



## REQUEST FOR PROPOSAL (RFP)

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|--|--|
| <b>RFP NUMBER</b>  | <b>RFQ CO 165/10/2020</b>                                      |
| <b>DATE ISSUED</b>   | <b>05 October 2020</b>   |
| <b>PROJECT NAME</b>  | <b>SANSA Brand Revamp</b>                                      |
| <b>CLOSING DATE AND TIME</b>   | <b>14 October 2020 @ 16:00<br/>Extended to 22 October 2020</b> |
| <b>NAME OF PROPOSER/TENDERER</b>   |  |
| <b>CSD SUPPLIER NUMBER (MA NUMBER)</b>                                   |  |
| <b>TELEPHONE NUMBER</b>  |  |
| <b>FAX NUMBER</b>  |  |
| <b>EMAIL ADDRESS</b>   |  |
| <b>PHYSICAL ADDRESS</b>  |  |
| <b>B-BBEE STATUS LEVEL OF CONTRIBUTION</b>                               |  |
| <b>FULL NAME OF SERVICE PROVIDER OR HIS OR HER REPRESENTATIVE</b>        |  |
| <b>IDENTITY NUMBER</b>   |  |
| <b>POSITION OCCUPIED IN THE COMPANY (DIRECTOR, TRUSTEE, SHAREHOLDER)</b> |  |
| <b>COMPANY REGISTRATION NUMBER</b>                                       |  |
| <b>TAX REFERENCE NUMBER</b>  |  |
| <b>VAT REGISTRATION NUMBER</b>   |  |
| <b>QUOTE PRICE (INCL VAT)</b>  |  |
| <b>SIGNATURE</b>   |  |

**Full details of directors / trustees / members / shareholders.**

| Full Name | Identity Number | Personal Tax Reference Number | State Employee member / Personal member |
|-----------|-----------------|-------------------------------|---|
|           |                 |                               |   |
|           |                 |                               |   |
|           |                 |                               |   |
|           |                 |                               |   |
|           |                 |                               |   |

**1. DECLARATION OF INTEREST (SBD 4)**

Any legal person, including persons employed by the state<sup>1</sup>, SANSA Board members or persons having a kinship with persons employed by the state, 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). Given possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the service provider or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- The service provider is employed by the state;
- SANSA Board member; 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

<sup>1</sup>“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

|  |                 |
|--|-----------------|
| Are you or any person connected with the service provider presently employed by the state?<br>If so, furnish the following particulars:<br>Name of person / director / trustee / shareholder/ member:.....<br>Name of state institution at which you or the person connected to the service provider is employed.....<br>The position occupied in the state institution:.....<br>Any other particulars:..... | <b>YES / NO</b> |
|--|-----------------|

|  |   |
|--|---|
| <p>ou are presently employed by the state, did you obtain the appropriate authority to undertake unenerative work outside employment in the public sector?<br/>                 If yes, did you attach proof of such authority to the bid document?<br/> <b>(Note: Failure to submit proof of such authority, where applicable, may result in the qualification of the bid</b><br/>                 If no, furnish reasons for non-submission of such of:.....<br/>                 .....<br/>                 .....</p> | <p><b>YES / NO</b><br/><br/><b>YES / NO</b></p> |
| <p>Did you or your spouse, or any of the company's directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months?<br/>                 If so, furnish particulars:.....<br/>                 .....</p>  | <p><b>YES / NO</b></p>                          |
| <p>Do you, or any person connected with the service provider, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid?<br/>                 If so, furnish particulars:.....<br/>                 .....</p>  | <p><b>YES / NO</b></p>                          |
| <p>Are you, or any person connected with the service provider aware of any relationship (family, friend, other) between any other service provider and any person employed by the state who may be involved with the evaluation and or adjudication of this bid?<br/>                 If so, furnish particulars:.....<br/>                 .....</p>  | <p><b>YES / NO</b></p>                          |
| <p>Do you or any of the directors/trustees/shareholders/members of the company have any interest in any other related companies whether or not they are bidding for this contract?<br/>                 If so, furnish particulars:.....<br/>                 .....</p>  | <p><b>YES / NO</b></p>                          |

**2. Declaration of Service provider's past supply chain management practices (SBD 8)**

2.1 This Standard Bidding Document must form part of all bids invited.

2.2 It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system

2.3 The bid of any service provider may be disregarded if that service provider or any of its directors have-

2.3.1 Abused the institution's supply chain management system

2.3.2 Committed fraud or any other improper conduct in relation to such system; or

2.3.3 Failed to perform on any previous contract.

2.4 To give effect to the above, the following questionnaire must be completed and submitted with the bid.

| Item    | Question   | Yes                             | No                             |
|---------|--|---------------------------------|--------------------------------|
| 2. 4.1  | Is the service provider or any of its directors listed on the National Treasury's database as companies or persons prohibited from doing business with the public sector?<br><br><b>(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).</b>  | Yes<br><input type="checkbox"/> | No<br><input type="checkbox"/> |
| 2.4.1.1 | If so, furnish particulars:  |                                 |                                |
| 2.4.2   | Is the service provider 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)?<br><br><b>To access this Register enter the National Treasury's website, <a href="http://www.treasury.gov.za">www.treasury.gov.za</a>, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445.</b> | Yes<br><input type="checkbox"/> | No<br><input type="checkbox"/> |
| 2.4.2.1 | If so, furnish particulars:  |                                 |                                |
| 2.4.3   | Was the service provider 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?   | Yes<br><input type="checkbox"/> | No<br><input type="checkbox"/> |
| 2.4.3.1 | If so, furnish particulars:  |                                 |                                |
| 2.4.4   | Was any contract between the service provider and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?  | Yes<br><input type="checkbox"/> | No<br><input type="checkbox"/> |
| 2.4.4.1 | If so, furnish particulars:  |                                 |                                |

### 3. Certificate of Independent Bid Determination (SBD 9)

- 3.1 This Standard Bidding Document (SBD) must form part of all bids<sup>1</sup> invited.
- 3.2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms,

if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).<sup>2</sup> Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.

- 3.3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
  - a. disregard the bid of any service provider if that service provider or any of its directors have abused the institution’s supply chain management system and or committed fraud or any other improper conduct in relation to such system.
  - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
- 3.4 This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
- 3.5 To give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

**<sup>1</sup> Includes price quotations, advertised competitive bids, limited bids, and proposals.**

**<sup>2</sup> Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.**

**Certificate of Independent Bid Determination**

I, the undersigned, in submitting the accompanying bid:

\_\_\_\_\_  
(Bid Number and Description)

in response to the invitation for the bid made by:

\_\_\_\_\_  
(Name of Institution)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: \_\_\_\_\_ that:

(Name of Service provider)

- A. I have read and I understand the contents of this Certificate;
- B. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;

- C. I am authorized by the service provider to sign this Certificate, and to submit the accompanying bid, on behalf of the service provider;
- D. Each person whose signature appears on the accompanying bid has been authorized by the service provider to determine the terms of, and to sign the bid, on behalf of the service provider;
- E. For the purposes of this Certificate and the accompanying bid, I understand that the word “competitor” shall include any individual or organization, other than the service provider, whether or not affiliated with the service provider, who:
- (a) Has been requested to submit a bid in response to this bid invitation;
  - (b) Could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
  - (c) Provides the same goods and services as the service provider and/or is in the same line of business as the service provider
- F. The service provider 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 consortium<sup>3</sup> will not be construed as collusive bidding.
- G. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement, or arrangement with any competitor regarding:
- (i) prices;
  - (ii) the geographical area where product or service will be rendered (market allocation)
  - (iii) methods, factors, or formulas used to calculate prices;
  - (iv) the intention or decision to submit or not to submit, a bid;
  - (v) the submission of a bid which does not meet the specifications and conditions of the bid; or
  - (vi) bidding with the intention not to win the bid.
- H. In addition, there have been no consultations, communications, agreements, or arrangements with any competitor regarding the quality, quantity, specifications, and conditions or delivery particulars of the products or services to which this bid invitation relates.
- I. The terms of the accompanying bid have not been, and will not be, disclosed by the service provider, directly or indirectly, to any competitor, before the date and time of the official bid opening or the awarding of the contract.

<sup>3</sup> **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.**

- J. 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.

## REQUEST FOR PROPOSAL OF SANSA BRAND REVAMP

### 4.1 BACKGROUND TO SANSA

The South African National Space Agency (SANSA) has a mandate, as outlined in the South African National Space Agency Act, 2008 (Act No 36 of 2008), to co-ordinate and integrate national space science and technology programmes and conduct long-term planning and implementation of space-related activities in South Africa, for the benefit of the citizens of South Africa

### 4.2 SCOPE OF WORK (TERMS OF REFERENCE)

SANSA is seeking an independent brand design agency that will further develop/ revamp the organisation's corporate identity and visual language.

#### Specifications:

The successful service provider must be able to develop SANSA's revised brand identity, including but not limited to:

- Brand architecture
- Brand identity
- Naming conventions
- Visual language
- Design language system
- Revision of the CI guide
- Develop corporate stationery (letterheads, business cards, invitations, and corporate folders)
- Develop print advertising templates
- Development of corporate literature template (Corporate brochures, Annual Report, newsletter)
- Development of digital material (online adverts, banners, etc)
- Environmental branding (exterior branding of building and interior branding)
- Develop brand relationships branding (SANSA as leader, co-brand and co-branded with DSI)
- **Develop templates (stationery (including letterheads and invitations), projects & reporting templates, business cards, presentation templates, brochure & flyer templates, research posters (A1), newsletter template, print and online ads, registers, Web banner, proposals, leave applications, SCM templates)**
- All templates must be developed in LaTeX (for Linux) and for Microsoft users

## 4. EVALUATION CRITERIA

SANSA promotes the concept of "best value" in the awarding of contracts, as opposed to looking for the cheapest price, which does not necessarily provide the best value. Best value incorporates the expertise, experience, and technical proposal of the organisation and individuals who will be providing the service and the organisational capacity supporting the project team.

SANSA is committed to achieving Government's transformation objectives in terms of the Preferential Procurement Policy Framework Act.



The value of this bid is estimated not to exceed R500 000 (all applicable taxes included) and therefore the **80/20** system shall be applicable.

The procedure for the evaluation of responsive tenders is **Price** and **Preference** method.

Bids will be evaluated in terms of the 80/20 preference points systems, where the 80 points will be used for price only and the 20 points will be awarded to a service provider for attaining the B-BBEE status level of contributor in accordance with the Table below

### Preference

**(ORIGINAL/CERTIFIED B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/SWORN AFFIDAVIT MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE)**

### Calculation of points for B-BBEE status level contributor

Points will be awarded to a service provider for attaining the B-BBEE status level of contributor in accordance with the Table1 below

**Table1: B-BBEE level and points**

| B-BBEE Status Level of Contributor | Number of points (80/20 system) |
|------------------------------------|---------------------------------|
| 1                                  | 20                              |
| 2                                  | 18                              |
| 3                                  | 14                              |
| 4                                  | 12                              |
| 5                                  | 8                               |
| 6                                  | 6                               |
| 7                                  | 4                               |
| 8                                  | 2                               |
| Non-compliant contributor          | 0                               |

### Eligibility Criteria

To be eligible for the price and preferencing evaluation, the service provider must submit the following as per table 2 below.

If there is “**No**” on Table 2 below, the service provider who didn’t submit the required document (s) on the closing date will be disqualified

**Table 2: Eligibility Criteria**

| Criteria  | Attached (Yes/No) | Comments |
|---|-------------------|----------|
| CSD Registration Summary Report with a compliant tax status on the closing date |                   |          |

**Quality/Functionality:**

Scores will be tabulated to 100 points. Respondents must score **70 points** and over to be assessed on their financial offer and preference score.

The allocation of points for the evaluation of quality/functionality is set out in Table 3 below:

**Table 3: Quality/Functionality Criteria**

| <b>Criteria</b>                            | <b>Maximum Points</b> |
|--|-----------------------|
| 1. Methodology                             | 30                    |
| 2. Project Team Experience                 | 20                    |
| 3. Company Experience                      | 20                    |
| 4. Portfolio of Evidence                   | 30                    |
| <b>Total evaluation points for quality</b> | <b>100</b>            |

**Evaluation criteria 1: Methodology/Approach (Proposal Outline)**

The service provider must provide a comprehensive methodology and approach to the SANSA rebrand design to meet the requirements listed in the scope of work.

The scoring of the proposed approach will be as follows:

|                                 | <b>Methodology/Approach</b>  |
|---------------------------------|--|
| <b>Non-Responsive (score 0)</b> | The service provider has not provided an approach/methodology  |
| <b>Poor (score 10)</b>          | The approach is poor or is unlikely to satisfy project objectives or requirements. The tenderer has misunderstood certain aspects of the scope of work and does not deal with the critical aspects of the scope of the work. The approach omits important outcomes and understanding of the scope of work  |
| <b>Good (score 20)</b>          | The approach is specifically tailored to address all scope of work objectives and requirements; and is sufficiently flexible to accommodate changes that may occur during execution.<br><br>The work plan fits the approach well; all important activities are indicated in the scope and their sequencing is appropriate and consistent with project objectives and requirements.<br><br>There is a fair degree of detail that facilitates understanding of the proposed scope of work. |
| <b>Excellent (score 30)</b>     | Besides meeting the “good” rating, the important issues are approached in innovatively and efficiently, indicating that the service provider has an outstanding knowledge of the deliverables.<br><br>The approach details ways to improve the project outcomes and the quality of the outputs. The approach has included timelines and value-added services that are relevant to the project.   |

|  |  |
|--|--|
|  | The sequencing and timing of activities are very well defined, indicating that the service provider has optimized the use of resources and the work plan permits flexibility to accommodate contingencies and risks. |
|--|--|

### Evaluation criteria 2: Project Team Experience

The experience of the service provider's key personnel in similar industry-related projects or similar areas and conditions in relation to the scope of work will be evaluated - **CV's or individuals' profiles must be submitted.** The account project manager must have the required skills. **Failure to submit CV's and portfolio of experience of the branding and marketing specialists, graphic designers, a qualified resource to develop LaTeX templates will result in a loss of 10 points per required team resource (branding and marketing specialists, graphic designers, a qualified resource to develop LaTeX templates) whose CV is not attached.**

|                             | Project Team Experience   |
|-----------------------------|---|
| <b>Poor (score 0)</b>       | Less than 3 years of experience or no CV/Profiles attached. CV's/Profiles do not meet the required skills   |
| <b>Good (score 10)</b>      | Key personnel ha 3- 5 years' experience based on their CVs/ portfolios attached (see requirements above for required skills). Project team portfolios indicate limited to a good experience in corporate identity development related projects, however, they meet the skills criteria for this project |
| <b>Excellent (score 20)</b> | Key personnel have experience exceeding 5 years based on their CVs/ portfolios attached (see requirements above for required skills). Project team portfolios indicate extensive experience in corporate identity development related projects  |

### Evaluation criteria 3: Company Experience

The service provider must provide at least 3 valid reference letters (on the client's letterhead) from companies for which they have provided similar services. Letters must indicate the periods in which such services were rendered.

**Failure to provide all 3 reference letters will result in a score of zero in this category/criterion**

The experience of the tenderer (company) in similar projects or similar areas and conditions in relation to the scope of work will be evaluated.

The scoring of the company experience will be as follows:

|                             | Company Experience  |
|-----------------------------|---|
| <b>Poor (score 0)</b>       | Less than 3 years' experience or no reference letters of work on projects of a similar nature                       |
| <b>Good (score 10)</b>      | 3 to 5 years' experience as well as at least 3 reference letters of work on projects of a similar nature            |
| <b>Excellent (score 20)</b> | 5 years' or more experience as well as at least 3 or more reference letters of work on projects of a similar nature |

#### Evaluation criteria 4: Portfolio of Evidence

The service provider must submit a portfolio of evidence including at least three (3) examples of branding guides and identity collateral developed by the proposed project team. Submission of less than three (3) relevant portfolios of evidence will result in a loss of 20 points.

| Scores                         | Provision of the previous portfolio of evidence  |
|--------------------------------|--|
| <b>Nonresponsive (score 0)</b> | No submission of a portfolio of evidence   |
| <b>Poor (score 10)</b>         | Inaccurate (in relation to the required scope of work) and poor-quality portfolio of evidence submitted  |
| <b>Good (score 20)</b>         | Satisfactory portfolio of evidence submitted   |
| <b>Excellent (score 30)</b>    | Accurate (in relation to the required scope of work), high quality, and relevant portfolio of evidence submitted. The service provider has the sufficient skills required to develop a strong CI and the required templates. |

#### 6. PRICING SCHEDULE

##### Pricing Instructions

1. The Service provider must price all items;
2. Rates are to include all costs with no unspecified cost to allow for a fair evaluation.
3. Payment will be made based on the deliverables (proven progress) for the services rendered/goods received.
4. Payment will only be made based on invoices provided.
5. Offer to be valid for 30 days from the bid closing date.

| DESCRIPTION   | AMOUNT (EXCL VAT) |
|---|-------------------|
| Concept development of new CI/brand identity                                      |                   |
| Development of CI guide   |                   |
| Development of templates (for LaTeX) refer to the list of templates on page 8     |                   |
| Development of templates (for Microsoft) refer to the list of templates on page 8 |                   |
| <b>TOTAL CONTRACT AMOUNT (EXCLUDING VAT)</b>                                      |                   |
| <b>VAT (15%)</b>  |                   |
| <b>TOTAL CONTRACT AMOUNT (INCLUDING VAT)</b>                                      |                   |

## 7. SPECIAL CONDITIONS

- a) Quotations to be returned to Boitumelo Maredi [bmaredi@sansa.org.za](mailto:bmaredi@sansa.org.za)
- b) The contract will not be awarded unless the supplier is registered on the Central Supplier Database. A supplier registration summary with a compliance tax status must be submitted with the proposal. Potential suppliers should contact SANSA should they require assistance in registering on the CSD)
- c) This RFP is part of the Supplier Development Programme (SDP). The recommended service provider will be required to sign an SDP agreement for shorter payment periods for EMEs.
- d) The offices of SANSA are situated at the following address:  
**Enterprise Building**  
**Mark Shuttleworth Street**  
**Innovation Hub**  
**Pretoria**

## 8. TIMELINES

The successful service provider must be in the position to deliver the services 1 month after the purchase order has been issued.

## 9. SUPPORTING DOCUMENTATION AND MINIMUM CRITERIA

In order to demonstrate their capacity and score points with respect to the criteria, tenderers should provide the following supporting documentation.

- a. Original/Certified B-BBEE status level verification certificate/Sworn affidavit must be submitted in order to qualify for preference points for B-BBEE);
- b. Quotation must reflect a cost breakdown, where applicable, prices quoted must be inclusive of VAT
- c. All pages of quotation must be signed by the authorised person
- d. SANSA has the right to withdraw any quotation at any time within the validity of the quotation.
- e. **SANSA reserves the right to invite suppliers/companies to present their bid proposals for final decision**

## 10. DECLARATION

The undersigned, who warrants that he/she is duly authorized to do so on behalf of the enterprise:

- i) confirms that neither the name of the enterprise or the name of any partner, manager, director or another person, who wholly or partly exercises, or may exercise, control over the enterprise appears on the Register of Tender Defaulters established in terms of the Prevention and Combating of Corrupt Activities Act of 2004;
- ii) confirms that no partner, member, director or another person, who wholly or partly exercises, or may exercise, control over the enterprise appears, has within the last five years been convicted of fraud or corruption;
- iii) confirms that I/we are not associated, linked, or involved with any other tendering entities submitting tender offers and have no other relationship with any of the tenderers or those responsible for compiling the scope of work that could cause or be interpreted as a conflict of interest;
- iv) confirms that the contents of this questionnaire/forms (SBD 4, 8 & 9) are within my personal knowledge and are to the best of my belief both true and correct
- v) accept that, in addition to the cancellation of a contract, action may be taken against me should the Declaration prove to be false.
- vi) confirms that the service provider has read the General Conditions of Contract (GCC) and agree with the conditions. The GCC can be found on the SANSA website (<http://www.sansa.org.za/images/Procurement/GCC/GCC.pdf> )

Signed

Date

Name

Position

*Enterprise  
name***Bid Conditions****1. Disqualification**

Please note that if a bid document is not filled in correctly or completely, or complied with the specification, or is delivered/send after the bid closing date and time, or the supplier is not registered on the CSD or supplier has a non-compliant tax status, then,, that service provider will be disqualified. Please return this document with the supporting documents.

**2. Bid Document Submission**

Emailed tender documents will be accepted. However, the onus is on the tenderer to ensure that complete email documents have been received by the SANSA by the due date and time.

Please note that any alterations to the tender document other than filling in the tenderer's details and the tender price will automatically disqualify the tenderer.

**END**