



PQ: 7G: 18838

CALL FOR PROPOSALS: FLORIDA ROAD FLORIDA ROAD BRAND DNA DEVELOPMENT PROJECT

The Economic Development and Investment Promotion Unit of the eThekweni Municipality in association with the Florida Road Urban Improvement Precinct, is calling for proposals from suitably qualified and experienced individuals, companies or consortia to conduct a brand DNA development project with stakeholders of the area.

The main outcome of the project should be a collectively developed brand DNA that addresses the residential / business mix, spatial and architectural development and marketing of this key node in Durban.

The service provider should:

- Be a respected individual or company within a thorough understanding of the Durban social and economic environment.
- Have particular expertise and demonstrated track record in brand and marketing strategy development.
- Be able to design and facilitate multi-stakeholder planning consultations towards development of a place making strategy.
- Be able to supply a minimum of three traceable references related to the scope of work required.

For enquiries and to receive the Terms of Reference please contact Sindi Mgobhozi at the Economic Development and Investment Promotion Unit, at Sindisiwe.mgobhozi@durban.gov.za. Detailed terms of reference will be available at Corporate Procurement (MMB), Archie Gumede place (formerly Old Fort place).

Submission deadline: 11H00 on Wednesday 17th February 2016

Place of submission: **Tender box at Archie Gumede's place, Corporate Procurement Building** by reception

