




cape town & western cape
tourism, trade, investment, film

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518 - 2023

TERMS OF REFERENCE

REQUEST FOR PROPOSALS (RFP)

BRANDING & MARKETING SERVICES

Published Date:
2 September 2022

Submissions close:
3 October 2022 at 12pm

Non-Compulsory Briefing Session
Tuesday the 13th of September at 10am.

Venue:
InvestSA One Stop Shop Address
46 St Georges Mall
Cape Sun Corner
Cape Town CBD

All responses to be hand delivered. Bid document must be split in two envelopes.
Envelope 1: Functionality Submission; and
Envelope 2: Budget Proposal and Tender compliance documents

Technical Enquiries to:
Jean Scheltema
jean@wesgro.co.za
Chief Marketing and Comms Officer: Wesgro
Telephone: 021 487 8600

SCM compliance and RFP request:
Gysbert Verwey
gysbert@wesgro.co.za
Telephone: 021 487 8600

Delivery address:
Wesgro Tender Box
Ground Floor (inside entrance right of revolving doors)
South African Reserve Bank Building
60 St Georges Mall
Cape Town, CBD



YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF

THE WESTERN CAPE TOURISM, TRADE AND INVESTMENT PROMOTION AGENCY (WESGRO)

Proposals are invited from service providers to supply a submission for the branding and marketing services for Wesgro.

Attached, from Page 6 of this document please find the terms of reference (TOR) for this tender.

Submissions must reach this office not later than 12:00 pm on the closing date of the tender.

No late bids will be accepted.

CHECKLIST OF COMPULSORY RETURNABLE SCHEDULES AND COMPLIANCE DOCUMENTS:

Please adhere to the following instructions:

- Tick the relevant blocks below, the documents and schedules that form part of your response.
- Ensure that the following documents, which can be found on <http://www.westerncape.gov.za/eng/pubs/forms/P/247691> is completed and signed where applicable; and
- Use the prescribed sequence in attaching the annexures so that bidders may not be disqualified based on non-compliance / non-responsiveness.

YES NO

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 1 - Invitation of bid; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 2 – Tax Clearance Certificate Requirements; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 3.1 - Pricing schedule – firm prices; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 3.3 - Pricing schedule; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 4 - Declaration of interest form; (Not applicable to foreign suppliers) |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.1 - Preference points claim form in terms of the preferential procurement regulations 2017 and codes of good practice (Not applicable to foreign suppliers) ; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.2 - Declaration certificate for local production and content for designated sectors (Not applicable to foreign suppliers) ; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.3 - Preference points claim form in terms of the preferential procurement regulations 2001 – promotion of small businesses (Not applicable to foreign suppliers) ; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 7.1 - Contract form – purchase of goods/works/services; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 7.2 - Contract form – sale of goods/works; |
| <input type="checkbox"/> | <input type="checkbox"/> | SBD 8 - Declaration of bidders past supply chain management practices |
| <input type="checkbox"/> | <input type="checkbox"/> | SBD 9 - Certificate of independent bid determination |
| <input type="checkbox"/> | <input type="checkbox"/> | SBD 1 - Invitation to bid (Only applicable to foreign suppliers) |
| <input type="checkbox"/> | <input type="checkbox"/> | SBD 4 – Declaration of interest (Only applicable to foreign suppliers) |

All bids must be accompanied by the following documents sectors **(Not applicable to foreign suppliers)**:

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Valid BEE certificate and status including: |
| | <input type="checkbox"/> | o Percentage share of black ownership; |
| | <input type="checkbox"/> | o Percentage share women ownership; |
| | <input type="checkbox"/> | o Percentage share disabled; and |



- Percentage of staff that are disabled.
- Valid Tax pin number sectors (**Not applicable to foreign suppliers**);
- Bank confirmation letter not older than 3 months
- Proof of registration on the Central Supplier Database (CSD) sectors (**Not applicable to foreign suppliers**);
- Proof of registration on the Western Cape Supplier Evidence Bank sectors (WCSEB) (**Not compulsory nor applicable to foreign suppliers**);
- Proof of registration on CIPC (Not Compulsory) sectors (**Not Compulsory nor applicable to foreign suppliers**);

TENDER REQUIREMENTS

1. All Tender conditions must be strictly adhered to, failing which, this tender submission may be declared non-responsive.
2. It is important that bidders must ensure that when they submit their bid proposals the following requirements are adhered to:
 - (a) Bidders must submit their proposals in closed envelopes ensuring that the tender name and number, bidder's details- name and contact details of the contactable person, business address and e-mail address clearly indicated on the proposal (Envelope) submitted;
 - (b) Complete all the forms; and
 - (c) Includes all the required other and/or desirable documents in support of their bids/proposals
3. Any portion of the document not completed may be interpreted as "not applicable" where appropriate.
4. Tenders must be deposited in tender box before the closing time set out above. No tenders forwarded by facsimile or email or any mode will be considered.

The Wesgro tender box (clearly identifiable) situated on:

 - Ground Floor (inside entrance, right of revolving doors)
 - South African Reserve Bank Building
 - 60 St George's Mall
 - Cape Town, CBD
5. Couriered tenders are permitted but must reach Wesgro before the closing time with prior arrangements made with the courier and informing the Wesgro reception accordingly. Please note that the courier company must deposit the tender proposal in the said tender box. No assistance allowed.
6. Wesgro reserves the right to accept the whole tender or part of a tender or any item or part of any item or accept more than one tender (in the event of a number of items being offered)
7. Wesgro further reserves the right not to accept the lowest or any tender
8. Wesgro will not consider tenders received after the closing date and time for such a tender
9. Wesgro will not be held responsible for any expenses incurred by bidders in preparing and submitting tenders
10. Wesgro may, after the closing date, request additional information or clarification of bidders.
11. A bidder may request in writing and, after the closing date, that his/her tender be withdrawn and which withdrawal will be permitted or refused at the sole discretion of Wesgro after consideration of the reasons for the withdrawal, which shall be set out by the bidder in the written request for withdrawal.
12. Joint Ventures / Consortiums: In the case of a joint venture/consortium, a copy of the Joint Venture agreement must be submitted with the tender documentation.
13. Validity period: Any tender submitted shall remain valid, irrevocable and open for a written acceptance by Wesgro for a period of ninety (90) days from the closing date unless otherwise specified.



14. Compliance: Bidders may also be registered with the Western Cape Supplier Evidence Bank (WCSEB) but must be registered on the National Treasury's Central Supplier Database (CSD). Proof of the status and the CSD report must be included in the proposal as part of the compliance.
15. If bidders are not registered on the CSD, they must follow the following link <https://secure.csd.gov.za/Account/Register> in order to register.
16. Notification: Information on all proposals received will be published on the Wesgro website when the tender has been concluded.
17. It is the responsibility of the bidder to ensure that their tax matters with SARS are in order.
18. Each party in the Joint Venture /consortium/partnership must comply with all of the above;
 - B-BBEE: Each bidder must submit a certificate by an accredited B-BBEE verification agency or an affidavit, indicating its B-BBEE rating of the relevant B-BBEE scorecard
 - For Joint Venture /consortium/sub-contracting arrangements, the bidder must also submit a combined B-BBEE certificate issued by an accredited B-BBEE verification agency
19. Wesgro reserves the right to conduct a due diligence investigation prior to the final award of the contract or at any time during the contract
20. Inducements, rewards, gifts and other abuses of the supply chain management system is prohibited.
21. No person who is a provider or prospective provider of goods and services or a recipient or prospective recipient of goods disposed or to be disposed of, may directly or indirectly, through a representative or intermediary promise, offer or grant:
 - Any inducement or reward to Wesgro for or in connection with the award of a contract; or
 - Any award, gift, favour or hospitality to any other role player involved in the implementation of the supply chain management policy;
22. No person who is a provider or prospective provider of goods and services or a recipient or prospective recipient of goods disposed or to be disposed of may directly or indirectly Influence or interfere with the work of any Wesgro official(s) involved in the tender process in order to inter alia:
 - Influence the process and/or outcome of a bid;
 - Incite breach of confidentiality and/or the offering of bribes;
 - Cause over and/or under invoicing;
 - Influence the choice of procurement method or technical standards; and
 - Influence any Wesgro official in any way which may secure an unfair advantage during or at any stage of the procurement process
23. Abuse of the Wesgro Supply Chain Management System is not permitted and may result in the tender being rejected, the cancellation of the contract the blacklisting of the bidder by Wesgro against participation in any future bid processing and any other remedy permitted by law.
24. Declaration and authorisation: Bidders are requested to complete all declarations and authorisations in the schedules attached hereto, failing which the tender proposal may be disqualified.

Evaluation Criteria requirements:

25. Invalid tenders: Tender may be endorsed and may be recorded as potentially invalid in the tender opening record by Wesgro's responsible official in the following instances:
 - If the tender is not sealed;
 - If the tender is not completed in non-erasable ink.
 - Non-responsive Tenders: Valid tender will be declared non-responsive and eliminated from further evaluation if:
 - The bidder has been listed in the Register for Tender Defaulters in terms of Section 29 of the Prevention and Combating of Corrupt Activities Act, 12 of 2004 or has or has been listed on National Treasury's database as a person prohibited from doing business with the public sector;



- The bidder has failed to complete and/or sign the required declarations and/or authorizations.
26. Disqualified tenders: The tender will be disqualified and eliminated from further evaluation if it fails to adhere to a written request (within the specified period set out in such a request) to:
- Comply with one or more provisions contained in the instruction to bidders;
 - Comply with any other conditions of the tender documentation after being called upon to do so
27. No tender prices will be read-out at the closing time.
28. **Notes:**
- 28.1 Tenders submitted must make use of the official attached tender documents/forms and no documents shall be retyped. Photocopies of the documents/forms may however be used. A tender that is submitted in any other manner might invalidate the tender. Tender documents shall be submitted in a sealed envelope with the name and address of the tenderer, the tender number and the closing date indicated on the envelope.
- 28.2 **NB: ALL TENDER PRICES TO BE INCLUSIVE OF VAT.**
- 28.3 Proposers must ensure that the tender name and number, their details - name and contact details of the contactable person, business address and e-mail address - clearly indicated on the proposal submitted.
29. Please insert in envelope one an electronic version (memory stick) of the functionality as evaluation will be completed by staff from their home office and the material needs to be distributed to them electronically on the day.

Gysbert Verwey
Supply Chain Manager
Date 22 August 2022

Elroy Makok
Acting Chief Financial Officer
Date: 22 August 2022



1. Introduction

Wesgro is the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, established under provincial law and governed by a Board of Directors.

Our role is to be the champion of economic opportunities in our city and province, and to facilitate conversion of these opportunities to help drive growth and create jobs.

Wesgro holds several important mandates in the Western Cape:

- Investment, trade and film on behalf of the City of Cape Town and the Province of the Western Cape
- Leisure tourism and Convention Bureau on behalf of the Province of the Western Cape

2. Overview of the contract

The purpose of this RFP (Request for Proposal) is to solicit proposals from experienced marketing and advertising service providers and to enter into a non-exclusive agreement with the successful bidder for the period of three years from commencement of signed service level agreement.

The successful bidder will be requested to provide specific marketing and advertising services for Wesgro and its service offering.

The successful supplier will be measured on the following criteria:

- **Status**
The service provider shall be a public institution, agency or company with proven experience in effective marketing and advertising initiatives, locally and globally.
- **Experience**
A comprehensive through-the-line agency service offering, including the latest methods for marketing, such as strategic positioning of destinations, concept and creative development, template designs, digital campaign design and execution, campaign management, public relations, strategy and research.
Previous experience with destination positioning (business and tourism brands) is an advantage.
- **Logistical capacity**
The successful bidder is expected to work off-site, yet provide comprehensive client-service offering, with an **office in Cape Town**, and be available for regular hybrid and in-person engagements.
The successful bidder will provide files compatible with latest systems, including, but not limited to, Microsoft, InDesign, Photoshop, Illustrator, Acrobat.
The successful bidder will also provide all open files and finished art to Wesgro, unless otherwise agreed upon.
- **Other**
Suppliers must be registered with the Central Supplier Database (CSD). It is recommended but not compulsory for suppliers to be registered with the Western Cape Supplier Evidence Bank (WCSEB). The contract will only be signed with a supplier who is tax compliant at the time.

NOTE: SHORTLISTED BIDDERS WILL BE INVITED TO A COMPULSORY PRESENTATION/PITCH WITH SELECTED WESGRO MANAGEMENT MEMBERS. THESE MEETINGS WILL TAKE PLACE PRIOR TO THE ANNOUNCEMENT OF A SUCCESSFUL CANDIDATE. BIDDERS WILL BE ASKED TO PRESENT THEIR APPROACH TO DESTINATION POSITIONING. A NEW SET OF CRITERIA WILL BE PROVIDED IN PREPARING FOR THESE SESSIONS.



3. Duration

A three-year (36 months) SLA will be signed between the preferred bidder and Wesgro when an appointment letter has been accepted by this bidder.

4. Work scope – key requirements

The successful bidder will be required to perform:

- Strategy, Competitor Analysis, Research and Concept Work linked to the positioning of the Destination
- Extension of a brand into B2B and B2C marketing toolkits
- Content creation (Multi-media capability)
- Above-the-line capabilities, including TV, Print and Radio
- Digital marketing campaigns including SEO consideration (Search Engine Optimization)
- Direct marketing campaigns
- Website development, management, and analytics
- PR and Communications, including crisis comms and events
- Copywriting, design and creative direction skills

For the chosen supplier, each assignment under the contract will be guided by a specific Project Brief, clearly stipulating the nature and scope of the work, detailed list of specific deliverables and required activities.

5. Tender requirements

Tenders to be submitted in two envelopes. Envelope 1 consists of the functionality (Table A.1) and Envelope 2 consists of the cost structure and tender compliance documents as listed above.(Table A.2). Please follow the requirements carefully as set out in each table.

5.1 For the purpose of the bid, each bidder will need to demonstrate requirements as set out in Table A.1 and Table A.2.

TABLE A.1

(Please insert this section of the submission into Envelope 1 and mark it accordingly)

| PROJECT | EXPECTATION |
|---|---|
| Strategy, competitor analysis, research and concept work linked to the positioning of a destination | Show example of 1 x case study of an effective place marketing campaign that shifted perception, changed behavior and served to position a destination. <ul style="list-style-type: none"> - Strategy - Concept - Creative (show images/visuals) - Show results visually, including budget |
| Extension of a brand into B2B and B2C marketing tool kits | Show example of 1 x business to business creative campaign. Show 1 x example of business to consumer creative campaign. Examples: <ul style="list-style-type: none"> - B2B: Toolkit: Digital assets, PPT, mailer, brochure - B2C: Toolkit: Digital assets, video, banners, examples of innovative channel use |
| Content creation (Multimedia capability) | Show a range of content skills within your agency: this could include but is not limited to video, PDFs, podcast, audio, design, forms, games, Mp3's, GIFFs, chatbots, pop ups, scrolling banners. |



| | |
|--|--|
| | <p>Maximum 3 examples must be shown. Show:</p> <ul style="list-style-type: none"> - Innovation - Forward thinking - Creativity - An understanding of audience - An understanding of digital channels - An understanding of media consumption |
| Above-the-line capabilities, e.g. TV, Print and Radio | Show example of 1 x campaign that had an above the line component, which worked with the Below The Line (BTL) component i.e. a radio ad, a TV spot, a print ad and illustrate how it worked within the user journey. |
| Digital marketing campaigns including SEO (Search Engine Optimization) | Show example of 1 x creative campaign or innovative system within the agency that demonstrates that: <ul style="list-style-type: none"> - You are an agency of the future with access to an international talent pool - Your digital work is on par with global best practice - Proven Return on Investment (ROI) |
| Direct marketing campaigns | Show example of 1 x creative campaign that was effective in delivering directly to the public, either via CRM, mail, or other direct marketing strategy. |
| PR and communications, ci Including events | <ul style="list-style-type: none"> - Show 1 example of a PR crisis, and how you responded to it across channels. - Show 1 x example of an event that you were part of and how you brought the creative objective to light. |

Table A.2 - Costing:

(Please insert the costing along with the tender compliance documents into Envelope 2 and mark it accordingly).

| | |
|-------------------------|--|
| Project costing Model 1 | <p>This is for Wesgro to better understand how you cost for a project. The website is just used for example purposes.</p> <ul style="list-style-type: none"> • See www.investwesterncape.com and put together a dummy cost estimate which includes: <ul style="list-style-type: none"> - Website strategy (base this on 20 hours) - Website build (base this on 60 hours) - Website hosting for one year. - <p><u>Notes:</u></p> <ul style="list-style-type: none"> ➤ Please indicate the Agency fee separate. ➤ Please include the rate per hour per person involved. ➤ Ensure all costs required to complete the costing to be broken down and included in the final amount. |
| Project costing Model 2 | <p>This is for Wesgro to better understand how you cost for a project. The booklet is just used as an example.</p> <ul style="list-style-type: none"> • See link to booklet here: https://cdn.investwesterncape.com/attachments/ckhqmw2xm00htjcqgrf2qnawh-ckhn1yt4100wt3uqniwv1469d-publication.pdf • Detail costing as per the breakdown below: <ul style="list-style-type: none"> - 5 concept hours (i.e.: Junior Content writer) |



| | |
|--|---|
| | <ul style="list-style-type: none"> - 15 hours of copywriting (i.e.: Senior Content writer) - 20 hours of design (i.e.: Senior Designer) - 6 hours of creative direction (i.e.: Creative Director) - Repro (DTP Specialist) <p><u>Notes:</u></p> <ul style="list-style-type: none"> ➤ Please indicate the Agency fee separate. ➤ Please include the rate per hour per person involved. ➤ Ensure all costs required to complete the costing to be broken down and included in the final amount |
|--|---|

Wesgro, however, does not guarantee any volume indicated above since it is dependent on internal needs and demands.

5.2 Criteria: For the purpose evaluating the bid, each bidder will be weighted on the following:

Table B: Evaluation on Functionality Criteria

| CRITERIA | DETAILS | WEIGHT |
|--|--|--------|
| 1. Experience | <ul style="list-style-type: none"> - Provision of company information: size of the business as well as date of establishment. - Provision of seniority levels within the company. | 5 5 |
| 2. Strategy, competitor analysis, research and concept work linked to the positioning of a destination | <p>Show example of 1 x case study of an effective place marketing campaign that shifted perception, changed behavior and served to position a destination.</p> <ul style="list-style-type: none"> - Strategy - Concept - Creative (show images/visuals) - Show results visually, including budge | 20 |
| 3. Extension of a brand into B2B and B2Cmarketing tool kits | <p>Show example of 1 x business to business creative campaign. Show 1 x example of business to consumer creative campaign.</p> <p>Examples:</p> <ul style="list-style-type: none"> - B2B: Toolkit: Digital assets, PPT, mailer, brochure, event - B2C: Toolkit: Digital assets, video, banners, and examples of innovative channel use | 10 |
| 4. Content creation (Multimedia capab | <p>Show a range of content skills within your agency: this could include but is not limited to video, PDFs, podcast, audio, design, forms, games, Mp3's, GIFFs, chatbots, pop ups, scrolling banners. Maximum 3 examples must be shown.</p> <p>Show:</p> <ul style="list-style-type: none"> - Innovation - Forward thinking - Creativity - An understanding of audience - An understanding of digital channels - An understanding of media consumption | 15 |



| | | |
|---|--|------------|
| 5. Above-the-line capabilities, e.g. TV, Print and Radio | Show example of 1 x campaign that had an above the line component, which worked with the Below The Line (BTL) component i.e. a radio ad, a TV spot, a print ad and illustrate how it worked within the user journey. | 5 |
| 6. Digital marketing campaigns including SEO (Search Engine Optimization) | Show example of 1 x creative campaign or innovative system within the agency that demonstrates that: <ul style="list-style-type: none"> - You are an agency of the future connected to an international talent pool - Your digital work is on par with global best practice - Proven Return on Investment (ROI) | 20 |
| 7. Direct marketing campaigns | Show example of 1 x creative campaign that was effective in delivering directly to the public, either via CRM, mail, or other direct marketing strategy. | 10 |
| 8. PR and communications, Including events | <ul style="list-style-type: none"> - Show 1 x example of a PR crisis, and how you responded to it across channels. - Show 1 x example of an event that you were part of and how you brought the creative objective to light. <p>(This will be evaluated on the functionality and not on cost. The cost to this will be in envelope 2 and will not be evaluated in this section).</p> | 10 |
| TOTAL | | 100 |
| Minimum number of Points to be met based on Functionality | | 80 |

6. For the successful bidder, the below information refers:

6.1 Reporting requirements

Each project under the agreement shall clearly indicate details about all material that needs to be provided to Wesgro either as status reports or final outcomes. Projects will be placed by the assurance of a purchase order.

6.2 Performance monitoring

There will be a performance measurement system introduced to collect feedback per project. Non-performance will result in termination of the contract.

Performance will be measured on:

- Lead time taken per project
- Overall concept based on the brief
- Quality delivery with regard to design
- Quality delivery in terms of agreed upon targets

A detailed invoice will need to be submitted with expenditure together with each requested report. Please note that Wesgro works on a 30-day payment policy, from time of receipt of invoice.

Important to note that the supplier will submit a quotation detailing the CE (cost Estimate, the staff involved and their detail cost per hour and total cost calculation). No work will commence unless Wesgro accept the quotation by the issue of a formal Wesgro Purchase Order.

6.3 Finance and accounting requirements



Based on the agreed rate, the successful bidder and Wesgro will agree upon the cost associated for each individual project at the start of each project assignment.

7. Instructions to bidders of this RFP

Envelope 1:

See requirements as set out in table A.1:

Envelope 2:

This envelope will only be opened if the bidder scores more or equal to the minimum threshold points of 80. The costing of the case study requirements as set out in table A.2.

Bidder(s) should follow the instructions set forth below in the submissions of their proposal to Wesgro.

Completed bid submissions (functionality contains in envelope 1) must contain the following information and be a maximum of 15 pages:

1. Company details

- Company name
- Physical address
- Key contact name
- Key contact email address
- Key contact mobile phone number
- Contact details of two references

2. Executive summary

- Executive summary on why your company best meets the requirements
- Proposed project team
- List of relevant current and past clients

Envelope 2 contains the financial costing model indicating the below

- Provide a detailed budget breakdown and timing plan based on the work scope provided
- Hourly rates
 - Client service
 - Creative
 - Production
 - Digital
 - Other

The tender compliance documents to be included for verification.

8. Cost of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal including but not limited to the possible cost to meet with the management team to discuss the proposal. Wesgro will not be liable for any costs associated with the proposal, regardless of outcome.

9. Evaluation of bids

Three stage procedure will take place:



Stage 1: Review of the submissions contains in envelope 1, evaluating the submissions in Table A.1 on the points allocated in the criteria table as set out in Table B. Functionality scoring will be out of **100 points** whereby a threshold of **80 points** will qualify for the price adjudication.

Stage 2: Bidders scored 80 points or higher will be evaluated on the tender compliance document which includes the proof of registration on the Central Supplier Database (CSD). Therefore any bidders not compliant with Stage 1, will not progress to Stage 2. The **two-envelope system** will be followed whereby functionality and price will be collectively considered. Bids will be evaluated on price and preference according to the 80/20 principal based on the BEE calculation as indicated in the table and calculation formula below

| B-BBEE Status Level of Contributor Number of Points | Number of Points |
|---|------------------|
| 1 | 20 |
| 2 | 18 |
| 3 | 14 |
| 4 | 12 |
| 5 | 8 |
| 6 | 6 |
| 7 | 4 |
| 8 | 2 |
| None-compliant contributor | 0 |

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

Ps = Points scored for comparative price of bid under consideration

Pt = Comparative price of bid under consideration

Pmin = Comparative price of lowest acceptable bid

Bids will not be disqualified from the bidding process if the bidder did not submit a certificate substantiating the B-BBEE status level of contribution or is a non-compliant contributor. Such a bidder will score zero (0) out of a maximum of 20 points respectively for B-BBEE.

Stage 3: The Bid Adjudication will convene to evaluate the process followed and confirms the 5 highest bidders determined through price and preference (stage 2)
The top 5 agencies short listed through the stage 2 evaluation process will be finalised to present to the management team. These bidders will be informed via e-mail. The bid presentation is planned for 27-28



October 2022. These 5 Suppliers will be informed via e-mail to present in the final stage, which will take place at the Wesgro offices in Cape Town. A new set of criteria will be included in the mail send out. Supplier will require to confirm their intention via return mail. A timetable with presentation slots and duration will also be included in the communication.

Stage 4: The Bid Adjudication Committee will receive the final report which will indicate the preferred supplier. After concluding the process the preferred supplier will be informed in writing of their appointment. It will be expected that the preferred supplier indicate their intention in writing.

10. Requirements for submission of completed documents

Bidders will submit their proposals by hand before or on the advertised date and by the advertised time into the Tender Box as indicated in the cover page of this document. A two envelope system will require that will divide the functionality (envelope 1) and the financial proposal with the tender documents relating to the financial sections be included in the envelope 2 (as stated under tender requirements) clearly marked as “ Envelope 1: functionality” and “Envelope 2: financial information” and Both envelopes will be addressed to the Chief Marketing and Communications Officer with the tender number (518 – 2023), bidder’s name, contact details and addressed clearly. Points for B-BBEE will be determined on the 80/20 principle and the minimum points for functionality will be 80/100. No late submissions will be accepted.

Final note: Please do not hesitate to contact us if there are any questions as described on the front page of this document E-mail correspondence addressed to gysbert@wesgro.co.za | Jean@wesgro.co.za

End of RFP

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