

TERMS OF REFERENCE FOR MARKETING AND PROMOTIONAL MATERIAL

1. BACKGROUND

1.1 Enterprise iLembe

iLembe Management Development Enterprise (Pty) Ltd t/a Enterprise iLembe is an Economic Development Agency for the iLembe District Municipality with its key mandate being the following;

- To drive economic development
- To market and promote the District for business, investment and tourism
- To work with local government to facilitate a business enabling environment
- To implement business, retention and expansion (BR&E) programmes in partnership with local business

1.2 Main objectives of the project:

To build loyalty and enhance stakeholder relations

- To profile the company's image and show uniformity when attending business events.
- To communicate the company's brand message, products, and services in a form of using marketing collateral to promote the entity.
- To show the Ei brand identity and to make the business stand out within a crowded market.
- To attract clients/investors and maintain brand awareness.
- To market and advertise the Entity to increase the appeal to potential local buyers and international trade.

2. PROJECT DESCRIPTION

Enterprise iLembe invites quotations from suitably qualified and experienced service providers to design, layout and supply the marketing and promotional material as per the specifications outlined below.

3. SPECIFICATIONS

The following are the key elements which need to be considered and undertaken;

- Proposed design sample/s must be attached to your proposal where required
- The service provider is required to deliver the items to Enterprise iLembe offices which is located at Sangweni Tourism Centre in Ballito.

➤ **Required Marketing Collateral**

- 50 branded male golfers (GSM 160) with colour logo embroidery
- 50 branded female golfers (GSM 160) with colour logo embroidery
- 100 branded outdoor hats (3 colours) with colour logo embroidery
- 50 branded caps (3 colours) with colour logo embroidery
- 100 USBs branded with Ei logo full colour print
- 100 USBs branded with North Coast logo full colour print
- 100 branded power banks (4000 mAh) (full colour)
- 40 USB Hub and phone stand (full colour)
- 60 Branded Puffy (male and female) Jackets with EI colour logo embroidery
- 10 Branded Rectangle Table Tablecloths with colour logo embroidery (5 white, 5 navy)
- 2 Rectangular event fold in half tables (White)
- 20 Branded Cloudburst Umbrellas with colour logo embroidery

****Annexure A attached with samples.***

Please note that Enterprise iLembe may choose to procure only certain items from the list above and not the entire list

4. PROJECT TIMEFRAME

Ordered items must be delivered by **15 June 2024**. The bidder in the proposal should indicate which items they will not be able to deliver by the specified date.

5. SCM POLICY

Proposals will be evaluated in terms of the SCM Policy of Enterprise iLembe and shall be applied as follows: -

- a) **Mandatory Evaluation-** All proposals will be evaluated in terms of the mandatory (compulsory) documents/ submissions listed in section 6.1 below. Failure of the service provider to submit any or all of the mandatory requirements will result in disqualification from further evaluation.
- b) **Functionality Evaluation –** All proposals that meet the mandatory requirements will then be evaluated in terms of functionality as specified in section 6.2, below.
- c) **Price Evaluation-** As specified in the PPPFA (No.5 of 2000) read together with the 2022 PPPFA Regulations and the 2011 B-BBEE Regulations as detailed in section 6.3 below.

6. CRITERIA FOR EVALUATION

6.1 Mandatory Evaluation

Proposals/ Quotations must be accompanied by the following mandatory documents/submissions:

- Proposals must provide for costing (**compulsory**)
- Valid TCS Pin issued by SARS (**compulsory**)
- Proof of registration on the Central Suppliers Database for Government (CSD). A CSD registration report or number must be submitted (compulsory). (The CSD report/number report will be available on the CSD Website once you have registered on the Central Suppliers Database. **Please visit <https://secure.csd.gov.za/> to register on the Central Supplier Database.**) The CSD will be used to verify tax compliance status of the bidder. NB: Bidders who are in service of the state as per CSD will be disqualified from further evaluation unless supporting documents proving the supplier is not a government employee is submitted as part of the proposal. (**compulsory**)
- Company Registration documents (**compulsory**)
- MBD 4 – Declaration of Interest Form (**compulsory**)
- MBD 6.1 – 2022 Preference Point Claim Form (**compulsory**)

Note:

- Failure to submit compulsory documents will result in your proposal being disqualified
- Reference checks may be performed as part of the evaluation of this request for quotations.
- The successful service provider will be required to register on the Enterprise iLembe Suppliers Database.
- **All MBD forms** listed above must be completed correctly and signed, failure to complete and sign will result in disqualification.

6.2 Functionality Evaluation

The functionality evaluation points will be applied as per the table below;-

#	Competency	Points Allocation	Maximum Points
1	<p><u>Project Experience:</u> Supporting documents required:(References Letters)</p> <p>The bidder must provide <i>signed letters of reference (in the business name and on the letterhead of the referee)</i> relating to similar work undertaken in the past five years</p>	<ul style="list-style-type: none">• 1 letter = 10 Points• 2 letters = 20 Points• 3 letters = 30 Points• 4 letters = 40 points	40

3.	<u>Implementation Plan :</u> Supporting documents required: Please submit the proposed implementation plan in order to claim points for this competency	Implementation plan does not meet the requirements relating to this call and does not demonstrate the ability of the service provider to undertake this project within the required timeframes= 0 points Implementation plan is well detailed, meets the requirements relating to this call and demonstrates the ability of the service provider to undertake this project within the required timeframes = 10 points	20
4.	<u>Design Element: (*)</u> Supporting documents required: A proposed design element sample/s must be attached to your proposal	Design sample meets some of the requirements & lacks visual appeal – 20 points. Design sample meets all requirements and visually appealing – 40 points	40

*Only service providers who achieve a total of **60 points (60%)** and a score greater than zero for competencies marked with an asterisk (*) for functionality in terms of the above will then be evaluated in terms of the 80/20 points scoring system.*

6.3 Price Evaluation

The 80/20 preference point scoring system will be applied with points allocated as follows:

- 80 points for the price
- 20 points for specific goals

Service Providers wishing to claim a maximum of 20 preference points in terms of Specific Goals must attach the following:

- ***Proof of location of the business – Maximum 20 points (Please submit a signed councillor letter, valid signed lease agreement or a utility bill not older than three months) to claim points for this). Point allocation is as follows:***
 - Within the iLembe District= 20 points
 - Within KZN=10 points
 - Within SA= 5 points
 - No proof of residence = 0 points

7. PERFORMANCE OF SERVICE PROVIDER

Once appointed, the performance of the service provider will be measured on a continuous basis.

The key performance indicators applicable to this are as follows:

Performance Indicator		Weighting
1	Quality of Service	30
2	Timeliness of Completion	25
3	Cost Control	25
4	Business Relations	10
5	Management of Key Personnel (i.e. management of the service providers team allocated to the project)	10
		<u>100</u>

8. PAYMENT TERMS

Payments will be made on invoices rendered for work completed. On receipt of invoices rendered the service provider should allow at least four (4) weeks for the payments to be processed.

9. NON APPOINTMENT

Enterprise iLembe has a right not to make an appointment should it find that proposals received do not meet the specified criteria / requirements and is not compelled to accept the lowest proposal. Further, no awards will be made to suppliers in service of the state.

10. CLOSING DATE

Proposals can be emailed to siyabongasi@enterpriseilembe.co.za on or **before 22 May 2024 at 12h00**