

**THE MSUNDUZI MUNICIPALITY**

**TENDER NOTICE**

**CONTRACT No. SCM 35 OF 17-18**

**PROVISION OF COMMUNICATIONS SERVICES TO THE MSUNDUZI MUNICIPALITY**

**SECTION A: THE DEVELOPMENT AND IMPLEMENTATION OF A COMPREHENSIVE  
INTEGRATED COMMUNICATIONS, MARKETING, PUBLIC RELATIONS AND MEDIA  
STRATEGY**

**SECTION B: PRODUCTION AND DISTRIBUTION OF MSUNDUZI NEWS,**

**A FORTNIGHTLY NEWSPAPER**

Tenders are hereby invited from suitably qualified, skilled and experienced Service Providers for the above works for a period of three years. In line with its development mandate, the Msunduzi Municipality encourages agencies which are wholly owned and managed by historically disadvantaged individuals to participate.

Tender documents can be downloaded and printed at the Tenderer's cost from the National Treasury e-Tender Publication Portal on [www.etenders.gov.za](http://www.etenders.gov.za). Printed copies of the tender document shall also be available from the Supply Chain Management Unit Offices, 5<sup>th</sup> Floor, A S Chetty Centre, 333 Church Street, Pietermaritzburg, from **14h30 on Tuesday, 24 October 2017**. A non-refundable tender fee in the amount **R478.80** (Inc. VAT) per document shall be levied. Only cash or bank guaranteed cheques will be accepted.

**A compulsory Tender Briefing Meeting** will be held on **Friday, 10 November 2017**, at the **Supply Chain Management Boardroom, 5<sup>th</sup> Floor, A S Chetty Centre, 333 Church Street, Pietermaritzburg**, commencing promptly at **10h30**. ***Tenderers arriving at the meeting after the stipulated starting time above will be disqualified. Further, all Tenderers attending the meeting must be in possession of a tender document failing which the Tenderer shall be disqualified.*** Only one representative per Company or Consortium will be allowed to attend the above meeting.

Tenders contained in sealed envelopes and marked with "**Contract No. SCM 35 of 17/18**" and the **Contract Description** must be placed in the Tender Box located in the Foyer, Ground Floor, City Hall, 169 Chief Albert Luthuli Street (formerly Commercial Road), Pietermaritzburg, 3201, not later than **12h00 on Tuesday, 21 November 2017**, when they will be publicly opened. Only tenders placed in the Tender Box shall be accepted.

**Tender Validity Period:** Three (3) months commencing from the closing date of tender.

**Tender Evaluation Criteria:** The tender shall be evaluated on a Two Stage Evaluation System – Stage One being Functionality and Stage Two being the 80/20 Preference Point System in accordance with the Preferential Procurement Regulations, 2017, issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act No. 5 of 2000.

The Functionality for Stage One shall be evaluated on the following criteria:-

No.	<b><u>SECTION A: THE DEVELOPMENT AND IMPLEMENTATION OF A COMPREHENSIVE INTEGRATED COMMUNICATIONS, MARKETING, PUBLIC RELATIONS AND MEDIA STRATEGY</u></b>	<b>Maximum Points</b>
1	The experience of the directors / members / partners of the service provider / consortium	Over 7 Years <b>15</b> 3 up to 7 Years <b>10</b>
2	The qualifications in Communications, Marketing, Public Relations and Media	<b>10</b>

3	The skills and experience of the assigned staff in the specific operational areas. Linked to the scope of work.	Over 7 Years <b>15</b> 3 up to 7 Years <b>10</b>
4	Three (3) written references from municipalities	<b>10</b>
5	The tenderer should propose the structure and composition of their team i.e. the main operational areas involved, the key staff member / expert responsible for each area, the proposed project manager, as well as proposed technical and support staff. The roles and responsibilities of each key staff member / expert should be set out as brief job descriptions. In the case of an association / joint venture / consortium, it should, indicate how the duties and responsibilities are to be shared. The tenderer must also indicate where key personnel are based. (The tenderer must attach his / her organisation and staffing proposals)	<b>10</b>
6	Outline of recent assignments / experience that has a bearing on the scope of work.	<b>10</b>
7	The key staff members' / experts' knowledge of issues which the tenderer considers pertinent to events e.g. local conditions, legislation, techniques etc.	<b>10</b>
<b>Total No. of Points</b>		<b>100</b>
<b>Threshold to Qualify For Stage 2</b>		<b>70%</b>

The Functionality for Stage One shall be evaluated on the following criteria:-

<b>No.</b>	<b><u>SECTION B: PRODUCTION AND DISTRIBUTION OF MSUNDUZI NEWS, A FORTNIGHTLY NEWSPAPER</u></b>	<b>Maximum Points</b>
1	Experience of similar publication in Government Media Communication	<b>20</b>
2	Experience Number of years company in existence : > 10 Years	<b>10</b>
3	Experience Number of years company in existence : < 5 Years	<b>05</b>
4	Experience in Publication of similar publications	<b>05</b>
5	Experience in Newspaper publishing	<b>10</b>
6	The capacity to translate in IsiZulu	<b>20</b>
7	The capacity to edit and translate in House.	<b>10</b>
8	The capacity to print 100 000 copies of Tabloid	<b>20</b>
<b>Total No. of Points</b>		<b>100</b>
<b>Threshold to Qualify For Stage 2</b>		<b>70%</b>

For any technical related enquiries, please contact Thobeka Mafumbatha (Marketing and Communications) on direct Telephone No. 033 – 392 3345 or e-mail address [thobeka.mafumbatha@msunduzi.gov.za](mailto:thobeka.mafumbatha@msunduzi.gov.za).

For any procurement related enquiries, please contact Asogan Pillay (Supply Chain Management Unit) on direct Telephone No. 033 – 392 2856 or e-mail [asogan.pillay@msunduzi.gov.za](mailto:asogan.pillay@msunduzi.gov.za).

The Council does not bind itself to accept the lowest or any tender and reserves the right to accept the whole or any part of a tender. Each tenderer will be informed of the tender result. The Council expects businesses within the Pietermaritzburg and Midlands Region to support its contract and affirmative action programmes.

**Mr. SIZWE HADEBE (ACTING CITY MANAGER)**