

Tender Number: T12/07/16

REQUEST FOR PROPOSALS FOR THE PROVISION OF MARKETING AND PUBLIC RELATIONS SERVICES

Question and Answers Version 1

No.	Question	Type	Answer
1	In terms of the above tender, can one submit only a tender for Category 1 (Advertising) or must one tender for both elements.	Admin	Please check on page 13 of the bid document it stipulates that bidders may choose the category they want to bid for.
2	We would like to tender for the marketing and public relations services for IDC. Please would you advise if there is a mandatory briefing session that we will have to attend to be able to submit our tender document and be considered as a possible service provider?	Admin	No, there is no briefing session for this tender.
3	We would like to respond to the tender however we are purely a change management company. Will you be looking at companies that can do everything per category or are you open to looking at specialists in each area?	Technical	We are looking for companies that can do everything per category.
4	With the recent changes in the completion act legislation, and how it affects agencies ability to qualify for agency commission – several media owners have issued statements that they will no longer be engaging in offering agency commission and moved to net rate card systems. How would this be therefore dealt with in this regard (bid doc), where would we be then expected to include a media agency remuneration proposal?	Technical	For the purposes of this tender, bidders are not expected to include a media agency commissions/ remuneration. Bidders are required to provide their price proposals in accordance with the Costing Model provided in the published bid document.
5	Are we expected to come up with any new strategies for the IDC (special reference to the Digital Marketing Strategy , Creative and Public Relations sections of the bid doc)	Technical	For the purpose of this tender, the appointed bidder will be required to come up with proposed strategies for the IDC.
6	With regards to Strategy - are we expected to give our Approach/Methodology that speaks to the how, what and why we do our Strategy or are you looking for (again) new proposals in this regard?	Technical	For the purpose of this tender, the appointed bidder will be required to come up with proposed strategies for the IDC.

7	<p>I just have a quick question regarding Annexure 4 & 5 which seems to be combined as one, however you request that we respond to Annexure 4 & 5 separately in the document.</p> <p>I have attached the 2 pages for you to see.</p> <p>Please kindly advise whether there is a section missing in the doc.</p>	Admin	<p>Please note that there is no Annexure 5 in the bid document to be completed. Any reference made in the bid document in relation to Annexure 5 must be ignored.</p>
8	<p>Please could you clarify what you need in terms of "staff retention strategies"?</p>	Technical	<p>Staff retention strategy refers to the service providers plan to keep/ retain skilled employees that are deployed to service their clients.</p>
9	<p>Do you have specific guidelines on consultancy fees that you follow, and are the guidelines applicable to all bids.</p>	Commercial	<p>Bidders may use the relevant industry guidelines on consultancy fees where applicable. Bidders may also use guidelines for Hourly Fee Rates for consultants as published by the dpsa where applicable.</p>
10	<p>Can we include additional resources on this schedule. Note that Social media resources are not included. Or must all additional resource hourly rates be provided under Table D: Ad-hoc Services.</p>	Commercial	<p>All additional resource hourly rates must be provided under Table D: Ad-hoc services.</p>
11	<p>Under Category 2 Public Relations</p> <ul style="list-style-type: none"> • What will be required for corporate communications hourly rate? • What will be required for Stakeholder relations hourly rate? <p>Note that both the above are quite broad and as such might require more than one resource depending on the scope</p>	Commercial	<p>Bidder may include a break down of all relevant resources (and their applicable rates) which are required under Corporate Communications and Stakeholder Relations.</p>