

**Request for Quotations (RFQ)**

**Service provider to provide ASA brand refresh and amendment of the corporate identity manual.**

<b>RFQ Number</b>	<b>ASA 23/03/2023</b>
<b>Date of Issue</b>	<b>22 March 2023</b>
<b>Closing Date &amp; Time</b>	<b>30 March 2023@12:00 PM</b> <b>NO LATE SUBMISSIONS WILL BE ACCEPTED</b>
<b>Submissions</b>	<a href="mailto:procurement@agreement.co.za">procurement@agreement.co.za</a>

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## 1. BACKGROUND

The Agrément South Africa Act was accented to by the Honourable President of the Republic of South Africa as Act No 11 of 2015 from 1 April 2017. Agrément South Africa was established as a Schedule 3A entity on 1 April 2017. The entity operates under a delegation of authority from the Minister of Public Works.

The main objectives are:

- To provide assurance of fitness-for-purpose of non-standard construction-related products and systems to specifiers and users.
- To support and promote the process of integrated socio-economic development in the Republic as it relates to the construction industry.
- To support and promote the introduction and use of certified non-standardized construction-related products or systems in the local or international market.
- To support policymakers in minimizing the risk associated with the use of non-standard construction-related products or systems; and
- To be an impartial and internationally acknowledged South African centre for assessment and confirmation of fitness-for-purpose of non-standard construction-related products or systems.

## 2. INVITATION FOR PROPOSALS

The purpose of these terms of reference is to source the services of a suitably qualified and experienced creative agency for ASA brand refresh and amendment of the corporate identity manual.

## 3. SPECIFICATIONS

The service provider will be required to perform the following:

3.1 Redesign the ASA Logo as per the suggested changes to be advised by the Comms & Marketing office.

3.2 Design a comprehensive CI manual spelling out; the rationale of the manual, ASA Mission, Vision, Values and Brand Positioning-

- The Logo Standard; meaning, formats/variations allowed; Not acceptable/incorrect uses. Minimum & Maximum spaces needed within and around the logo; signage on buildings, cars etc. plus co-branding guidelines.
- Corporate secondary colour with specific colour code/mix percentages
- Official Fonts/Typeface and sizes for specific usage

- Email signatures, website, intranet, social media usage and header co-branding guidelines;
- Communication documents like Business cards, report covers, letterheads, laptop sleeves, Certificates, Nameplates, Envelopes, Press Releases & Presentations templates
- Positional material designing on various backgrounds/shades/sizes guidelines, choice of imagery ,
- Any other relevant modern branding guidelines in line with ASA Mission.
- Conceptualise and design all ASA templates and provide initial design concepts for the ASA to choose from
- Provide mock layout for approval (digital and print collateral) and incorporate required amendments.
- Develop templates and guidelines for the use of the visual identity.
- Print and digital collateral mockups
- Reproduction of the CI manual

#### 4. DELIVERABLES/EXPECTED OUTPUTS

- Overall design elements according to client briefings
- Updated templates
- Edited soft copy of the CI manual including each of the approved artwork/graphics and guidelines.
- One hard copy of the approved CI manual in full colour

#### 5. SUBMISSION OF PROPOSALS AND EVALUATION CRITERIA

##### 5.1 Submission of procurement documents.

- National Treasury's Central Supplier Database (CSD) report. It must be noted that no contract with a service provider will be entered if such a service provider is not registered on the CSD,
- Completed and signed standard bidding documents, **SBD 4 and 6.1 forms**.
- Signed General Conditions of Contract.
- Completed price schedule.

## 6.1 Evaluation

### 6.1.1 Phase 1: Technical Specification and Functionality Evaluation

The bids shall first be evaluated for functionality. A **minimum score of 60%** must be obtained on functionality before a proposal is considered for further evaluation. Details of the functionality scoring and how the points shall be allocated are as follows:

No.	Description	Weight (%)
1.	<p><b>The service provider should submit a Portfolio of evidence (POE) of similar work completed within the past 3 years.</b></p> <p>No POE of completed work = 0 Points</p> <p>1-2 POE of completed work = 3 Points</p> <p>3-5 POE of completed work = 5 Points</p>	45
2.	<p>References where similar work was done. The service provider must have dealt with various organisations from large to small-scale employees.</p> <p><b>At least 3 contactable references where similar services were rendered in the past 3 years</b></p> <ul style="list-style-type: none"><li>• Less than 3 references – 0 points</li><li>• 3 contactable references – 3 points</li><li>• More than 3 contactable references – 5 points</li></ul>	35
3.	<p>The proposed Project Manager must have the skills and experience in completing similar tasks.</p> <p><b>Service provider should submit a detailed Curriculum Vitae.</b></p> <p>1 year experience = 1 points</p> <p>2 – 4 years' experience = 3 points</p> <p>5 years' experience and above = 5 points</p>	20
	<b>TOTAL</b>	<b>100</b>



The following formula will be used to convert the points scored against the weight:

$$P_s = \left( \frac{S_o}{M_s} \right) \times 100$$

Where:

$P_s$  = Percentage scored for functionality by bid under consideration

$S_o$  = Total score of bid under consideration

$M_s$  = Maximum possible score

Service providers will be expected to achieve a minimum threshold score of 60% in order to proceed to Phase 2.

#### 6.1.2 Phase 2: Calculation of points

Please note for acquisitions below or equal to R50 Million, ASA evaluates these in terms of the 80/20 preference point system where:

80 points are allocated for price and 20 points will be awarded based on the specific goals.

Points for price will be calculated for all shortlisted service providers in accordance with the following formula:

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

Where:

$P_s$  = Points scored for the price of the quotation under consideration

$P_t$  = Price of the quotation under consideration

$P_{\min}$  = Price of lowest acceptable quotation



Preference points for the specific goals will be allocated as follows:

NO.	SPECIFIC GOALS ALLOCATED POINTS	PREFERENCE POINTS ALLOCATION	SUPPORTING EVIDENCE TO BE SUBMITTED
1.	SMMEs	10 points	- CSD report
2.	>50% Black female ownership	5 points	- CSD report or, - Company registration certificate, as issued by the CIPC, clearly indicating the percentage shareholding of all owners
3.	>50% Black youth ownership	5 points	- CSD report, - Company registration certificate, as issued by the CIPC, clearly indicating the percentage shareholding of all owners, or - Identification Documentation of all owners

The final points will be calculated as follows:

CRITERIA	WEIGHTING POINTS
Price	80
Specific goal	20
<b>TOTAL</b>	<b>100</b>

ASA also reserves the right to conduct an investigation of the bidder's financial position, previous contracts carried out, availability of skills or knowledge, existing workload, etc.

A recommendation for award will then be formulated for approval by the relevant delegated authority.

## 7 TERMS OF CONTRACT AND SERVICE LEVEL AGREEMENT

Before the bid is awarded, the successful bidder shall be required to enter into a Service Level Agreement (SLA) with Agrément South Africa (ASA). The SLA shall form the contractual basis for the delivery of the service as well as how performance shall be measured. Contract extensions are at the sole discretion of ASA.

## 8 PRICE SCHEDULE

Item no	Item Description	Total Price
01	Overall design elements according to specifications	
02	Updated templates	
03	Edited soft copy of the CI manual including each of the approved artwork/graphics and guidelines	
04	One hard copy of the approved CI manual in full colour	
<b>TOTAL AMOUNT (EXCL VAT)</b>		
<b>15% VAT</b>		
<b>TOTAL AMOUNT (ALL INCLUSIVE)</b>		

## 9 COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS.

In consideration of the fees paid, the service provider expressly assigns to ASA any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce or otherwise disseminate or authorise others to use, reproduce or disseminate such works without prior consent from ASA.

## 10 FINAL APPROVAL

ASA reserves the right not to accept the lowest bid. ASA also reserves the right to reject any or all of the proposals, and/or not to appoint any service provider.

## 11 PROCEDURE FOR SUBMISSION OF PROPOSALS

- 11.1 All proposals must be submitted electronically to [procurement@agrement.co.za](mailto:procurement@agrement.co.za).
- 11.2 Respondents must use the RFQ number as the subject reference number when submitting their bids.
- 11.3 All documents submitted electronically via e-mail must be clear and visible.
- 11.4 All proposals, documents, and late submissions after the due date will not be evaluated.

### **NB: NO HARD COPIES OR PHYSICAL SUBMISSIONS WILL BE ACCEPTED**

## 12 VALIDITY PERIOD OF PROPOSAL

Each proposal shall be valid for a minimum period of **three (3) months** calculated from the closing date.

## 13 APPOINTMENT OF SERVICE PROVIDER

- 13.1 The contract will be awarded to the bidder who scores the highest total number of points during the evaluation process, except where the law permits otherwise.
- 13.2 Appointment as a successful service provider shall be subject to the parties agreeing to mutually acceptable contractual terms and conditions. In the event of the parties failing to reach such agreement, ASA reserves the right to appoint an alternative supplier.
- 13.3. Awarding of contracts will be announced on the National Treasury website, and no regret letters will be sent to unsuccessful bidders.

## 14 ENQUIRIES AND CONTACT WITH ASA

14.1 Any enquiry regarding this RFQ shall be submitted in writing to ASA at [procurement@agrement.co.za](mailto:procurement@agrement.co.za) with RFQ No: **ASA 23/03/2023** *“The provision of service provider to provide ASA brand refresh and amendment of the corporate identity manual.*

14.2 Any other contact with ASA personnel involved in this Quotation is not permitted during the RFQ process other than as required through existing service arrangements or as requested by ASA as part of the RFQ process.



## 15 MEDIUM OF COMMUNICATION

All documentation submitted in response to this RFQ must be in English.

## 16 COST OF PROPOSAL

Tenderers are expected to fully acquaint themselves with the conditions, requirements, and specifications of this RFP before submitting proposals. Each bidder assumes all risks for resource commitment and expenses, direct or indirect, of proposal preparation and participation throughout the RFP process. ASA is not responsible directly or indirectly for any costs incurred by tenderers.

## 17 CORRECTNESS OF RESPONSES

17.1 The bidder must confirm satisfaction regarding the correctness and validity of their proposal and that all prices and rates quoted cover all the work/items specified in the RFP. The prices and rates quoted must cover all obligations under any resulting contract.

17.2. The bidder accepts that any mistakes regarding prices and calculations will be at their own risk.


## 18 VERIFICATION OF DOCUMENTS

18.1 Bidders should check the numbers of the pages to satisfy themselves that none are missing or duplicated. ASA will accept no liability concerning anything arising from the fact that pages are missing or duplicated.

18.2 Only one electronic copy of the proposal must be submitted via email to [procurement@agrement.co.za](mailto:procurement@agrement.co.za). If the bidder sends more than one proposal, the first submission shall take precedence should it not have been recalled/withdrawn in writing by the bidder.

## 19 ADDITIONAL TERMS AND CONDITIONS

19.1 A tenderer shall not assume that information and/or documents supplied to ASA, at any time prior to this request, are still available to ASA, and shall consequently not make any reference to such information document in its response to this request.

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- 19.2 Copies of any affiliations, memberships and/or accreditations that support your submission must be included in the tender.
  - 19.3 An omission to disclose material information, a factual inaccuracy, and/or a misrepresentation of fact may result in the disqualification of a tender, or cancellation of any subsequent contract.
  - 19.4 Failure to comply with any of the terms and conditions as set out in this document will invalidate the proposal.

## **20 ASA RESERVES THE RIGHT TO**

- 20.1 Extend the closing date.
- 20.2 Verify any information contained in a proposal.
- 20.3 Request documentary proof regarding any tendering issue.
- 20.4 Appoint one or more service providers, separately or jointly (whether or not they submitted a joint proposal).
- 20.5 Award this RFQ as a whole or in part.
- 20.6 Cancel or withdraw this RFQ as a whole or in part.

## **21 DISCLAIMER**

This document is only a RFQ is a request for proposals only and not an offer document. Answers to this RFQ must not be construed as acceptance of an offer or imply the existence of a contract between the parties. By submission of this proposal, tenderers shall be deemed to have satisfied themselves with and to have accepted all Terms & Conditions of this RFQ. ASA makes no representation, warranty, assurance, guarantee or endorsements to tenderer concerning the RFQ, whether with regard to its accuracy, completeness or otherwise and ASA shall have no liability towards the tenderer or any other party in connection therewith.

