



## **TERMS OF REFERENCE**

***FOR***

**THE APPOINTMENT OF A SERVICE PROVIDER TO DESIGN, LAYOUT AND PRINT  
ENTERPRISE ILEMBE'S ITHEMBA PUBLICATION**

**Closing Date: 22 February 2022**

**Closing Time: 12h00**

## **1. THE PROJECT DESCRIPTION**

Proposals are hereby requested from suitably qualified and experienced service providers for the design, layout and print of the iThemba Publication on a bi-annual basis.

### **1.1. About Enterprise iLembe**

Enterprise iLembe is an Economic Development Agency for the iLembe District Municipality with its key mandate being the following;

- To drive economic development;
- To market and promote the District for business, investment and tourism;
- To work with local government to facilitate a business enabling environment;
- To implement business, retention and expansion (BR&E) programmes in partnership with local business.

### **1.2. Main objectives of the project**

- To build loyalty and enhance stakeholder relations;
- To improve communication with stakeholders;
- To communicate the entity's mandate and projects;
- To profile local investment opportunities.

## **2. TASK DESCRIPTION AND EXPECTED OUTPUTS**

Enterprise iLembe invites proposals from suitably qualified and experienced service providers to design, layout and print the newsletter called "iThemba". The following are the key elements which need to be considered and undertaken;

### **Creative – design and layout:**

- Creative: Once appointed, service provider to conceptualize theme per publication with cover design and photo options for each publication (source stock photos if necessary)
- Write, review and edit content supplied by Enterprise iLembe, convert content to isiZulu
- Supply summarized version of final approved version for bulk email distribution (with links to full version on website)
- eBook version in English (website compatibility)
- PDF version for emailing and website
- Bulk mailer version
- Size: A4, full colour throughout (maximum 28 pages/minimum 20 pages excluding cover per publication) bi-annual
- Cover: 200gsm
- Inside Pages: 115gsm
- Collated and Staple bound

### **Print:**

- Print 300 English copies per version (2 per annum, bi annual)
- Print 150 Isizulu copies per version (2 per annum, bi annual).

### **Delivery:**

- Delivery to Enterprise iLembe Offices situated at the Sangweni Tourism Information Centre, Cnr Link Road and Ballito Drive, Ballito.

Please note that the proposal is expected to have a breakdown of activities / steps and the budget thereof. Proposed design element sample/s must be attached to your proposal **(Compulsory)**

## **2.1 PROJECT TIMEFRAME**

Please note that this is a twelve month appointment. Final printed publication to be completed within 3 weeks from the time the content is supplied by Enterprise iLembe (including print).

### 3. EVALUATION CRITERIA

#### Procurement Policy

Proposals will be evaluated in terms of the Procurement Policy of Enterprise iLembe and shall be applied as follows: -

- All proposals received shall firstly be evaluated on functionality and thereafter only those who qualify for the next stage of evaluation will be evaluated in terms of the PPPFA (No.5 of 2000) read together with the 2017 PPPFA Regulations and the 2011 B-BBEE Regulations.

**Any proposal that fails to achieve a minimum of 60 points of the total of 100 and a score greater than zero in categories marked with an asterisk (\*) on the functionality evaluation shall not be evaluated further and will be deemed to be non-responsive.**

#### 3.1 Functionality Evaluation

The functionality evaluation points will be applied as per the table below;

#### **Competencies:**

**NB:** Service providers must demonstrate by submitting documentary proof in relation to the claim of points with respect to the following key competencies/areas in order to claim points in the functionality evaluation:

#	Competency	Point Allocation	Maximum points
1	<p><b><u>Project Experience: (*)</u></b></p> <p>Supporting documents required:</p> <p>1) (References Letters <b>and</b> samples of previous work for each letter – soft or hard copies)</p> <p>The service provider must provide letters of reference together with samples relating to similar work undertaken in the past five years.</p> <p><b><i>NB: No points will be awarded for reference letters submitted with no supporting samples.</i></b></p>	<ul style="list-style-type: none"><li>• 1 letter = 10 Points</li><li>• 2 letters = 20 Points</li><li>• 3 letters = 30 Points</li></ul>	30

#	Competency	Point Allocation	Maximum points
2	<p><b><u>Qualifications in Graphic Design(*)</u></b></p> <p>Supporting documents required: (Please submit a <b>certified copy</b> of qualification in Graphic Design)</p>	<ul style="list-style-type: none"> <li>• No qualifications – 0 points</li> <li>• Formal certification in Graphic Design – 10 points</li> <li>• Degree/ Diploma -15 points</li> <li>• Post Graduate -20 points</li> </ul>	20
2	<p><b><u>Locality:</u></b></p> <p>Supporting documents required: (Please provide proof of residence in the form of Councillor Letters, Utility Bills or Lease Agreements)</p>	<ul style="list-style-type: none"> <li>• Within iLembe- 20 points</li> <li>• Within KZN - 15 points</li> <li>• Within RSA – 10 points</li> </ul>	20
3	<p><b><u>Design Element: (*)</u></b></p> <p>Supporting documents required: A proposed design element sample/s must be attached to your proposal</p>	<ul style="list-style-type: none"> <li>• Design sample meets some of the requirements but lacks visual appeal and creativity– 15 points</li> <li>• Design sample meets all requirements, shows creativity and is visually appealing in line with the Enterprise iLembe brand – 30 points</li> </ul>	30
	<b>TOTAL POINTS CLAIMABLE</b>		100

***NB: Reference checks may be conducted during the course of the evaluation process.***

**Only service providers who achieve a minimum of 60 points of the total of 100 and a score greater than zero in categories marked with an asterisk (\*) on the functionality evaluation shall be evaluated in terms of the 80/20 points scoring system.**

### 3.2 80/20 Preference Points Scoring System:

Only proposals with a score of 60 and higher will be eligible for evaluation in terms of the 80/20 points scoring system as follows:

<b>COMPONENT</b>	<b>80/20</b>
B-BBEE Status Level	20
Price	80
<b>Total</b>	<b>100</b>

Service providers who wish to claim preference points must submit a B-BBEE Certificate.

The 20 preference points will be allocated based on B-BBEE status level of contribution and shall be allocated as per table below:-

<b>Status Level of Contributor</b>	<b>Preference Points on scorecard (80/20 System)</b>
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

#### 4. DOCUMENTS REQUIRED

- Valid Tax Compliance Status (TCS) Pin Number issued by SARS (compulsory);
- Proof of registration on the Central Suppliers Database (compulsory). (The registration number/ report will be available on the CSD Website once you have registered on the Central Suppliers Database).

**NB:** It is *compulsory* for service providers to be registered on the Central Suppliers Database for Government. Please visit <https://secure.csd.gov.za/> to register on the database;

- B-BBEE Status Level Certificate (if you have)
- MBD 4 – Declaration of Interest Form (compulsory)
- All documents as per the competency table on pages 4 - 5 of this document
- Company Registration Documents (CIPC) (compulsory).
- Proof banking details/ Bank Confirmation (compulsory).
- Budget Activity Schedule (Cost implications)

## **5. PAYMENT TERMS**

Payments will be made on invoices rendered for work completed. On receipt of invoices rendered the service provider should allow at least four (4) weeks for the payments to be processed.

## **6. NON APPOINTMENT**

Enterprise iLembe has a right not to make an appointment should it find that proposals received do not meet the specified criteria / requirements and is not compelled to accept the lowest proposal.

Further, no awards will be made to suppliers in service of the state.

## **7. CLOSING DATE AND TIME**

Interested service providers are required to submit proposals by 12h00 on 22 February 2022 to Mr. Siyabonga Sibiyi; Tel: 032-946 1256, Email: [siyabongasi@enterpriseilembe.co.za](mailto:siyabongasi@enterpriseilembe.co.za)