



**TERMS OF REFERENCE**

**FOR**

**NORTH COAST VISITOR GUIDE 2024/2025**

**Closing Date: 01 March 2024**

**Closing Time: 12h00**

## **1. ABOUT ENTERPRISE ILEMBE**

iLembe Management Development Enterprise (Pty) Ltd t/a Enterprise iLembe is an economic development agency wholly owned by the iLembe District Municipality mandated to drive economic development and promote trade and investment in the key sectors of agriculture, tourism, manufacturing and property and construction.

## **2. PROJECT DESCRIPTION**

Enterprise iLembe invites quotations from suitably qualified and experienced design agencies to develop the official North Coast Visitor Guide for the region. The proposal should provide details on how the service provider will deliver on project deliverables and outcomes and to provide a breakdown of the activities and time-frames.

## **3. SPECIFICATIONS**

### **a) DESIGN AND LAYOUT**

Project:	North Coast Visitor Guide 2024/2025
Size:	200mm x 200mm
Number of pages:	48 pages + cover (Total 52 pages)
Content & Copy	Review, update and write new content (check and verify that content/categories are still relevant e.g. remove product that no longer exist, add new, verify and update tourism directory, update images and map).
Final version:	<ol style="list-style-type: none"><li>1. E-book for upload onto Entity website (liaison with website service provider to ensure compatibility)</li><li>2. PDF version for emailing</li><li>3. Develop QR code</li><li>4. Print</li></ol>

## **b) PRINT SPECIFICATIONS**

Number of Pages:	48 pages + cover (52 pages total)
Paper:	Cover: 200gsm matt art, full colour throughout Finishing = Matt laminated plus spot UV
Interior:	115gsm matt art, full colour throughout
Finish:	Folded, collated, saddle stitched and trimmed
Quantity:	Option 1: 5000 copies Option 2: 3000 copies

**Sample copy to be printed for approval before final print run.**

## **c) DATE OF DELIVERY OF FINAL PRODUCTS**

The final deadline for delivery of both the e-Book, PDF version and printing is on or before **25 April 2024** at the Enterprise iLembe Offices, address below:

Enterprise iLembe (Sangweni Tourism Information Centre)

Cnr Link Road and Ballito Drive

Ballito

4420

## **3. 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 as set out in section 4.1 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 4.2, 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 4.3 below

#### **4. CRITERIA FOR EVALUATION**

##### **4.1 Mandatory Evaluation**

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

- Service Providers Proposal including cost implications (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 the tax compliance status of the bidder. NB: Service providers 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)
- MBD 4 – Declaration of Interest Form (compulsory)
- MBD 6.1 – 2022 Preference Point Claim Form (compulsory) - please note that failure to indicate the number of points being claimed by the service provider on page 4 of MBD 6.1 and submit the supporting documents as indicated in this form will result in no points being awarded in the 80/20 price calculation.
- Company registration document (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.
- 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.
- Following official appointment, 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.

## 4.2 Functionality Evaluation

The functionality evaluation points will be applied as per the table that follows;

### *Competencies:*

#	Competency	Point Allocation	Maximum points
1	<p><b><u>Similar Projects Concluded: (*)</u></b></p> <p><b><i>Experience in the design and printing of similar tourism guides</i></b></p> <p>Supporting documents required- References Letter/s</p> <p>The service provider must provide signed letters of reference on the referees letterhead.</p>	<ul style="list-style-type: none"> <li>• 1 letter = 10 Points</li> <li>• 2 letters = 20 Points</li> <li>• 3 letters = 30 Points</li> </ul>	30
2	<p><b><u>Qualifications in Graphic Design(*)</u></b></p> <p>Supporting documents required: (Please submit a <b><u>certified copy</u></b> of qualification in Graphic Design)</p>	<ul style="list-style-type: none"> <li>• No qualifications – 0 points</li> <li>• Formal certification in Graphic Design – 10 points</li> <li>• Degree/ Diploma -15 points</li> <li>• Post Graduate -20 points</li> </ul>	20
3	<p><b><u>Content and copy writing</u></b></p> <p>Supporting documents required: (Please submit a <b><u>certified copy</u></b> of qualification in copywriting/journalism)</p>	<ul style="list-style-type: none"> <li>• No qualifications – 0 points</li> <li>• Formal certification in copywriting/journalism – 7.5 points</li> <li>• Degree/ Diploma -10 points</li> <li>• Post Graduate -15 points</li> </ul>	15

#	Competency	Point Allocation	Maximum points
4	<b><u>Design Element: (*)</u></b>  Supporting documents required  Samples of similar work  Undertaken (Links to 3 most recent completed similar designs)	Sample is visually appealing, meets the requirements relating to this call and demonstrates the ability of the service provider to undertake this project =35 points  Sample meets all the requirements relating to this call, demonstrates the capability of the SP to undertake this project, however, lacks visual appeal=15 points  Sample is not visually appealing, does not meet the requirements relating to this call and does not demonstrate the ability of <ul style="list-style-type: none"> <li>the service provider to undertake this project = 0 points</li> </ul>	35
	<b>TOTAL POINTS CLAIMABLE</b>		100

***NB: Reference checks may be conducted during the course of the evaluation process.***

*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.*

### 4.3 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 as per MBD 6.1 must attach the following:***

- *Proof of location of the business within the iLembe District (i.e. KwaDukuza, Mandeni, Maphumulo or Ndwedwe) – 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)*

### 5. **CLOSING DATE**

Proposals can be emailed to [siyabongasi@enterpriseilembe.co.za](mailto:siyabongasi@enterpriseilembe.co.za) on or before 01 March 2024 at 12h00.