

**RFQ No: 08/07/2023**

**RFQ Date: 19 July 2023**

**From: Supply Chain Management**

Contact Person : Lastar Makhubela

Tel : 012 003 1400

Email : Lastar.Makhubela@fpb.org.za

**REFERENCE NO: 08/07/2023**

You are hereby invited to submit a quotation as per the specification or terms of reference indicated below/attached. Please provide a written quotation to the above-named contact person in the Supply Chain Unit at FPB on or before the closing date and time as indicated below. Please read the notes below before completing your quotation.

Failure to specifically quote as per the specification or terms of reference, and complying with the listed instructions will result in your quotation being disqualified.

**1. Detailed Specification/Terms of reference**

Expected date of delivery	July 2023
Time:	
Venue:(Place of delivery)	Centurion
Type:	
<b>Detailed Specification Requirement</b>	
The Film and Publication Board is looking at appointing a Strategic Brand and Marketing Service provider to provide the following:	

- Develop and implement brand management strategies to increase brand awareness of the repositioned brand.
- Develop FPB Digital Strategy development and lead on its execution.
- Collaborate on strategic partner engagement - both local and international partners and arrange high-level networking events for the FPB.
- Collaborate with the Communications team to create and execute marketing campaign.
- Monitor and analyse market trends and consumer behaviour to inform brand management decisions.
- Conduct research to identify opportunities for brand growth and development.
- Develop messages and content to market the repositioned brand.
- Develop and maintain relationships with media outlets and influencers to increase brand visibility.
- Manage budgets and resources related to brand management and marketing activities.
- Analyse the effectiveness of brand management and marketing efforts and make recommendations for improvement.
- Capacitate internal staff and Executive on planned marketing and advocacy campaigns on Communication Priorities.
- Presenting media training for spokespeople
- Collaborate with brands and influencers to amplify FPB key messaging to reach a wider audience.
- Giving leadership guidance, strategic planning from an integrated communications perspective, managing the reporting processes and presenting feedback to EXCO
- Implement strategies to improve Internal communications.

**COMMENTS:**

**Closing date for submission of quotations/documents:**

**25 July 2023 at 12:00 pm**

**2. Quotation instructions:**

2.1. Quotations should be valid for at least: **60 days.**

- 2.2. Suppliers must supply written quotations that reflect the following information:
- Price per item (All-inclusive prices are required)
  - Delivery lead time
  - Company Name
  - Company Registration Number
  - VAT Registration Number (If applicable)
  - Address
  - Contact Person
  - Telephone/Contact number
  - Email Address
- 2.3. Suppliers must sign the Quotation Declaration in paragraph 3 below and submit along with their quotation and other relevant documents.
- 2.4. Suppliers must sign and return the relevant Standard Bidding Documents (SBD) with their quotation.
- 2.5. Valid BBBEE certificates or certified copies thereof, sworn affidavits be submitted with the quotation (Non-submission will not lead to disqualification however points will not be allocated for BBBEE)
- 2.6. Suppliers should note that the 80/20 preference points system will be applicable to transactions from R2 000 (Refer to SBD 6.1)
- 2.7. All prices must be fixed and firm.
- 2.8. All prices must be VAT inclusive. If no indication is given, prices will be evaluated as inclusive of VAT.
- 2.9. FPB does not pay deposits/upfront payments. Payment will be made after delivery of goods and/services within 30 days of receipt of a valid tax invoice.

- 2.10. The 80/20 preferential points system will apply to procurement from R2 001 to R50 000 000. Points will be awarded in line with the criteria detailed in 2.10.1 below:

**2.10.1. Preferential points scoring**

**a) POINTS AWARDED FOR PRICE**

A maximum of 80 points is allocated for price on the following basis:

**80/20**

$$Ps = 80 \left( 1 + \frac{Pt - Pmax}{Pmax} \right)$$

Where

- Ps = Points scored for price of tender under consideration  
Pt = Price of tender under consideration  
Pmax = Price of highest acceptable tender

**b) POINTS AWARDED FOR SPECIFIC GOALS**

In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the

- tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this

tender:

- In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
  - (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
  - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

**Table Specific goals for the Requests for Quotation (RFQ) and points claimed are indicated per the table below.**

***Note to service provider: The service provider must indicate how they claim points for each preference point system.)***

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the service provider)
Owned by women	8	
Owned by youth	6	
Owned by people with disabilities	2	

BBBEE levels 3 or lower	4	
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- 2.11. Delivery will be as per the delivery address above, unless specifically specified otherwise.
- 2.12. All purchases will be made through an official order form. Therefore, no goods or services must be committed/rendered or delivered before an official purchase order has been received.
- 2.13. Depending on the type of goods and services to be delivered the successful bidder may be requested to sign a contract/service level agreement before delivery of goods/services may commence.

**Kind regards**

**Supply Chain Unit**

Attachments: SBD 1, 4, 6.1.

### **QUOTATION DECLARATION**

**RFQ No: 08/07/2023**

I/we the undersigned, who warrants that he/she is duly authorised to do so on behalf of the company declares that:

1. The information furnished on this quotation is true and correct.
2. If the information provided on this quotation is found to be incorrect, FPB, in addition to any other remedy it may have:

- 2.1. Recover all costs, losses or damages it has incurred or suffered as a result of that person's conduct; and
- 2.2. Cancel the purchase order and claim any damages which it has suffered as a result of having to make less favourable arrangement due to such cancellation;
3. I have read, fully understand and hereby accept FPB's standard quotation instructions detailed in paragraph 2.

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Name (Person responsible for the quote)

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Signature (Person responsible for the quote)

Date: