professionals • African Women Chartered Accountants • Free-Market Foundation • National Stokvels Association of South Africa • SABEF – SA Black Entrepreneurs Forum 	30
8	Political Parties represented at Parliament	10
9	Parliamentary Committees (National Assembly & NCOP)	5
10	National and Provincial DFIs (9 provincial + IDC, DBSA, Sefa & Seda)	15
11	Embassies & High Commissions (BRICS, AU & G20)	30
TOTAL SAMPLE		900

Researchers Responsibilities:

- Proposal development
- Professional profiles of research team members
- Set-up and monitoring of research process

- Sampling
- Designing of data collection tools
- Translation of data collection tools and fieldwork material into local languages
- Recruitment and fieldwork
- Generate respondent lists in accordance with proposed levels
- By-weekly (once every two weeks) written progress-updates to the NEF
- Transcription and back-translation of in-depth interviews
- Unstinting professionalism and integrity
- Editing, cleaning and processing of data
- Analysis and report writing (PowerPoint & Word)

Proposed Project Timeframe

Output	Wk -3	Wk -2	Wk -1	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk 10
Briefing to Research Companies													
Submission of Proposals to the NEF													
Appointment of Research Company													
Proposal approval													
Development of data collection tools													
Approval of data collection tools & Verification of respondent lists													
Production & Respondent recruitment													
Fieldwork / data collection													
Data capturing and processing													
Analysis and presentation of 1 st draft report for client review													
Final presentation and submission of reports													

SECTION: 3
BLACK ECONOMIC EMPOWERMENT

BBBEE Supplier Assessment Form

Trading name of entity _____
Contact person _____
Physical Address _____

Contact telephone number _____
Fax number _____
Cell phone _____
Email address _____
Percentage black shareholding (where applicable) _____
Percentage black women shareholding _____
Percentage white women shareholding _____
Do you fall within a gazetted industry charter? _____
Are you a Qualifying Small Enterprise? _____
(Annual turnover between R5 million and R35 million)
Are you an Exempt Micro Enterprise? _____
(Annual turnover less than R5 million) _____

Please attach the BBBEE rating / scorecard certificate.

I, the undersigned, certify that the information contained in this document is accurate and correct. I am fully responsible for any misrepresentation in this document and am aware of the repercussions that may arise as a result of such a misrepresentation.

Name: _____ ID Number/Passport Number: _____

Signed: _____ Date: _____

Position: _____

LIST OF TENDER RETURNABLES (BUT NOT OTHER SUPPORTING DOCUMENTS)

- Original valid Tax Clearance Certificate
- Declaration of Interest form
- Declaration of tenderer's past supply chain management practices
- BEE credentials / rating certificate
- Completed and signed tender document
- A copy/ies of any professional bodies that you are affiliated to
- The following information also needs to be provided with the tender document:
 - Names and details of Senior Management.
 - Shareholders Certificate.
 - Details of employees at an Operational Level.
 - Percentage of ownership by:
 1. Black Shareholders
 2. Black Women
 3. White Women

Failure to submit the required documents will result in the proposal being non-compliant and will be disqualified.

Declaration of tenderer's past supply chain management practices

- 1 This tender may be disregarded if the tenderer, or any of its directors have:
 - Abused the institutions supply chain management systems;
 - Committed fraud or any other improper conduct in relation to such a system; or
 - Failed to perform on any previous contract

- 2 In order to give effect to the above, the following questionnaire may be completed and submitted with the tender

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's database as companies or persons prohibited from doing business with the public sector? (Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).		
4.1.1	If so, furnish particulars		
4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? To access this Register enter the National Treasury's website, www.treasuy.gov.za . click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 326 5445		
4.2.1	If so, furnish particulars		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?		
4.3.1	If so, furnish particulars		
4.4.	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?		
4.4.1	If so, furnish particulars		

I, THE UNDERSIGNED (FULL NAME) CERIFY
THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST
ME SHOULD THIS DECLARTION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder

DECLARATION OF INTEREST

1. Any legal person, including persons employed by the state*, or persons having a kinship with persons employed by the state/NEF, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state/NEF, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority and/or take an oath declaring his/her interest, where-

- the bidder is employed by the state/NEF; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

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

2.1 Full Name of bidder or his or her representative:

2.2 Identity Number:

2.3 Position occupied in the Company (director, shareholder etc):

2.4 Company Registration Number:

2.5 Tax Reference Number:

2.6 VAT Registration Number:

* "State" means –

- (a) 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);
- (b) any municipality or municipal entity;
- (c) provincial legislature;
- (d) national Assembly or the national Council of provinces; or
- (e) Parliament.

2.7 Are you or any person connected with the bidder presently employed by the state/NEF? **YES / NO**

2.7.1 If so, furnish the following particulars:

Name of person / director / shareholder/ member:

Name of state institution OR department to which the person is connected:

.....

Position occupied in the state institution/NEF:

.....

Any other particulars:

.....

.....

.....

2.8 Did you or your spouse, or any of the company's directors / shareholders / members or their spouses conduct business with the state/NEF in the previous twelve months? **YES / NO**

2.8.1 If so, furnish particulars:

.....

.....

.....

2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state/NEF and who may be involved with the evaluation and or adjudication of this bid? **YES/NO**

2.9.1 If so, furnish particulars.

.....

.....

2.10 Are you, or any person connected with the bidder, aware of any relationship (family, friend, other) between the bidder and any person employed by the state/NEF who may be involved with the evaluation and or adjudication of this bid?

2.10.1 If so, furnish particulars.

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2.11 Do you or any of the directors /shareholders/ members of the company have any interest in any other related companies whether or not they are bidding for this contract? **YES/NO**

2.11.1 If so, furnish particulars:

.....

.....

DECLARATION

I, THE UNDERSIGNED (NAME).....

CERTIFY THAT ALL THE INFORMATION FURNISHED IN THIS TENDER SUBMISSION IS CORRECT.

I ACCEPT THAT THE STATE/NEF MAY ACT AGAINST ME IN TERMS OF THE GENERAL CONDITIONS OF CONTRACT ISSUED BY NATIONAL TREASURY OR ANY APPLICABLE LAW SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder