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***RFP No. MC 09/2016***

**REQUEST FOR PROPOSAL (RFP)**

**APPOINTMENT OF MARKETING AND**

**BRANDING COMPANY FOR**

**THE BRANDING AND SIGNAGE OF THE**

**MUNICIPAL COUNCILLORS PENSION FUND**

**WILLOWS OFFICE PARK**

**CLOSING DATE: 13 JULY 2016**

## **Introduction**

The MCPF was established on the 1st May 1988 in terms of the Pension Benefits for Local Authorities Act 105, 1987 as the only Fund to service the retirement needs of Municipal Councilors. It was originally a defined benefit fund but has since been restructured to a Defined Contribution Pension Fund.

The Fund's asset value totaled at R2.7 bn as at the end of April 2016.

MCPF is currently managed by the Board of Trustees, nine of whom are member-elected, two independent trustees and a further two appointed by SALGA.

# SECTION: 1

## CONDITIONS AND UNDERTAKINGS BY TENDERING IN RESPECT OF THIS TENDER

### 1. Proprietary Information:

The Municipal Councilors Pension Fund (MCPF) considers this Tender and all related information, either written or verbal, which is provided to the respondent, to be proprietary to MCPF. It shall be kept confidential by the respondent and its officers, employees, agents and representatives. The respondent shall not disclose, publish, or advertise this specification or related information to any third party without the prior written consent of MCPF.

### 2. Enquiries

All enquires relating to this Tender should be channeled to: Ms Mildred Mlinjana, Email address: [tenders@mcpf.co.za](mailto:tenders@mcpf.co.za), Phone No: 086 111 2014. Technical questions must be done in writing.

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

Bidders should satisfy themselves that there are no missing or duplicated pages. No liability will be accepted by MCPF.

### 3. Validity Period

Responses to this tender received from bidders will be valid for a period of 30 days counted from the closing date of the tender.

### 4. Service provider Performance Management

Service provider Performance Management is viewed by MCPF as a critical component in ensuring value for money acquisition and good service provider relations between the MCPF and all its service providers.

The successful bidder shall upon receipt of written notification of an award, be required to conclude a Service Level Agreement (SLA) with the MCPF, which will Forman integral part of the service provider.

The SLA will serve as a tool to measure, monitor and assess the service provider's performance level and ensure effective delivery of service, quality and value-add to MCPF's business.

Bidders are required to comply with the above condition, and also provide a score card on how their product/service offering is being measured to achieve the objectives of this condition.

### 5. Submission of Tenders

5.1 Tenders should be submitted in **(2 copies)** all bound in a sealed envelope endorsed, T05/16 together with an electronic copy in a form of a flash disk or USB. Appointment of a **Branding and Marketing Company** for MCPF Willows Office Park. The sealed envelopes must be placed in the tender box at the Main Reception area of the MCPF Offices on: **4<sup>th</sup> Floor, Marble Towers, 208 – 212 Jeppe Street, Johannesburg, 2001.**

1.1 The closing date, company name and the return address must also be endorsed on the envelope.

1.2 If a courier service company is being used for delivery of the tender document, the tender description must be endorsed on the delivery note/courier packaging to ensure that documents are delivered into the tender box.

1.3 No tender received by email, facsimile or similar medium will be considered.

1.4 Where a tender document is not in the tender box at the time of the tender closing, such a tender document will be regarded as a late tender and will not be considered.

1.5 The tenderer is responsible for all the cost that they shall incur related to the preparation and submission of the tender document.

1.6 A list of all references (minimum of 3) must be included in the tender document.

1.7 A valid tax clearance certificate must be included in the tender document.

1.8 A copy/soft copy of any membership affiliations that you are affiliated to, must be included in the tender document.

1.9 Kindly note that MCPF is entitled to amend any tender conditions, validity period, specifications, or extend the closing date of tenders before the closing date. All tenderers, to whom the tender documents have been issued, will be advised in writing of such amendments in goodtime.

1.10The Fund reserves the right not to accept the lowest tender or any tender in part or in whole. It normally awards the contract to the tenderer who proves to be fully capable of handling the contract and whose tender is technically acceptable and/or financially advantageous to the Fund.

1.11 MCPF also reserves the right to award this tender as a whole or in part without furnishing reasons.

1.12The tenderer hereby offer to render all or any of the services described in the attached documents to the MCPF on the terms and conditions and in accordance with the specifications stipulated in these Tender documents (and which shall be taken as part of, and incorporated into, this Proposal at the prices inserted therein).

1.13All submissions will be evaluated and shortlisted tenderers may be requested to prepare a possible presentation should MCPF require such and the tenderer shall be notified there of no later than 4 (four) days before the actual presentation date.

1.14The tenderer hereby agree that the offer herein shall remain binding upon him/her and receptive for acceptance by the MCPF during the validity period indicated and calculated from the closing hour and date of the Tender; this Proposal and its acceptances shall be subject to the terms and conditions contained in this tender document.

1.15The tenderer furthermore confirm that he/she has satisfied himself/herself as to the correctness and validity of his/her Tender response that the price(s) and rate(s) quoted cover all Work/item specified in the Tender response documents and that the price(s) and rate(s) cover all his/her obligations under a resulting contract and that he/she accept that any mistakes regarding price(s) and calculations will be at his/her risk.

1.16The tenderer hereby accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on him/her under this agreement as the Principal(s) liable for the due fulfilment of this contract.

1.17Failure to comply with any conditions set out above will lead to disqualification of the tender submission as a whole.



Name of your Company (in block letters)	
Signature(s) of the Tenderer or assignee(s)	
Date	
Name of person signing (in block letters)	
Capacity	
Are you duly authorized to sign this Tender	
Company Registration Number	
VAT Registration Number	
Postal address (in block letters)	
Physical address (in block letters)	
Domicilium citandi et executandi in RSA(full street address) (in block letters)	
Contact person:	
Telephone Number: _____	Fax Number: _____
Cell phone Number:	
Email:	

## 2. RESPONSE FORMAT

Tenderers shall submit their responses in accordance with the response format specified below (each schedule must be clearly marked):

6.1 **Cover Page:** (the cover page must clearly indicate the tender reference number, Tender description and the tenderer's name)

6.2 **Schedule 1:** Executive Summary (clearly indicating the bidding structure and the responsibilities of each member of the bidding structure)

### 6.3 Schedule 2

6.3.1 Conditions of Bid and Contract: Section 1-Pages 3-5 of this tender document (duly signed);

6.3.2 Original and Valid tax clearance certificate(s);

6.3.3 Annexure 1 of this tender document (duly signed).

6.3.4 BEE Certificate verified by a SANAS accredited verification agency or a letter from the supplier's auditor (option only for Exempted Micro Enterprises with annual Turnover less than R5million);

**Note: If a Consortium, Joint Venture or Subcontractor, the documents listed above (6.3.2-4) Must be submitted for each Consortium/ JV member or subcontractor.**

6.4 Schedule 3: **Response to Section 2 of this document.**

6.5 Schedule 4: **Price Proposal (response to Section 3 of this bid document)** (Must be submitted in a separate envelope)

## 7. EVALUATION CRITERIA

Tenders shall be evaluated in terms of the following parameters:

### 7.1 Technical

Bids will be evaluated in accordance with the following technical criteria:

ELEMENT	WEIGHT
Bidder's relevant experience	50%
Bidder's proposed clear plan on branding and signage of the MCPF Willows office Park with samples of what need to be done	30%
Portfolio of evidence for the similar work done supported by testimonial letter from previous customer	20%
TOTAL	100%

**Note: The minimum qualifying score for functionality is 70%. All tenders that fail to achieve the minimum qualifying score on functionality shall not be considered for further evaluation on Price and BEE.**

### 7.2 Preference Point System

All tenders that will achieve the minimum qualifying score (acceptable tenders) will be evaluated further in terms of the preference point system as follows:

CRITERIA	POINTS
Price	90
BEE	10
TOTAL	100 points



# SECTION: 2

## SPECIFICATION DETAILS

### SECTION 2: TECHNICAL REQUIREMENTS SPECIFICATION

#### 1. Special instructions to bidders

1.1 Should a bidder have reasons to believe that the requirement Specification is not open and/or is written for a particular brand or product or service provider; the bidder shall notify MCPF Procurement within five (5) days after publication of the bid.

1.2 Bidders shall provide full and accurate answers to the questions posed in this document, and, where required explicitly state either "Comply/Not Comply" regarding compliance with the requirements .Bidders **must** substantiate their response to all questions, including full details on how their proposal/solution will address specific functional/ technical requirements. All documents as indicated must be supplied as part of the bid response.

#### 2. Objectives of the Audit

The objective of bid is to erect signage for the Willows Office park as a new home MCPF.

#### 3. Terms of Reference (TOR)/Scope of Work

3.1 The service provider will be required to perform the following:

- Conduct need analysis of what kind of branding and signage is needed for MCPF Willows office park
- Install signage and branding for each office and sections in the building;
- Install outdoor signage

**3.2 The service provider will also be required to:**

- Seek approval for designs/samples with MCPF prior to installation of signage

**4. Term of Engagement**

MCPF is seeking to appoint a service provider to install signage and branding for the Willows Office Park in Midrand:

**The Willows Office Park  
276 George road  
Midrand**



## 5. TECHNICAL REQUIREMENTS

### 5.1 Mandatory Technical Requirements

<b>EXPERIENCE</b>	<b>Comply</b>	<b>Not Comply</b>
<p>The bidder must have relevant experience in branding and marketing.</p> <p>The bidder must provide three (3) relevant contactable references of similar work done in the past 5 (five) years. Please refer to <b>Annexure 2</b> of this document for the format in which the required formation must be provided.</p>		
<b>Substantiate / Comments</b>		

<b>Bidder's proposed clear plan on branding and signage of the Willows office Park with samples of what need to be done</b>	<b>Comply</b>	<b>Not Comply</b>
<p>The bidder must demonstrate thorough understanding of the objectives and deliverables of this project as set out above; and</p> <p>The bidder must provide a detailed proposal of the methodology/approach to be used to carry out the scope of work outlined above and clearly demonstrating how the project deliverables will be achieved. A schedule of timelines and deliverables must also be provided.</p>		
<b>Substantiate / Comments</b>		

<b>COMPANY PROFILE</b>	<b>Comply</b>	<b>Not Comply</b>
<p>The bidder must demonstrate knowledge and experience in marketing and branding.</p> <p>The bidder must provide a detailed company profile.</p>		

## SECTION: 3

### COST PROPOSAL

#### SECTION 3: Cost Proposal

1. Please indicate your total bid price here: R..... (compulsory)

2. **NOTE: All prices must be VAT exclusive and must be quoted in South African Rand (ZAR).**

3. Are the rates quoted firm for the full period of the contract?

**Important:** If not firm for the full period, provide details of the basis on which adjustments shall be applied

E.g. CPI, and also details of the cost breakdown.

4.

The bidder must indicate CLEARLY which portion of the bid price is linked to the exchange rate.	Comply	Not Comply
<b>Substantiate / Comments</b>		

5.

All additional costs must be clearly specified and included in the total bid price.	Comply	Not Comply
<b>Substantiate / Comments</b>		

## 6. Costing Model

Activity/ Deliverable	Resource(s)	Rate/Hour per resource	Number of hours	Cost (VAT Excl)
Disbursements				
<b>Total Cost of Service (VAT Excl)</b>				

**Note:** Disbursements and must be clearly defined (outlining all assumptions) and a detailed breakdown thereof must be provided.

## 7. Summary of the Proposal

DESCRIPTION	BIDDER'S PROPOSAL
Number of resources (personnel)	
Average rate per hour	
Project Duration (hours)	
Commencement Date	

**Price Declaration Form**

Dear Sir/Madam

Having read through and examined the Request for Proposal (RFP) Document, RFP no. **MCM/07/2016** the General Conditions, The Requirement and all other Annexures to the RFP Document, we offer to install branding and signage on MCPF Willows Office Park, as detailed in the Tender document at a total amount of (including escalation fees):

**R.....(Excluding VAT)**

**In words**

**R.....Excluding VAT)**

We confirm that this price covers all activities associated with branding and signage for the MCPF Willows Office Park as called for in the Tender document. We confirm that MCPF will incur no additional costs whatsoever over and above this amount in connection with the provision of this service.

We undertake to hold this offer open for acceptance for a period of 30 days from the date of submission of offers. We further undertake that upon final acceptance of our offer, we will commence with the provision of service when required to do so by the MCPF.

We understand that you are not bound to accept the lowest or any offer and that we must bear all costs which we have incurred in connection with preparing and submitting this tender.

We hereby undertake for the period during which this tender remains open for acceptance not to divulge to any persons, other than the persons to which the tender is submitted, any information relating to the submission of this tender or the details therein except where such is necessary for the submission of this tender.

**SIGNED** \_\_\_\_\_ **DATE** \_\_\_\_\_

(Print name of signatory) \_\_\_\_\_

Designation \_\_\_\_\_

**FOR AND ON BEHALF OF:** COMPANY NAME: \_\_\_\_\_

TEL No.: \_\_\_\_\_

Cell No.: \_\_\_\_\_

# Annexure 1:

## Response Format for Section 2

### Bidder's Experience and the proposed Project Team

Request for Proposal No: \_\_\_\_\_

Bidder Name: \_\_\_\_\_

Authorised signatory: \_\_\_\_\_

[Note to the Bidder: The bidder must complete the information set out below in response to the Requirements stated in Paragraph 8.2.1-2 of Section 2 of this bid document. If the bidder requires more space than is provided below it must prepare a document in substantially the same format setting out all the information referred to below and return it with this Returnable Schedule 3.]

#### The bidder must provide the following information:

**(a) Details of the bidder's current and past (over the past 5 years) projects of similar type, size and complexity to the required services set out in Section 2 of this document:**

Client' Name	Project description	Project Cost	(Start and End Dates)	Description of service performed and extent of Bidder's responsibilities	Name, title and telephone contact



(b) Details of the bidder's proposed project team:

Name	Position	Role / Duties in this Project	Relevant Project Experience Project description, Client, Project period	Project Cost

6.

