



**Contract number: 7N-38608**

**Request for Proposals:**

**Printing of Marketing and Promotional Material  
for The Durban EDGE programme**

Economic Development and Investment Promotion Unit

EThekweni Municipality

# Request for Proposals:

## EDGE Printing of Marketing and Promotional Material

### 1. Introduction

The EThekweni Municipality requires the skills of a specialist printing firm with experience in printing promotional items such as banners, innovative corporate gifts, and professional stationery to undertake work necessary for the enhancement of the new The Durban EDGE brand for the Policy, Strategy, Information and Research (PSIR) Department of the Economic Development and Investment Promotion Unit (ED&IPU).

### 2. Background Information

The PSIR Department has developed a brand, the EDGE, under which quarterly publications, research papers and other materials are published and distributed to a wide target audience. The audience includes business, public sector officials, academia and other stakeholders.

PSIR recently felt the need to redesign and rebrand the EDGE programme, in order to keep up with developments in contemporary communication platforms, and the growth of the City's business database. Having resigned the new brand, the programme requires a new set of banners, promotional items and corporate gifts in order to accompany the launch of the brand and in order for the programme to be identified with it from henceforth. The new brand will be revealed to the successful service provider.

### 3. Purpose and Objective of Project

The objective of this project is to print corporate and promotional material that is:

- Professional,
- Innovative, and
- Appealing;

For the purposes of marketing the new brand, and establishing its presence in Durban and beyond. The purpose is to captivate the recipient and ensure that the department is viewed as providing "cutting-edge" and "premium" information to its recipients.

### 4. Scope of Project

The printing of marketing and corporate material, distributed by PSIR, entails the printing of:

- 4.1. 1 (3m x 2.25m) wall banner (frame excluded),

- 4.2.2 pull up banners (frames included),
- 4.3.2 flag banners (frames included), and
- 4.4.3 **innovative** corporate stationery items; quantities of 100 each (e.g. 1 diary with 1 colour page inside, with key facts of the eThekweni economy; 4 x business card USB; and 1 high end/ luxury pen).

The service provider is required to propose options for each of the 4 sets of items required above, based on their own in house printing templates and capabilities, and corporate gift supplies.

*Layout and design* of the brand on all material will be done in house (by eThekweni Municipality), and provided in print ready format to the service provider for printing on the items.

## 5. Tasks and Duties

The appointed service provider will be required to undertake the following tasks and duties for the successful completion of this project:

- 5.1. Propose size and material options for items 4.1 – 4.4 above, for approval by PSIR.
- 5.2. Await in house layout and branding design in print ready format by eThekweni Municipality, on approved items as above.
- 5.3. Provide samples of printing material for items 4.1 to 4.4 (either provide previously printed material for other similar work done, or particularly for item 4.4, provide new samples altogether).
- 5.4. Print all 4 sets of items as per 4.1 – 4.4, and
- 5.5. Deliver items to PSIR offices at no. 41 Margaret Mncadi Avenue, Durban; 12<sup>th</sup> Floor Rennes’s House; in appropriate packaging.

## 6. Milestones and Timeframes

The project timeframe will be **30 calendar days, commencing at the end of July 2018, and ending in August 2018**. Banners are to be ready for an EDGE seminar on the 1<sup>st</sup> September 2018. Below is an overview of the required milestones per key task.

Task	Time frame/ phase
6.1. Propose size and material options for items 4.1 – 4.4 above, for approval by PSIR	To be included in proposal/ quotation, and revised upon request; upon awarding of contract.  **suggestions provided by service provider in proposal will form part of assessment (see section 9).  Revisions should not take more than <b>3 days</b> .
6.2. Await in house layout and branding design in print ready format by	Branding and printing design of material will be sent to the service provider within just

Task	Time frame/ phase
eThekwini Municipality, on approved items as above.	over 1 week ( <b>8 days</b> ) of finalisation and approval of revisions (6.1).
6.3. Provide samples of printing material for items 4.1 to 4.4 (either previously printed material for other similar work done, or particularly for item 4.4, new samples)	Printing samples required within <b>4 days</b> of print ready designs being provided (6.2) as above.
6.4. Print all 4 sets of items per 4.1 – 4.4.	Once samples are approved, printing should take no more than <b>8 days</b> . This means, all printing; incl. both samples and all bulk marketing material, should take a total of 12 days.
6.5. Deliver items to PSIR offices at no. 41 Margaret Mncadi Avenue, Durban; 12th Floor Rennes’s House. Items are to be delivered in appropriate packaging.	Delivery is required within <b>2 days</b> of the completion of printing.

\*Provision of 5 extra calendar days has been made to absorb risks.

The timing for each output will be further discussed and agreed upon when awarding the contract.

**Please note that proposals must be submitted with 3 copies and one copy of samples.**

## 7. Copyright on Documents

Please note that as a requirement of this project, all output and copyright thereof will become the property of eThekwini Municipality. The material developed under this project shall by no means be used by any other sources. In the event of termination of this appointment, the PSIR Department reserves the right to use all or any parts of the documentation for completion of the project.

## 8. Project Team Requirements

The project team will be required to possess the following knowledge and/or experience:

- Minimum 3 years’ experience in printing, including a portfolio or sample of previous work upon request.
- References from previous clients from previous work done either as a team or individually.

## 9. Proposal and Financial Issues

All interested service providers should submit a proposal that displays an understanding of the requirements of the project. The proposal should include (but is not limited to):

- A project plan
- Cost breakdowns per submission
- Timelines (keeping within the deadlines specified in section 6)

Please note that the appointment will be made in terms of the Council's Procurement Policy.

The following requirements must be adhered to as part of the tendering process:

- The quotation (to be included with the proposal) shall include total cost, VAT and disbursements as separate figures. A schedule of projected time and financial cost per phase, must be provided
- Tax clearance certificate
- (MBD 9) Forms:
  - Original Certificate of Independent Bid Determination
  - Original Declaration of Interest
  - Original Declaration of Municipal Fees
  - Original BBBEE certification

These terms of reference are subject to any changes which may stem from a negotiation of the final terms with the service provider, as well as any additional budget which may be allocated to the project.

Payment arrangements will be negotiated on the basis of the completion of project milestones and will be outlined in the letter of appointment. Final payment will be paid on full completion of the project and the receipt of the final set of deliverables.

The adjudication of this Request for Proposal will be in terms of MFMA Circular 53 (Municipal Finance Management Act No. 56 of 2003), whereby FUNCTIONALITY is included in this bid as a criterion and will be assessed in terms of the evaluation criteria detailed in the table below. Any bid which fails to meet the minimum threshold of 70 out of 100 points for functionality will be disqualified. Thereafter, only qualifying bids will be evaluated in terms of the 80/20 preference points system where 80 points is used for price only and 20 points are used for BEE points.

The adjudication of this Request for Proposal will be in terms of the criteria presented below and be in compliance with the scope, purpose, and methodology of the intervention.

## Evaluation Criteria

In terms of amended guidelines in respect of bids that include functionality as a criterion for evaluation, the evaluation of the proposals will be conducted in two stages.

CRITERIA		MAX SCORE
<b>STAGE 1</b>		
<b>1. Response to the brief</b>		<b>40</b>
1.1.	<p>Does the proposal clearly demonstrate good understanding of the brief? All key deliverables are distinctly identified and adequately address.</p> <ul style="list-style-type: none"> <li>○ Nil – No submission</li> <li>○ Poor (score 40%; 8 points) – The proposal shows limited understanding of the brief and project, has not adequately dealt with the key challenges.</li> <li>○ Satisfactory (score 70%; 14 points) – The brief is well understood, clearly articulated, and key components are adequately addressed. The proposal reflects necessary concepts but has insufficient detail for it to be distinctive.</li> <li>○ Good (score 90%; 18 points) – the proposal clearly demonstrates an understanding of the project’s brief. All key components are adequately addressed. It reflects sufficient detail and vision for it to be distinctive.</li> <li>○ Very good (score 100%; 20 points) - A unique proposal that is strongly aligned to and identifiable with the project. It identifies and deals well with all the brief criteria and has the potential to leave a broader legacy.</li> </ul>	<b>20</b>
1.2.	<p>Are the suggestions for marketing material and corporate stationery innovative, professional, and practical?</p> <ul style="list-style-type: none"> <li>○ Nil – No submission/ no suggestions provided.</li> <li>○ Poor (score 40%; 8 points) – Suggestions provided are inappropriate, (e.g. impractical or not corporate) and or the brief was clearly not understood.</li> <li>○ Satisfactory (score 70%; 14 points) – The suggestions are standard and appropriate, but generic and lack innovation.</li> <li>○ Good (score 90%; 18 points) – The suggestions are appropriate and innovative and efficient.</li> <li>○ Very good (score 100%; 20 points) – Besides meeting the “good” rating, the suggestions are distinctive/ outstanding.</li> </ul>	<b>20</b>
<b>2. Expertise and experience</b>		<b>40</b>
<p>Does the service provider and team members have relevant and sufficient experience and expertise in projects of similar nature and scale (minimum 3 years)?</p> <ul style="list-style-type: none"> <li>○ Nil – No submission/ indication of experience.</li> </ul>		

CRITERIA	MAX SCORE
<ul style="list-style-type: none"> <li>○ Poor (score 40%; 16 points) – The team has less than 3 years of experience. Either this, or the team has more than 3 years of experience, but has not included references to prove it.</li> <li>○ Satisfactory (score 70%; 28 points) – The tenderer has relevant experience in projects of similar nature (3 years or more), and has references, but has not directly undertaken a project of this magnitude; i.e. tenderer has undertaken small scale projects of this nature.</li> <li>○ Good (score 90%; 36 points) – The tenderer has extensive experience in projects of similar nature and magnitude (3 years or more). The key personnel allocated have extensive relevant experience.</li> <li>○ Very good (score 100%; 40 points) – The tenderer has outstanding experience in projects of similar nature (5 years or more) and has taken many such projects. There are references to prove this.</li> </ul>	
<b>4. Cost Breakdown</b>	<b>20</b>
Are the costs in proportion to the end product? <ul style="list-style-type: none"> <li>○ Nil – No submission</li> <li>○ Poor (score 40%; 8 points) – unacceptable proportion</li> <li>○ Satisfactory (score 70%; 14 points)– adequate proportion</li> <li>○ Good (score 90%; 18 points) – reasonable proportion</li> <li>○ Very good (score 100%; 20 points) – fully in proportion</li> </ul>	
<b>TOTAL</b>	<b>100</b>
<b>STAGE 2</b>	
Price: overall budget of the project	80
BEE: empowerment status	20
<b>GRAND TOTAL</b>	<b>100</b>

**THE MINIMUM THRESHOLD FOR FUNCTIONALITY IS 70 OUT OF 100 POINTS. ANY BID WHICH FAILS TO MEET THIS MINIMUM THRESHOLD WILL BE DISQUALIFIED. ONLY BIDS SCORING 70 AND ABOVE WILL PROCEED TO STAGE 2.**

#### **10. Project Budget/Professional Re-imburement**

The consultant is to prepare a detailed budget which is not to exceed R 200 000 inclusive of disbursements and VAT.

#### **11. Method of Re-imburement**

The first payment will be made upon satisfactory completion of the first publication template, and thereafter in stages according to the other deliverables as specified in the TOR. Final payment will be made upon successful completion of the entire project and handover to the Deputy Head: Policy, Strategy, Information and Research.

## **12. Closing Date and Time**

**THE CLOSING DATE FOR SUBMISSIONS OF PROPOSALS IS 11H00 on 4 July 2018.**

Each service provider must submit an original proposal and 3 copies marked “PRINTING FOR THE DURBAN EDGE” and signed by or on behalf of the respondent. Proposals are to be sealed in an envelope and hand delivered to the EThekweni Municipality, Material Management Building (tender box), 166 Archie Gumede Place, and (Old Fort Place) Durban 4000, before 11:00 am, addressed to Tshegang Chipeya, Economic Development and Investment Promotion Unit.

## **13. Council Contact Persons and Details**

The primary contact at Council is Ms. Tshegang Chipeya ([tshegang.chipeya@durban.gov.za](mailto:tshegang.chipeya@durban.gov.za) or 031 311 4247).



## Appendix

### A. DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state<sup>1</sup>.
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
3. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1. Full Name of bidder or his or her representative:.....

3.2. Identity Number: .....

3.3. Position occupied in the Company (director, trustee, shareholder<sup>2</sup>):.....

3.4. Company Registration Number: .....

3.5. Tax Reference Number:.....

3.6. VAT Registration Number: .....

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<sup>1</sup> MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
  - (i) any municipal council;
  - (ii) any provincial legislature; or
  - (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of 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);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

<sup>2</sup> Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

3.7. The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

3.8. Are you presently in the service of the state? **YES / NO**

If yes, furnish particulars.....

3.9. Have you been in the service of the state for the past twelve months? ..... **YES / NO**

If yes, furnish particulars.....

.....

3.10. Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid? ..... **YES / NO**

If yes, furnish particulars.

.....

.....

3.11. Are you, aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

If yes, furnish particulars

.....

.....

3.12. Are any of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars.

.....

.....

3.13. Is any spouse, child or parent of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars.

.....  
.....

3.14. Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract? **YES / NO**

3.14.1 If yes, furnish particulars:

.....  
.....

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

Full Name	Identity Number	State Employee Number

.....

**Signature**

.....

**Date**

.....

**Capacity**

.....

**Name of Bidder**

**B. DECLARATION OF MUNICIPAL FEES**

I/We do hereby declare that the Municipal fees of \_\_\_\_\_ (company name), are, as at the date of the tender closing, fully paid up, or arrangements have been concluded with the Municipality to pay the said fees :

<b>ACCOUNT</b>	<b>ACCOUNT NUMBER</b>
ELECTRICITY	_____
WATER	_____
RATES	_____
JSB LEVIES	_____
OTHER	_____

I acknowledge that should it be found that the Municipal fees are not up to date, the Council may take such remedial action as is required, including termination of contract, and any income due to the Contractor shall be utilised to offset any monies due to the Council.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Designation

\_\_\_\_\_  
Date

### **C. CERTIFICATE OF INDEPENDENT BID DETERMINATION**

1. This Municipal Bidding Document (MBD) must form part of all bids<sup>1</sup> invited.
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. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
  - a. take all reasonable steps to prevent such abuse;
  - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
  - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.
4. This MBD 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.
5. In order to give effect to the above, the attached Certificate of Bid Determination (MBD 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.

## MBD 9 CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

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(Bid Number and Description)

in response to the invitation for the bid made by:

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(Name of Municipality / Municipal Entity)

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 Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
6. 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 bidder, whether or not affiliated with the bidder, 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 bidder and/or is in the same line of business as the bidder
6. 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 consortium<sup>3</sup> will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
  - a) prices;
  - b) geographical area where product or service will be rendered (market allocation)
  - c) methods, factors or formulas used to calculate prices;
  - d) the intention or decision to submit or not to submit, a bid;

- e) the submission of a bid which does not meet the specifications and conditions of the bid;  
Or
- f) bidding with the intention not to win the bid.

8. 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.

9. 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.

10. 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.

.....

Signature

.....

Date

.....

Position Name of Bidder

.....

Date

<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.