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**USHAKA MARINE WORLD INVITES ELIGIBLE AND ACCREDITED SERVICE PROVIDERS TO SUBMIT A WRITTEN QUOTATION ON THEIR OFFICIAL LETTER HEAD FOR THE GOODS/SERVICES REQUIRED AS STIPULATED IN THIS REQUEST FOR QUOTAION.**

1. **RFQ NO: RFQ 08 SS 22062021**
2. **DESCRIPTION: THE PROVISION OF DIGITAL AND SOCIAL SERVICES FOR THE MONTH OF JUNE 2021 AS DETAILED IN THIS RFQ**

Invitation date	22 June 2021
Closing date	29 June 2021
Closing time	11:00
Documents are obtainable from	uShaka Marine World & eThekwini Website
Submission of RFQ	1. Sealed RFQs addressed to the PROCUREMENT DEPARTMENT and marked with the Number <b>RFQ 07 SS 22062021 THE PROVISION OF DIGITAL SERVICES FOR THE MONTH OF JUNE 2021</b> . are to be Emailed to <a href="mailto:quotations@ushakamarineworld.co.za">quotations@ushakamarineworld.co.za</a> (and not any other department), no later than: <b>29/06/2021 at 11:00</b>
Technical enquiries (end user)	<b>Naazneen Abdul Karim; Tel: 031-328-8000, eMail: <a href="mailto:nabdulkarim@ushakamarineworld.co.za">nabdulkarim@ushakamarineworld.co.za</a></b>
Procedural enquiries ( Supply Chain management/Procurement)	<b>Samantha Sibiyi; Tel: 031-328-8043; eMail: <a href="mailto:ssibiyi@ushakamarineworld.co.za">ssibiyi@ushakamarineworld.co.za</a></b>

**2. COMPULSORY RETURNABLE DOCUMENTS:**

**Failure to submit any of the above mandatory documents will lead to disqualification**

• A Valid Tax Clearance Certificate /SARS PIN NO	Yes	No
• A current BEE status certificate/ Sworn Affidavit	Yes	No
• Central Supplier Database Registration (CSD) MAAA no.	Yes	No
• Fully completed and signed declaration of Interest Forms (MBD 4)	Yes	No
• Letter of Good Standing <b>(if applicable)</b>	Yes	No
• CIDB registration <b>(if applicable)</b>	Yes	No

In compliance with the Municipal Finance Management Act (MFMA) no 56 of 2003 and its municipal supply chain management regulation 14, eThekwini municipality hereby requests all suppliers of goods and services to apply to be registered on its supplier database via the National Treasury's Central Supplier Database. Failing to register on the National Treasury's Central Supplier Database with result in your business being non-compliant with the legislation and as a consequence will not be permitted to transact with eThekwini Municipality.

After successfully registering on the Central Supplier Database, suppliers are to ensure that they are also registered on the eThekwini Vendor Portal on [www.ethekwinivendor.durban.gov.za](http://www.ethekwinivendor.durban.gov.za) and must ensure that all supporting documentation is provided.

Please ensure you have registered your company, failing which any quotations submitted will unfortunately not be considered until such time as the legislation has been adhered to



### 3. Our Requirements

#### Mandatory Requirements

- Service provider must have at least 10 years digital marketing experience in a theme park environment
- Service provider must have at least 10 years previous digital marketing experience with resorts, venues or other location based businesses
- Service provider must have knowledge of Marine Conservation
- Expertise in Adobe graphics design applications for still or moving images
- Expertise in concept & creation of digital content
- Specialists in digital media (Facebook & Google Partner required)
- Experience in digital crisis communication
- Dedicated client service liaison with uShaka DMO
- Dedicated community manager
- In-house web development, copywriting and design
- The ability to work with uShaka Executives on digital marketing strategy
- Digital agency must be based in Durban South Africa.

#### Technical Specification

##### List of Services

Customer Communication inbound and Outbound  
Social Media – Facebook Network and Google Network  
Online Advertising  
Location Services  
Campaigns  
Technical: Software, Hosting & Databases  
Website Content  
General Information  
Social Networking

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**1. EVALUATION PROCESS**

The procedure for evaluation of responsive Offers will be in accordance with the DMTP's current SCM Policy and the Preferential Procurement Policy Framework Act (5 of 2000), and the Preferential Procurement Policy Framework Act Regulations (January 2017).

**2. THE ADJUDICATION PROCESS**

Criterion	Weighting
<b>1. Proposed solution (fit for purpose)</b>	<b>50%</b>
At least 10 years company experience in digital marketing for a theme park environment with specific knowledge of Marine Conservation. This must include dedicated client service liaison with uShaka DMO. (Agency must be based in Durban, South Africa). Expertise in digital media (Facebook & Google Partner required), In-house web development, copywriting and design, Adobe graphic design applications for still or moving images, concept and creation of digital content, and digital crisis communication. Agency must be able to provide service for technical aspects, specifically Software, Hosting & Databases. Agency to provide online advertising to the value of R15k. Agency must be able to provide after-hours service in case of emergencies	
<b>2. Capability of the Respondent to deliver e.g. previous work experience</b>	<b>10%</b>
References with contact details of where similar work has been provided in the past 2 years	
<b>3. Capacity of the Respondent to deliver</b>	<b>40%</b>
Service provider accreditation for Google Marketing and Facebook Marketing Preferred Partnership (Proof must be submitted with quotation)	
<b>Total weightings</b>	<b>100%</b>

Evaluation points for price and preference will only be calculated for Bidders who comply with the contractual and technical specification, and if applicable, have attained the minimum Functionality Score as stated in the RFQ

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Criteria	Max. Points Scoring
<b>Price</b>	<b>80 Points</b>
Price	80
<b>Empowerment:-</b>	<b>20 Points</b>
Empowerment Status of the Company	20
<b>Total Points (Max.)</b>	<b>100</b>

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