



RE-ADVERTISEMENT: REQUEST FOR QUOTATION – SAE 19/2018

BRAND AUDIT FOR THE DURBAN ICC

1. Background

The Durban ICC is a multi-award winning centre which has been voted Africa's leading meetings and conference centre by the world travel awards for the 16th time and has been rated amongst the world's top 17 convention centres by the international association of convention centres (AIPC).

2. Purpose

As the Durban ICC has completed 21 years of successful operation, we wish to identify strategic areas of improvement to guide our decision-making for the next 21 years and beyond.

The Durban ICC requires the services of a professional Marketing/Brand Consultancy to conduct an independent Brand Audit in order to provide greater insight as to how our brand is perceived by our key audiences.

3. Requirements

The Brand Audit is to focus on the perception and views of our paying customers, shareholders, and partners and not on the perceptions of the general public.

Primary Research

The appointed service provider should conduct primary research with or key audiences, including:

- a) Industry Partners
- b) Identified Stakeholders
- c) Top Clients in our various Target Markets
- d) Potential Clients in our various Target Markets

The appointed service provider will be required to develop a comprehensive online questionnaire to solicit feedback from these key audiences. The questionnaire must be broad in scope and not prescriptive in either a negative or positive direction.

A minimum of 60 Questionnaires (in total across all the above mentioned audiences) will need to be completed and the results collated and analysed in order to provide insight into the perception of the Durban ICC Brand.

The questionnaire should include questions dealing with, (but not limited to) the following topics:

- Perceptions of our brand and reputation of the Durban ICC
- Insights into the perceived strengths and weaknesses of our brand
- Perceptions of the business relationships between the client/stakeholder and the Centre
- Perceptions on the pricing and market positioning of the Centre
- Perceptions of our position in the market compared to the competition
- Insights into how these perceptions are informed



- Identifying the decision-maker responsible for venue/destination choices in their organisation
- Identifying the key decision-making factors when selecting a venue/destination
- Unpacking and detailing their decision-making process
- Feedback from the decision-maker on their experience at the Centre
- Feedback from their delegates on their experience at the Centre
- Performance of the various service department of the Durban ICC
- Assessment of whether their objectives were met at their event
- Performance of the Sales Team in aiding the decision-making process
- Performance of the Sales Team in aiding the booking process
- Identifying areas of better alignment of our strategy with the expectations of our customers
- Identifying the clients' future expectations of an international convention centre
- Identifying other potential needs which the Centre can assist with
- Perceptions of Durban as a destination, with specific regard to overall appeal, safety and security, funding support, leisure activities and air-access
- Identifying the clients' future expectations of an international convention destination

The results of this audit are to be compiled into a report and presentation for the Durban ICC.

4. Negotiations and contracting

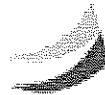
- A supplier contract will only be deemed to be concluded when reduced to writing in a formal service level agreement signed by the designated responsible person of both parties.
- Under no circumstances will negotiations with any bidders constitute an award or promise / undertaking to award the contract.

5. Supplier Payments

The Durban ICC pays the contractor the fees set out in the final contract according to the table of deliverables. No deposit payments will be paid prior to the services rendered.

6. Appointment

The Durban ICC reserves the right to appoint one or more service providers for the provision of these services if the proposals are deemed inadequate or unsuitable in terms of the requirements of the organization from the submissions received.



DURBAN ICC
 INTERNATIONAL CONFERENCE OF STATISTICAL
 INSTITUTIONS IN AFRICA
 SOUTH AFRICA

7. Compulsory pricing schedule (form of offer)

Description	Total
Preparation and presentation of a Brand Audit Report	R
Please state any additional cost:	R
Total (VAT excl.)	R
VAT @ 15%	R
Total (VAT Incl.)	R

I.....being duly authorized thereto by do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Signature: _____

Date: _____

Note: Failure of a Service Provider to complete and sign this page will invalidate the quotation



8. Preconditions

A written proposal/quotation will not be considered unless the service provider who submits the quotation provides the following with their proposal/quotation:

- 8.1 Full name
- 8.2 Identification or company or other registration number
- 8.3 Tax reference number and VAT number, if any
- 8.4 Valid original Tax clearance from South African Revenue Services which proves that the providers tax matters are in order
- 8.5 Valid BBBEE Certificate
- 8.6 MBD 4 Declaration of Interest form must be completed
- 8.7 The service provider must be registered on the CSD database and EThekweni Vendor Portal. Proof of registration needs to be submitted. Failure to be registered on these databases will adversely affect the awarding process and may result in the service provider being deemed non-responsive.

CSD registration website: <https://secure.csd.gov.za>

EThekweni Vendor Portal registration: <https://ethekwinivendor.durban.gov.za>

Or contact 031 322 7011 / 7154

Fatima.milazi@durban.gov.za / phumla.mdabe@durban.gov.za

9. Contact Person

Scott Langley - Marketing, Sales and Events Director
Tel: 031 360 1315
Email: scottl@icc.co.za

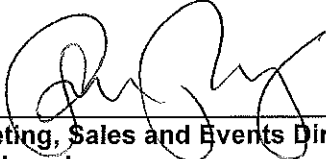
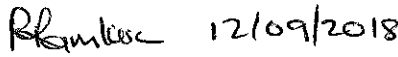
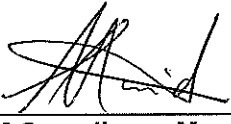
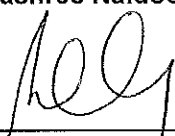
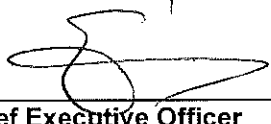
10. Closing Date

Quotations, together with this document and supplier registration forms are to be placed in a sealed envelope marked for the attention of the Procurement Department and are to be placed in the Tender Box at the Durban ICC security entrance on the ground floor, 45 Bram Fischer Road Durban before **12:00 on 20 September 2018.**



DURBAN ICC
INTERNATIONAL CONVENTION CENTER
INDIAPLES (LITWAL) (SUDWES)
SOUTH AFRICA

11. Request for proposals approved by:

 12.09.2018
Marketing, Sales and Events Director Scott Langley
 12/09/2018
SCM Compliance Officer Ritesh Ramkissoon
 12/09/2018
SCM Compliance Manager Thenashree Naidoo
 12/9/18
Finance Director Melanie Rambally
 12/9/18
Chief Executive Officer Lindiwe Rakharebe



12. Past experience in similar assignments

Assignment Description	Key Elements	Date Completed	Contact Person and Telephone Number	Assignment Value

I.....being duly authorized thereto bydo hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Name: (Block Capitals) _____

Signature: _____ Date: _____

13. Declaration of Municipals Fees

I, the undersigned, do hereby declare that the Municipal fees of

.....

...

(Full name of Company / Close Corporation / partnership / sole proprietary/Joint Venture)

(hereinafter referred to as the TENDERER) are, as at the date hereunder, fully paid or an Acknowledgement of Debt has been concluded with the Municipality to pay the said charges in instalments.

The following account details relate to property of the said TENDERER:

<u>Account</u>	<u>Account Number:</u> to be completed by tenderer.
Consolidated Account No.	<input type="text"/>
Electricity	<input type="text"/>
Water	<input type="text"/>
Rates	<input type="text"/>
Other	<input type="text"/>
Other	<input type="text"/>

I acknowledge that should the aforesaid Municipal charges fall into arrears, the Municipality may take such remedial action as is required, including termination of any contract, and any payments due to the Service provider by the Municipality shall be first set off against such arrears.

- Where the TENDERER'S place of business or business interests are outside the jurisdiction of eThekweni Municipality, a copy of the accounts/agreements from the relevant municipality must be attached (to the back inside cover of this document).
- Where the tenderer's Municipal Accounts are part of their lease agreement, then a copy of the agreement, or official letter to that effect is to be attached (to the back inside cover of this document).

NAME : (Block Capitals)

SIGNATURE : DATE:
(of person authorised to sign on behalf of the Tenderer)

14. MBD4 Declaration of Interest

- 14.1 No bid will be accepted from persons in the service of the state¹.
- 14.2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
- 14.3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.
- 14.3.1 Full name of bidder or his/her representative
- 14.3.2 Identity number:
- 14.3.3 Position occupied in the Company (director, trustee, shareholder²):
.....
- 14.3.4 Company Registration Number:
- 14.3.5 Tax Reference Number:
- 14.3.6 VAT Registration Number:
- 14.3.7 The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

References:

¹ MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
- any municipal council
 - any provincial legislature
 - the National Assembly or the National Council of Provinces
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity;
- (f) an employee of parliament or a provincial legislature.

² "Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

14.3.8 Are you presently in the service of the state?
If yes, furnish particulars:

YES	NO
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14.3.9 Have you been in the service of the state for the past twelve months?
If yes, furnish particulars:

YES	NO
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14.3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and/or adjudication of this bid?
If yes, furnish particulars:

YES	NO
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14.3.11 Are you aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and/or adjudication of this bid? If yes, furnish particulars:

YES	NO
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14.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?
If yes, furnish particulars:

YES	NO
-----	----

14.3.13 Is any spouse, child or parent of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars:

YES	NO
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14.3.14 Do you or any of the directors, trustees, managers, principal shareholders or stakeholders of this company have any interest in any other company or business whether or not they are bidding for this contract? If yes, furnish particulars:

YES	NO
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15. Full details of directors / trustees / members / shareholders

Full Name	Identity Number	State Employee No.

Signature

Date

Capacity

Name of Bidder