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Better District, Better Life and Growth for all.

www.anda.org.za



Alfred Nzo Development Agency SOC Ltd
Reg nr: 2008/009093/30

14 OCTOBER 2020

RE-ADVERT: THE APPOINTMENT OF A SERVICE PROVIDER FOR RE-DESIGN OF ANDA WEBSITE; DEVELOPMENT OF COMMUNICATION & MARKETING STRATEGY; AND BRANDING GUIDELINES

BID NO: ANDA 14/2020/2021

Alfred Nzo Development Agency (ANDA) is a municipal entity of the Alfred Nzo District Municipality established in terms s84 of the Municipal Finance Management Act (MFMA) 56 of 2003. The Agency (ANDA) is mandated to carry out the promotion and implementation of local economic development initiatives and investment and trade promotion on behalf of the District Municipality.

The Agency is situated in Mt. Ayliff in the Eastern Cape Province.

ANDA hereby invite bids from suitably qualified and experienced accredited service providers to develop ANDA Communication & Marketing Strategy, Branding Guidelines; and re-design ANDA website.

Notes to Prospective Bidders/compulsory submissions

- All bidders have to be registered on Central Supplier Database (CSD summary to be submitted)
- All bids submitted should remain valid for a period of 90 days after the bid closing date
- Valid Tax Clearance Certificate and/or Pin should be attached
- Certified copy of B-BBEE Level Certificate or sworn affidavit
- Joint Venture agreement (where applicable)
- Company profile with traceable references.
- Copies of ID Documents and all submitted certificates must be certified with a certification that is not older than 3 months.
- Municipal clearance certificate certifying that no municipal rates and service charges are owed by the bidder and any of its directors to Alfred Nzo District Municipality or to any other municipality where the bidder's business operations are located, are in arrears for more than three months.
- Letter of good standing from the Bank for all the tender price above R10 million.

MNB

- All bidders are required to submit MBD 1, 4, 8 & 9 forms (declaration of interest & SCM past Experience) which are available at reception area at ANDA Offices in Mount Ayliff or which can be downloaded from www.anda.org.za. Failure to do so will result to disqualification.

BRIEFING SESSION

A briefing session will be held as follows:

Date: 21 October 2020

Time: 11h00

Venue: ANDA Offices

The proposals will be evaluated on the basis of the Preferential Procurement Policy Framework Act (Act No.5, 2000), and the regulations pertaining thereto (2017), as well as the Alfred Nzo Development Agency's Supply Chain Management policy. The 90/10 preference point system will be used as per the ANDA SCM policy.

PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT (PPPFA) POINTS WILL BE AWARDED AS FOLLOWS:

The proposals / quotations will be evaluated in one stage, namely:

Stage 1 – Functionality

Stage 2 – Price and BBBEE Points

Only Bidders who score 70% or more on stage 1 would be evaluated further and therefore eligible for the award.

ITEM	Weight
STAGE 1 OF EVALUATION – FUNCTIONALITY	100
• Capacity and Expertise	40
• Previous Experience	50
• Methodology, skills and capacity Building	10
STAGE 2 OF EVALUATION – PRICE & PREFERENTIAL POINTS	100
BBBEE POINTS	20
Price	80

MUB

Breakdown for Functionality

ITEM	Weight
STAGE 1 OF EVALUATION – FUNCTIONALITY	
Functionality	100
<p>Capacity and Expertise of key personnel</p> <p>A team of qualified professionals with the following expertise:</p> <ul style="list-style-type: none"> • One team member in possession of SAQA accredited NQF Level 8 in Communication, Public Relations, Information Technology (IT), Graphic Design or related field • One team member in possession of SAQA accredited NQF Level 7 in Communication, Public Relations, Information Technology (IT), Graphic Design or related field • One team member in possession of SAQA accredited NQF Level 6 in Communication, Public Relations, Information Technology (IT), Graphic Design or related field <p>Attach CV and relevant certificates, certified within the last 3 months.</p>	<p>(40)</p> <p style="margin-left: 20px;">40</p> <p style="margin-left: 20px;">30</p> <p style="margin-left: 20px;">20</p>
<p>Previous Experience</p> <ul style="list-style-type: none"> • Proven track record of experience for completion of 3 projects in development of Communication, Marketing and Branding Strategies; Web development and design to the value of value of R300 000 or more • Proven track record of experience for completion of 2 projects in development of Communication, Marketing and Branding Strategies; Web development and design to the value of value of R200 000 or more • Proven track record of experience for completion of 2 projects in development of Communication, Marketing and Branding Strategies; Web development and design to the value of value of R100 000 or more <p>NB: Reference Letters with contactable references with the project name and project description must be attached</p>	<p>(50)</p> <p style="margin-left: 20px;">50</p> <p style="margin-left: 20px;">40</p> <p style="margin-left: 20px;">30</p>
<p>Methodology and Capacity Building</p> <ul style="list-style-type: none"> • A clear project proposal with project execution plan • Work plan attached (project milestone/Deliverables, activities, responsibility for each personnel & time frame) • Demonstrate approach to training & skills transfer • A clear skills transfer plan unpacked in the methodology • Sample extracts and graphic layouts of similar assignments successfully completed 	<p>(10)</p> <p style="margin-left: 20px;">4</p> <p style="margin-left: 20px;">3</p> <p style="margin-left: 20px;">1</p> <p style="margin-left: 20px;">1</p> <p style="margin-left: 20px;">1</p>

MJB

DOCUMENTATION

The Bid Documents shall be available at a non-refundable cost of R 500.00 (VAT inclusive) per Document, to be collected at the Supply Chain Management Office, 1400 Hospital Road, Umzimvubu Goats Complex, Mount Ayliff, 4735. All Bidders are required to attach proof of payment receipts on their document when submitting bids.

To receive copies via email after payment, payment to be made at ANDA Bank Account, FNB Bank Cheque Account: 622 152 90 355 (& please quote your company name as the reference), kindly send an email to makhatham@anda.org.za to obtain the tender document (& please make sure you attach proof of payment, and state the project name of the document you are requesting). Alternatively, tender documents will be available at Alfred Nzo Development Agency.

SUBMISSION OF PROPOSALS

The completed proposal must be submitted in a sealed envelope endorsed with the Bid No: **ANDA 14/2020/2021 THE APPOINTMENT OF A SERVICE PROVIDER FOR RE-DESIGN OF ANDA WEBSITE; DEVELOPMENT OF COMMUNICATION & MARKETING STRATEGY; AND BRANDING GUIDELINES**. The sealed envelope must be deposited in the Tender Box, located at reception area of Alfred Nzo Development Agency not later than **12h00 am** on the **29 October 2020**. The submissions will be opened in public. Emailed or faxed proposal will be disqualified, Alfred Nzo Development Agency reserves the right to accept or not to appoint service provider.

BID ENQUIRIES

Enquiries should be directed to the Office of the CEO: Mr. S. Tshonga on 039 492 0011 / 067 123 1762 email: tshongas@anda.org.za and SCM related enquiries should be directed to SCM manager: Ms Olona Sompao on 0394920011 / 066 440 7301 or email: sompao@anda.org.za



Ms M. Bambeni
Chief Executive Officer