



**ALFRED NZO**  
DISTRICT MUNICIPALITY

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**TERMS OF REFERENCE**  
**[FOURTH INDUSTRIAL REVOLUTION YOUTH SUPPORT PROGRAMME ]**  
**2021/22 FINANCIAL YEAR**

**Issued and Prepared by:**  
**Alfred Nzo District Municipality**  
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## **1. INTRODUCTION**

Fourth Industrial revolution is brought about the changes in technological advancement in the industrial and learning spheres on a world wide scale, This has led to humans using more of technological applications in terms of conducting daily businesses example shopping online ,on line stores .Industrial robotics that manufacture products.

Alfred Nzo District Municipality council approved 4IR Support programme as one of the programmes meant for youth development and transformation for the second quarter of 2021 / 2022 financial year in the youth unit. The programme coincides with the covid19 outbreak and compels the municipality to strengthen youth initiatives relevant to the new normal and more technological. Youth initiatives technological related or any other initiative that has a technological aspect thus necessary to be supported.

### **1.1 OVERALL AND SPECIFIC OBJECTIVES OF THE PROJECT**

#### **1.1.1. Overall objective**

The objective is to support youth initiatives related to 4IR activities. The current covid 19 outbreak provides an opportunity for the municipality to identify initiatives or respond to requests that are in line with this program and aid the needs of the youth initiatives related to this programme. Assistance may vary from Internet cafes, to online initiatives such an online marketing, shopping platforms and many others.

#### **1.1.2. Specific Objectives**

- Enhanced shopping chart - Having a simple navigation page helps identify and organize buyers' products easily. One can also use a guest checkout option to enable a fast and easy checkout process.
- Outline of flexible Return Process / policy - Online shoppers do return an item they bought online and some of online shoppers say that they would not

purchase if they couldn't find guide on the return process / policy. There's no way to avoid returning the product. After all, people can't see, touch, or try the products before they buy them, they're making their decision based on product's photography, description, and reviews.

- **Mobile-Friendly Website** - The increasing mobile phone usage has had a massive impact on the growth of ecommerce as it allows consumers to instantly make purchases wherever they may be. Ecommerce stores that are not optimized for mobile devices forces your customers to zoom in and out to because of improper visualization while navigating to another page. So, it is highly recommended to optimize your site for mobile phones, tablets.
- **Email Marketing tools** - Email marketing remains one of the most important and effective ways for a business to connect with customers. Frequent communication with the customers helps to make them continue shopping on your site for a long time. Sometimes sending individual promotion emails with an item related to their ordered history will maximize the chance of buying that product.

## **2. SCOPE & EXTENT OF WORK**

Quotations are invited from suitably qualified professional service providers to prepare and submit proposals to undertake the setting up of an E-Commerce Store.

The aim is to support a 100% black youth owned project. The project must manufactures high end generic fragrances. The website must be designed to sell perfumes online and also allow for the expansion business. The project owners must provide proof of Municipal health certificate of approval before the web site or e-commerce store can be marketed online.

The project owners must comply with the regulations relating to the labelling, advertising and composition of cosmetics .in terms of foodstuff, cosmetics and disinfectant Act ,1972(Act no.54 of 1972).

**The following features must be incorporated in the website design.**

Item	Description	Quantity	Unit Price	Amount
<p><b>1. E-Commerce Store</b></p>	<p>Enhanced shopping chart - Having a simple navigation page helps identify and organize buyers' products easily. One can also use a guest checkout option to enable a fast and easy checkout process.</p> <p>Flexible Return Policy - Online shoppers do return an item they bought online and also some of online shoppers say that they would not purchase if they couldn't find the return policy. There's no way to avoid returning the product. After all, people can't see, touch, or try the products before they buy them they're making their decision based on product's photography, description and reviews.</p> <p>Mobile-Friendly Website - The increasing mobile phone usage has had a massive impact on the growth of ecommerce as it allows consumers to instantly make purchases wherever they may be. Ecommerce stores that are not optimized for mobile devices forces your customers to zoom in and out to because of improper visualization while navigating to another page. So, it is highly recommended to optimize your site for mobile phones, tablets.</p> <p>Email Marketing tools - Email marketing remains one of the most important and effective ways for a business to connect with</p>	<p>1</p>		

	<p>customers. Frequent communication with the customers helps to make them continue shopping on your site for a long time. Sometimes sending individual promotion emails with an item related to their ordered history will maximize the chance of buying that product.</p> <p>The website must allow for online FET transactions via visa or debit and credit card options.</p>			
<b>Total Exclusive VAT</b>				
<b>VAT@15%</b>				
<b>Total Inclusive VAT</b>				

### 3. PROJECT TIME FRAME

The project time frame will be 3 weeks from the date of appointment of the service provider.

### 4. KEY OUTPUTS/PROJECT MILESTONES/DELIVERABLES

- Enhanced shopping chart
- Outline of flexible Return Process / policy
- Mobile-Friendly Website
- Email Marketing tools

### 5. PROJECT MANAGEMENT

In cases where the appointed service provider appoints the services of other consultants or sub-contractors, the appointed service provider will take responsibility of the work of the sub-contractors. The client will deal with the contracted service provider and not with sub-contracted consultants. The project is to be coordinated and managed by an operational team led by Alfred Nzo District Municipality.

## 6. REPORTING MECHANISM

It is expected that weekly progress reports will be submitted to ANDM. The Project Manager has the right to change the frequency of reporting as and when necessary.

## 7. SUBMISSION OF QUOTATIONS

Quotations must be placed in a sealed envelope and clearly marked: "Fourth Industrial Revolution youth Support Programme" and placed in the Bid box in the Alfred Nzo District Municipality not later than 10H00 am on the \_\_\_\_\_

## 8. EVALUATION CRITERIA

Evaluation criteria of the Bids.

**The bids will be evaluated in two stages, 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.

<b>STAGE 1 OF EVALUATION – FUNCTIONALITY</b>	
• Previous Experience	50
• Capacity and Expertise	50
<b>STAGE 2 OF EVALUATION – PRICE &amp; PREFERENTIAL POINTS</b>	
<b>BBBEE POINTS</b>	20
<b>Price</b>	80

<b>Previous Company Experience</b> <b>Note: The scoring in this section is not cumulative</b>	
Traceable record for successful completion of a minimum of 03 E-Commerce Store setup to the value of R50 000.00 each or more	50

Traceable record for successful completion of a minimum of 02 E-Commerce Store setup to the value of R50 000.00 each	30
Traceable record for successful completion of a minimum of 01 E-Commerce Store setup to the value of R50 000.00	20
<b>Total Scoring</b>	<b>50</b>
<p><b>Note COMPULSORY attachments for verifying work done:</b></p> <p><b>1. The ANDM Assessment Bidder Form must be completed, stamped, and signed by previous employer as a means of verifying references for each project undertaken. If 3 Projects were done, 3 Assessment bidder forms must be completed.</b></p> <p><b>2. In ADDITION to the above, a traceable record will be evaluated based on:</b></p> <p><b>- An Appointment Letter or Official Purchase Order</b></p>	

<p><b>Capacity and Expertise to Undertake the Project</b></p> <p><b>Note: The scoring in this section is preferably cumulative, unless justifiable to the Specification Committee</b></p>	
<b>A Project Team with the following areas of expertise:</b>	
A Team Leader must have a minimum of a Diploma in information technology / Bachelor in computer science.	30
One or more personnel must have acquired a web design certificate with a minimum of 6 months study period.	20
<b>Total Scoring (30+20)</b>	<b>50</b>
<b>NB: Attach CV and certified copies not older than 3 months for all qualifications</b>	

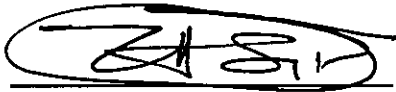
For any queries regarding this tender, please contact Manager: SPU, Z. Mazwi for project related queries; on (039) 254 5025 or. Supply Chain Management



contact for SCM related queries at telephone number 039-254-5134 during office hours.

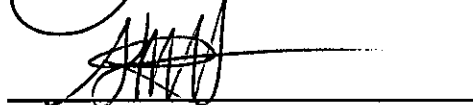
**Alfred Nzo district Municipality**  
**Erf 1400 Ntsizwa Street**  
**Mount Ayliff**  
**4735**

Yours in municipal administration,



**Z. H. SIKHUNDLA**  
**MUNICIPAL MANAGER**

Approved/Not Approved



**Mr. L. Mdutyana**  
**BSC Chairperson**

Comments by Chairperson:

Approved - IR

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