

**Hessequa Municipality**



**MUNICIPAL SUPPLY CHAIN MANAGEMENT  
INVITATION TO SUBMIT CLOSED QUOTATION**

**THE APPOINTMENT OF A SUITABLE SERVICE PROVIDER TO DESIGN AND  
SUPPLY PROMOTIONAL ITEMS AND MARKETING COLLATERAL TO HESSEQUA  
MUNICIPALITY**

**RQ Nr: 61147**

**29 August 2018**

**Dear Sir/Madam**

Please provide a written quotation for the supply of goods and / or services as detailed in the list attached.

The quotation must be submitted, on the official letterhead of your business, by the one of the following means for the attention of Ms Carisha Prins

- Email [carisha@hessequa.gov.za](mailto:carisha@hessequa.gov.za)
- Per Hand at the Hessequa Municipality SCM offices, Post Office Building, 19 Main Road, Riversdale, 6670

**QUOTATIONS MUST REACH THE MUNICIPALITY BEFORE OR AT 12:00 ON 05 SEPTEMBER  
2018 NO LATE QUOTATIONS WILL BE CONSIDERED**

The following conditions will apply to all quotations:

- Prices quoted must be firm, inclusive of VAT and where applicable for delivery to the address indicated below. The total amount of the quotation must also be clearly indicated;
- Please refrain from quoting on goods that are out of stock or not usually stocked by your company, or indicate on your quotation that this is the case and what the delivery period on those items will be;
- If your quotation is accepted, goods and/or services must be supplied and delivered to the below mentioned address, accompanied by your delivery note and invoice (if possible);
- Quotations must to be valid for a period of 30 days;
- The delivery period must be indicated.

- The closed quotation is subjected to the General Conditions of Contract as contained in MFMA Circular 25 of 2005 and the conditions contained in Hessequa Municipal SCM POS section 3.2.4.
- If a quotation is submitted for the goods; services or works requested, you the supplier accepts the conditions of this quotation and that the goods; services and works will be supplied or constructed as per this quotation.
- A formal order will be issued to the successful supplier that will be a written instruction to the supplier to supply; deliver or construct as per specifications contained in this quotation.
- If a quotation are called for a specific number of items, Council reserves the right to change the number of such items to be higher or lower. The successful quotationer will then be given an opportunity to evaluate the new scenario and inform the Municipality if it is acceptable. If the successful quotationer does not accept the new scenario, it will be offered to the second-placed quotationer. The process will be continued to the Municipality's satisfaction.

If your quotation does not comply with above stated conditions, your quotation will not be considered.

If you have not received a response from the Municipality within thirty (30) days after the closing date of the quotation, please regard your quotation as unsuccessful.

Should you be interested in wanting to know to who the successful quotationer was, you may consult our website at [www.hessequa.gov.za](http://www.hessequa.gov.za) where monthly reports on awards will be published.

Quotations will be evaluated and adjudicated in terms of the Preferential Procurement Policy Framework Act (Act 5 of 2000), The Preferential Procurement Regulations, 2017 and the Hessequa Municipality's Supply Chain Management Policy, for which 80 points will be allocated in respect of price and 20 points in respect of B-BBEE contribution.

The Municipality reserves the right to withdraw any invitation for closed quotations and/or to re advertise or to reject any quotation or to accept a part of it. The Municipality does not bind itself to accepting the lowest quotation.

Any Prospective Service Provider must make sure that they are registered and are valid on the Database of Hessequa Municipality and/or on the Centralised Supplier Database (CSD) and that they are in possession of a Valid Tax Clearance Certificate.

Please address any technical enquiries regarding the specifications to Mr S Govender  
Tel: 028 713 7829 or email: [stalin@hessequa.gov.za](mailto:stalin@hessequa.gov.za) any Supply Chain Management related enquiries to Ms Carisha Prins at Tel: 028 713 7974.

**Important note: a valid original or certified B-BBEE certificate must be submitted with the documentation. (MBD 6.1 Preference Points Claim form need to be completed to claim points. NB- Only points claims will be awarded. The MBD 6.1 is available from the municipal website at [www.hessequa.gov.za](http://www.hessequa.gov.za) under the tab SCM INFO AND REPORTS or at the Supply Chain Management offices at Post Office Building, 19 Main Road, Riversdale.)**

---

**CLOSED QUOTATION: TO APPOINT A SUITABLE SERVICE PROVIDER TO DESIGN AND SUPPLY PROMOTIONAL ITEMS AND MARKETING COLLATERAL TO HESSEQUA MUNICIPALITY**

---

## **1. INTRODUCTION**

The Explorer's Garden Route, which is the regional tourism brand for Hessequa to promote and develop tourism in the region. In terms of the Tourism Act No.3 of 2014, local government is to promote tourism and to create an enabling environment for economic growth and job opportunities. As such, the central role of the municipality is to work with communities in Hessequa to find sustainable ways to improve quality of life. Tourism is one of the initiatives undertaken by the local municipality (and mandated by legislation to empower and grow the local communities of Hessequa in a responsible and sustainable manner.

## **2. SCOPE**

The scope of work should support and promote the brand Explorer's Garden Route with improved quality marketing activities and enhanced user experience. This service should aim at improving the overall marketing function of the tourism department and process of acquiring desired products/items as marketing and advertising of the EGR Brand

Main goals:

- a) Procurement and/or manufacturing of marketing material and items which include, but not limited to:
  - Brochures, leaflets, flyers, posters
  - Exhibition concepts and stand design
  - Promotional gift bags (items locally produced)
  - Branded clothing
  - Branded stationary
  - Signage
  - Banners
- b) Design of marketing and promotional visual content i.e.
  - Online marketing, promotion campaigns and advertising
  - Newsletters & magazines
- c) Graphic Designed Artworks

- d) Packaging of tourism material and items

### **Usability**

- Tourism events
- Corporate events
- Promotional gifts to stakeholders
- Other marketing and promotional activities / campaigns

## **3. BACKGROUND**

Previously the department of LED & Tourism procured marketing and promotional items through the internal supply chain process on an individual basis and created several deviations from the normal process because of the types of items required and the nature of the events it was needed for.

## **4. STATEMENT OF REQUIREMENTS**

### **4.1. GENERAL**

A list of outputs (products/services) to be delivered.

#### **The scope of work should incorporate the following:**

- Procure promotional items (locally produced products)
- Packaging of Items
- Branding of items or/and packaging
- Branding and labelling of requested materials / items with EGR logo
- Design & customization of branding & marketing material
- Design of promotional and advertising visuals content
- Publication of advertisements, article and/or visual in media & news outlets such as Suid-Kaap Forum, Mzanzi Magazine and Country Life Magazine once every three months and during season time
- Design and print of marketing collateral
- Design of marketing visuals for social media platforms and other online mediums
- Provide mock-ups for approval
- Provide samples of products/items to be tested for quality and standard
- Delivery of requested package items or marketing collateral

### **4.2. SERVICE MANAGEMENT**

Effective support of in-scope services is a result of maintaining consistent service levels. The following sections provide relevant details on service availability, monitoring of in-scope services and related components.

#### 4.2.1. SERVICE AVAILABILITY

Coverage parameters specific to the service(s) covered are as follows:

- Telephone support: 9:00 to 17:00, Monday – Friday
- Email support: Monitored 9:00 to 17:00, Monday – Friday
- Support requests contact (tel. and email)

#### 4.2.2. SERVICE REQUESTS

The successful Service Provider will respond to service related incidents and/or requests submitted by the Customer within the following time frames:

- 72 hours (during business hours) for issues classified as High priority.
- Within 96 hours for issues classified as Medium priority
- Within 5 working days for issues classified as Low priority.
- Remote assistance required in-line with the above timescales dependent on the priority of the support request.

### 7. EVALUATION CRITERIA FOR FUNCTIONALITY

The following criteria and formula will be used to calculate points for the functionality of the proposal:

CRITERIA: Phase 1	WEIGHT	SCORE
1. <b>Previous Experience:</b> Relevant knowledge and experience in developing marketing and promotional material and items tourism events / exhibitions		
a. 11 years OR more combined experience = 30 points	30	
b. 6-10 years combined experience = 20 points	20	
c. 5 years combined experience = 10 points	10	
d. No experience = 0 points	0	
2. <b>Appropriate Qualifications:</b> Relevant qualifications of project manager to be involved in the marketing and promotion activities, designing and printing		
a. Master's Degree or equivalent = 30 points	30	
b. Honour's Degree or equivalent = 20 points	20	

c. Diploma and Undergraduate Degree or equivalent = 10 points	10	
d. No qualification = 0 points	0	
<b>3. Availability of Infrastructure to Deliver Service:</b> References of previous work in marketing and promotion activities, design and printing. Design- & multi-media software & hardware and other infrastructure in place to provide quality service		
a. Excellent systems and High task performance soft and hard infrastructure/tools available = 30 points	30	
b. Above average task performance soft and hard infrastructure/tools available = 25 points	25	
c. Acceptable number standard of soft and hard infrastructure/tools available = 20 points	20	
d. Limited soft and hard infrastructure/tools available = 10 points	10	
e. No soft and hard infrastructure/tools available = 0 points	0	
<b>4. Quality of project proposal:</b> Good packaging, binding, spelling, grammar and presentation		
a. Good = 10 points	10	
b. Average = 5	5	
c. Poor = 0	0	
<b>Total</b>		(So)

In order to proceed to phase 2 of the evaluation, a minimum threshold of 70% needs to be attained.

Phase 2: Adjudication of the proposal will be based on the 80/20 principle, where 80 refers to the price and 20 to the BEE status.

## Phase 2: Pricing schedule

Component	Description	QTY	Price (incl.VAT)
<b>Marketing Collateral</b>			
Brochures	Full color, 130 – 170 gsm, Glossy, A4 trifold	5000	
Pamphlets	Full color, 115 g, Glossy, A4 Both sides printed	5000	
Banner	Pull-up (medium size) – 2.1m x 1.0m)	6	
Banner	Feather Banners (3.0m H x var 0.55 – 1m W)	6	
Banner Wall	3m x 2,250m 1 x Printed Backdrop 1 x Easy Fold Aluminum Frame 1 x Carry Bag	2	
Signage	Full color, Digital UV cured 3m x 9m	2	
<b>Promotional Items</b>			
Recycling/Re-usable Bags	Recycable Re-usable Paper Bags 260x130x365mm 140 gsm branded with EGR logo	300	
EGR Stickers	Full color license disk stickers branded with EGR Logo	300	
Eco friendly pens	Eco friendly black ink pen, light blue caps with EGR name, logo and website address	300	
Eco friendly pencils	Eco friendly pencils with EGR name, logo and website address	300	
Eureka Mills Rusk	Single Wrap (Buttermilk & Muesli)	300	
Bracelets	Beaded Grootvadersbosch and EGR branded and theme colors with business card	300	
Honey	Strawberry Hill Farm, 125 ml	300	
Spekkie Plant	Gourits Cluster Biophere Reserve supplied (mini)	300	
Note pad	A5 standard writing notepad branded with EGR Logo	200	
<b>Advertising in News Media Platforms</b>			
Suid-Kaap Forum	Local tourism promotion activities and marketing - 25x4 Legal ad, Color Spread	4	
Mzansi Travel Magazine (online publication)	Specific routes or tourism attractions specific to the region that wish to get national exposure - Article with visuals	2	

	Quarter page: Trim (wxh) 105mm x 137.5mm, Breed (wxh) 115mm x 147.5mm, Type (wxh) 75mm x 107.5mm – Format: CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing) Resolution: 300dpi		
<b>Branded Stationary</b>			
Eco-friendly Notepad	Notepad Size: 14 (L) X 9 ( W ) X 0.7 (H) Light Blue theme color or EGR green & blue. <b>Notepad Branding Area:</b> 55mm wide x 50mm high (Print) or 55mm wide x 20mm high (Foil) with EGR logo	300	
<b>Standard specs for visual Designs for online and social media promotional and advertising activities (e.g. Design of a visual and layout of an advert for tourism road signage application process to be publish on social media and EGR website)</b>			
Design marketing artwork/visuals	High resolution designed/customized e-poster for specific promotional or advertising activity/event/products. Usage include: publish of final product on social media platforms and website. Measurement: images – quality: Tagged Image File (.tif,.tiff) Photoshop Document (.psd) Joint Photographic Experts Group (.jpg) Portable Network (.png)	6	
<b>Total (incl. VAT)</b>			

*Additional items/material to be added:*

- GR&KK Booklet (no cost involved, at request from district)
- EGR Brochure/Map (no cost involved, at request from Hessequa Municipality)
- Business cards and/or brochure of individual items (included with products)

*Giftbag should be branded with EGR (Diameter: 11cm) and Hessequa municipality (H:4cm x W:11cm) logos (full color*



## **5. IMPLEMENTATION TIMETABLE**

- The marketing and promotional support service will commence from 1 October 2018 till 30 June 2019.
- Provide an outline of methodology and work plan identifying key steps/activities to achieve project outputs.
- Provide an outline of reporting schedule on deliverables, timeframe and budget.

## **6. SKILLS AND COMPETENCIES**

- The successful service provider must have appropriate tertiary qualification, and be able to demonstrate a deep knowledge of local tourism brand recognition and demonstrate experience and knowledge exposure in the field of marketing, design and print of tourism promotional material, items and collateral.
- The service provider needs to provide proof of a track record, of at least 5 years' experience in marketing and promotional material design and printing.
- The service provider must have some knowledge of tourism demands on the Garden Route and in the Explorer's Garden Route.
- The successful service provider needs to illustrate/provide proof of above as part of the quotation submitted and indicate the above in the submission of quote i.e. proposal.

## **7. INFORMATION TO BE PROVIDED BY THE SERVICE PROVIDER**

The service provider can access the explorer's garden route website: [www.explorersgardenroute.co.za](http://www.explorersgardenroute.co.za) as a referral in preparation to quote.

## **8. CONTRACT MANAGEMENT REQUIREMENTS**

The successful service provider will have to table a proposal on the methodology and ideas, on appointment and needs to provide weekly progress reports indicating progress of this process