

RFQ 13-2020

TERMS OF REFERENCE

REQUEST FOR QUOTATIONS (RFQ)

VISITKNYSNA REGIONAL OFFICE: DEVELOPMENT OF NEW WEBSITE

ADVERTISEMENT DATE:

31 January 2020

SUBMISSION CLOSING DATE

21 February 2020: at 12h00

REQUESTS FOR:

Visit Knysna (DMO)
Knysna Tourism Office

SUBMISSION REQUIREMENTS

Via e-mail submission address:

For Attention: Gysbert Verwey

SCM Manager

Telephone: (021) 487 8600

E-mail: gysbert@wesgro.co.za

DIRECT ALL ENQUIRIES

Colleen Durant

Telephone: (044) 382 5510

E-mail: gm@visitknysna.co.za

an inspiring place to do business



You are hereby invited to submit a quotation - local suppliers only – for the development of a mobile first website for Visit Knysna as per the details below and Annexure 1 and 2 attached.

Submissions, as per Annexure 1 & 2 must reach the specified email address by no later than 12h00 on the closing date of the process. No late quotations will be considered.

NB: ALL COMMISSION-BASED PERCENTAGE (%) PRICES TO BE INCLUSIVE OF VAT (where applicable).

Note: Please ensure that the details (name and contact) of the contactable person, business address and email address are all clearly indicated on the proposal submitted.

For compliance purposes: To be considered as a service provider, you / your organisation will have to register / be registered on the National Treasury's Central Supplier Database (CSD).



CONTENTS

| | | |
|-----|--|---|
| 1. | INTRODUCTION | 4 |
| 1.1 | INTRODUCTION TO WESGRO | 4 |
| 1.2 | PURPOSE OF THE REQUEST FOR QUOTATIONS (RFQ)..... | 4 |
| 2. | PROJECT REQUIREMENTS | 4 |
| 2.1 | REQUIREMENTS | 4 |
| 2.2 | ELIVERABLES, KEY TASKS AND TIMEFRAMES | 4 |
| 3. | SUBMISSION REQUIREMENTS..... | 4 |
| 4. | PROCUREMENT STRUCTURE..... | 5 |
| 5. | FINANCIAL ARRANGEMENT | 5 |
| 6. | OWNERSHIP OF PROPOSALS..... | 5 |
| 7. | WESGRO'S RESPONSIBILITIES & DISCLAIMER..... | 6 |
| 8. | CONTRACTUAL OBLIGATIONS..... | 6 |
| 9. | ABSENCE OF OBLIGATION & CONFIDENTIALITY | 6 |
| 10. | CONFLICT OF INTEREST..... | 6 |
| 11. | ENQUIRIES AND RESPONSES | 6 |
| | Annexures to be completed in line with the RFQ | 7 |
| | ANNEXURE 1: BUDGET COSTING - To be priced per item 1 – 5 | 7 |
| | ANNEXURE 2: EVALUATION – functionality criteria and scoring..... | 8 |



1. INTRODUCTION

1.1 INTRODUCTION TO WESGRO

Wesgro is the official Tourism, Trade and Investment Promotion Agency of the Western Cape Province, established under provincial law and governed by a Board of Directors. We are the first point of contact for foreign importers, local exporters and investors wishing to take advantage of the unlimited opportunities of the growing Cape.

Visit Knysna, a Destination Marketing Organisation (DMO), is a strategic division within the Destination Marketing Unit of Wesgro and has agreed to render the services of tourism promotion and marketing on behalf of the Knysna Municipality, as set out in the scope of the Service Level Agreement (SLA) signed between the two parties.

1.2 PURPOSE OF THE REQUEST FOR QUOTATIONS (RFQ)

The purpose of this RFQ is to identify suitable (preferably local i.e. Greater Knysna Area), experienced website development service providers to, in conjunction with the relevant Project Manager, undertake the development of a **MOBILE-FIRST** website www.VisitKnysna.co.za, linked to the Visit Knysna social media platforms, in order to stimulate, facilitate and increase economic growth and opportunities through tourism and the promotion function of Visit Knysna. This will include website maintenance for a period of at least one year to ensure that the system operates optimally.

2. PROJECT REQUIREMENTS

2.1 REQUIREMENTS

The successful service provider will be required to execute the following deliverables (items costed separately) which are further outlined in more detail in Annexure 1 & 2:

- Design and develop a mobile-first website
- Transfer, where possible, existing content to the new structure, in a modernised format
- Source / create website content (written and imagery) using professional copywriters / photographers: these must include contracted local (Greater Knysna Area) service providers.
- Estimate costing for in-house training of website management
- Estimated costing for an 18 month website maintenance contract, in addition to reference above.

2.2 DELIVERABLES, KEY TASKS AND TIMEFRAMES

The service provider(s) will be responsible for the delivery of some or all of the items appointed from those listed above in 2.1 detailed in Annexures 1 and 2, as well as all of the required elements outlined in section 3.

The completion of the contract is to be no later than **3 months** from date of signed Service Level Agreement (SLA).

The service provider will engage with and report to the General Manager of Visit Knysna on said issues.

3. SUBMISSION REQUIREMENTS

The successful quotation, in order to be accepted, will have to comply with the below submission requirements:

The following additional documents will have to be provided prior to the commencement of the servicing agreement coming into effect (i.e. with 2 weeks of notification of successful application).



1. Central Supplier Database (CSD) report from National Treasury;
2. Proof of registration on the Western Cape Supplier Evidence Bank;
3. Completed WCBD 4 form;
4. Valid Tax clearance certificate and tax pin number;
5. Bank confirmation letter;
6. Valid BEE Certificate OR Signed Affidavit (as per template supplied by Wesgro);
7. Costing detail for one year contract. To complete the attached Annexure 2 in detail;
8. Staffing details (including local contracted service providers / suppliers)
9. The following documents should be provided in order for a complete evaluation and adjudication process to be undertaken:
 - Curriculum Vitae, company profile and other relevant documentation to demonstrate proven experience
 - Curriculum Vitae of the 5 key resources to be working on the project.
10. Project proposal, including :
 - Case Study of a mobile-first website done by the agency that is as close as possible to our requirements and motivation with regard to its relevance;
 - A breakdown of how the budget will be allocated across the various elements requested in the brief, divided between the cost of the new website, content and the cost for the maintenance per month over 18 months;
 - A breakdown of hourly rates of individuals who would work on the website : indicate number of hours and rate per hour
 - An understanding of any of the services that would be outsourced to a third party (as per 2.1 : local service providers) or if all requirements would be done in-house – then motivate accordingly;
 - Project plan detailing how the project will be implemented with timeframes;
 - Maintenance proposal for an 18-month period which includes hourly rates, the ability to carry over hours and recommended number of hours (no less than 4 hours per month). This service will be an option for consideration.
11. Only submission submitted via e-mail will be accepted.

4. **PROCUREMENT STRUCTURE**

The one-email system will be followed whereby detail to the following points of reference will be considered:

1. Location and accessibility to Visit Knysna DMO at 40 Main Road, Knysna: Service providers in the Greater Knysna area will be given priority evaluation and selection opportunity.
2. Checklist of all required documentation and disqualification of non-compliant bidders.
3. Evaluation for functionality (according to Annexure 2. Only the top 4 bidders, based on the outcome of the evaluation of Annexure 2 Stage 3 functionality scoring, will be evaluation on price and HDI).
4. Price and HDI evaluation of top 4 bidders will be based on the 80/20 BEE contribution level score.
5. Adjudication and awarding of contract. The bidders will be informed in writing.

Wesgro, and Visit Knysna, are required to adhere to the Preferential Procurement Policy Framework Act and as such PRICE has 80 points, and SPECIFIC CONTRACT PARTICIPATION GOALS has a total of 20 points on offer.

5. **FINANCIAL ARRANGEMENT**

Bidders are solely responsible for their own costs in preparing the Proposal.

6. **OWNERSHIP OF PROPOSALS**

All data and documentation developed and collected for the purposes of this project will be the property of the Wesgro and will be transferred by the service provider to Wesgro upon completion of this project.



7. WESGRO'S RESPONSIBILITIES & DISCLAIMER

Wesgro will share with the service provider information that it has relevant to the project(s). It is advisable that the service provider consider Wesgro's stock of information when preparing the cost quotation on this project. Please be advised Wesgro cannot make any representations or guarantees as to the accuracy of the information supplied and furthermore will not be held liable for any incorrect or misleading information in relation to any part of this document and reference documents hereto. It remains the responsibility of the service provider to collect and process the information required for this project and the service provider must make and rely on their own investigations and satisfy themselves in relation to all aspects of this project.

8. CONTRACTUAL OBLIGATIONS

This RFQ document will be appended to Wesgro's (SLA) contract with the service provider and will constitute the schedule of deliverables for the purposes of this project. The service provider's quotation must remain valid for a period of 60 days from the closing date for submissions and be inclusive of VAT (if applicable). All prices indicated in the quotation must remain fixed for the period of the project. The service provider's quotation must also provide sufficient detail in terms of various cost items such as total "man" hours and daily rates for the project team.

Service providers that submit their proposals in time will be evaluated and informed of the outcome of the process as soon as it has been concluded. The winning proposal(s) will be informed in writing and a contract (SLA) will be signed between the supplier and Wesgro.

9. ABSENCE OF OBLIGATION & CONFIDENTIALITY

No legal or other obligation shall arise between the service provider and Wesgro unless and until a formal contract has been signed by both parties. Proposals submitted will not be revealed to any other bidders and will be treated as contractually binding. Wesgro reserves the right to seek clarification or verification of any information in the Proposals. **The successful bidder will be expected to sign a Non-Disclosure Agreement before a Contract is awarded.**

10. CONFLICT OF INTEREST

The bidder may not in any way that is inconsistent with his/her duties; expose him/herself to any situation involving the risk of a conflict of interest between the official responsibilities required of the outsourced contract and with that of private interests.

11. ENQUIRIES AND RESPONSES

All SCM compliance enquiries and required documents to be completed on this RFQ must be directed to the Supply Chain Manager:

Gysbert Verwey

Designation: Supply Chain Manager - Wesgro

Telephone: +27 (0)21 487 8600

E-mail address: gysbert@wesgro.co.za

Other enquiries towards the content of the RFQ needs to be directed as set out in the opening page of the Terms of Reference.



Annexures to be completed in line with the RFQ

ANNEXURE 1: BUDGET COSTING - To be priced per item 1 – 5

| ITEM | DESCRIPTION | Total Number of hours | Cost per hour | AMOUNT |
|---|--|-----------------------|---------------|--------|
| 1. Website Development. | Pricing to be broken down per website feature as well as overall website design and development cost, including 1 year maintenance monitoring. | | | |
| 2. Content Creation: (Local service providers / suppliers to be sourced. Alternatively, motivate). | Price for copywriter content creation: 27 Overview articles plus 112 niche articles. | | | |
| | Price for website photography: 141 photos. | | | |
| | Price for website videography: 10 video snippets. | | | |
| 3. In-House Training. | Price for in-house training on website management. | | | |
| 4. SEO Marketing Strategy. | Price for SEO Marketing Strategy. | | | |
| 5. Website Maintenance. | Price for annual website technical maintenance package: 18 months contract. | | | |
| Total : | | | | |



ANNEXURE 2: EVALUATION – functionality criteria and scoring

| CRITERIA | DETAIL | WEIGHTING | ASSESSMENT |
|----------------------------------|--|------------------|--|
| 1. Experience. | Team Experience. | 10 | CVs. |
| 2. Case Study. | Quality of the case study. | 5 | Case study. |
| | Relevance of the case study. | 10 | Motivation of case study. |
| 3. Project Plan. | Project plan detailing the main tasks, key steps, timeframes and responsibilities. | 15 | Project Plan. |
| | Strategy detailing the approach to digital content (written & imagery). | 15 | As outlined in the proposal / brief. |
| | In-house training. | 5 | As outlined in the proposal / brief. |
| | SEO & Google Analytics. | 5 | As outlined in the proposal / brief. |
| 4. Recommendations and approach. | Creative approach. | 20 | As described in the proposal / brief and demonstrated by illustrations, examples, etc. Clear descriptions regarding the approach to the brief are required. Motivations and rationale are important. |
| | Overall approach to the requirements outlined in the brief. | 15 | As described in the proposal and extent to which briefs are responded to (wholly or in part). Motivations and rationale are important. |
| TOTAL | | 100 | |

Bidders must ensure that they align their proposals to Annexures 1 and 2.

End of RFQ