

**Compulsory Briefing Session Minutes for the appointment of a service provider to develop the NDA Brand Strategy in alignment with its approved Turnaround Strategy over a period of 12 months, held virtually through Microsoft Teams on 10 September 2024 at 10h00**

Attendees: Ms Makgodu Tsehloane – BSC Member and Chairperson  
 Mr Itumeleng Kwenane – BSC Member  
 Mr Muzi Matsenjwa – SCM and BSC Facilitator  
 Ms Elizabeth Mngqabashe – Secretariat  
 Service Providers

Apologies: Mr Nkhensani Mthembi  
 Mr Ben Morule (Attending EXCO)  
 Mr Mphumeleli Zungu (Attending EXCO)  
 Dr Nthabiseng Kraai

NO.	ITEM	RESPONSIBLE	
1.	<b>PROCEDURAL MATTERS</b>		
1.1	<p><b>Opening and Welcome</b></p> <p>Mr Muzi Matsenjwa opened the meeting and explained the following</p> <ul style="list-style-type: none"> <li>• The purpose of the meeting.</li> <li>• He further explained that the briefing session was compulsory meaning that only service providers who joined the meeting will be able to submit bids.</li> <li>• The closing date and time which is 23 September 2024 at 12:00. Bids received after this date and time will not be accepted and will be returned to the originator unopened.</li> <li>• Two-envelope system is still used for this tender. Commercial envelope which must contain the quotation and all mandatory requirements in section 20 of the TORs and the technical envelope which must contain all technical requirements as outlined in the TORs.</li> <li>• All technical queries can be directed to Ms Makgodu Tsehloane at the email address and contact details which are on the TORs and all commercial queries can be directed to Mr Muzi Matsenjwa and Ms Elizabeth Mngqabashe.</li> </ul>	<p><b>Muzi Matsenjwa</b></p>	
2.	<b>DISCUSSIONS</b>		
2.1	<p><b>Presentation of mandatory/commercial requirements of TORs</b></p> <ul style="list-style-type: none"> <li>• All received bids will be opened on the closing date and time.</li> <li>• All documents in section 20 of the TORs (Mandatory documents) should be submitted as these are the first documents to be checked when the tender envelopes are opened for compliance</li> </ul>	<p><b>Muzi Matsenjwa</b></p>	

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	<p>purposes. Those are the following:-</p> <ul style="list-style-type: none"> <li>(a) Valid Tax Clearance Certificate issued by the South African Revenue Services (SARS). Where consortium/joint ventures/sub-contractor are involved in each party to the association must submit a separate valid original Tax Clearance Certificate or SARS tax Pin or a CSD report. Alternatively, service providers must fully complete Standard Bid Document 1 (SBD 1) to give effect to the tax compliance status system.</li> <li>(b) Signed agreements for joint ventures and/or consortium arrangements.</li> <li>(c) Company registration documents (CIPC).</li> <li>(d) A letter/resolution authorising the person signing the bid documents and contracts. Even if you are a sole trader/proprietor you must still submit this letter on your company's letterhead stating that you are authorised to sign all contracts on behalf of your company.</li> <li>(e) All participating bidders must complete, sign and return ALL the attached SBD forms (SBD1, 3.3, 4&amp;6.1) together with their proposals.</li> </ul> <ul style="list-style-type: none"> <li>• The commercial evaluation will be based on the 80/20 preference points system in accordance with the PPPFA act, where 80 points will be attained in respect of price, 10 points will be awarded for enterprises owned by black people, 4 points for enterprises located in a specific rural/underdeveloped/township (should the required locality merely be a province, the full points will be applied to the province), 2 points for enterprises owned by black African women and 2 points for enterprises owned by black African youth and 2 points if you have people with disabilities in your company.</li> <li>• The service provider who scores the highest number of points on price and BEE will be awarded the bid.</li> </ul> <p><b>Ethics awareness</b></p> <p>Service providers must read and sign the ethics awareness. NDA does not require any compensation for tenders. As soon as you receive a call requesting you to pay some money you must know it is not from NDA and it is a scam.</p>		
2.2	<p><b>Presentation of technical requirements of the TORs</b></p> <p>Ms Makgodu Tsehloane presented the technical requirements of the TORs as follows:-</p> <ul style="list-style-type: none"> <li>• She first explained the overview and mandate of the NDA.</li> </ul>	<p><b>Ms Makgodu Tsehloane</b></p>	

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	<ul style="list-style-type: none"> <li>• NDA through this brand strategy must build an image of an organisation which is a go to when it comes to poverty eradication issues especially at community level.</li> <li>• Most of the communities NDA deals with are grassroots communities.</li> <li>• She indicated that the BCS has tried to give as much information as possible in the TORs about the organisation and some background information in terms of what the turnaround strategy consultants touched on, but it is not exhaustive.</li> <li>• The concept paper and the Turnaround strategy were also attached to the TORs. So, this brand strategy and the integrated marketing communication strategy must be aligned to that.</li> <li>• She mentioned that people in the field of branding and marketing all know that when it comes to a brand strategy you have to touch on strategic choices, or the brand substance, corporate expression, our brand image and look at the dimensions which influence that.</li> <li>• Moving forward she indicated that the NDA will still work with Civil Society Organisations, however it is moving away from the welfare ones.</li> <li>• National Treasury wants to see a difference, they want to see more and more communities getting involved in their own job creation so as a result, the NDA sustainable livelihoods model is going to be looking at Community-based Enterprises and these will be unpacked with the successful bidder.</li> <li>• But just to summarize that these consist of Community-owned Enterprises meaning that we do not fund individuals. We want to stretch the rand as far as possible by getting groups of individuals to run their own community enterprises. Co-operative enterprises have been funded and if you go on to our website you will see some of the press releases talking about the co-operatives that we have funded and what they do.</li> <li>• She pointed out that from page nine (09) to twelve (12) of the TORs they have tried to give an example of what they need and the framework that people must follow when they submit their bids, but that is not exhaustive because as brand specialists they will know that a comprehensive brand strategy will guide the organisation on brand management, whether the unit is here or not, everybody can just look at the document which will serve as a blueprint. It will talk to the type of values, the culture, what experience must people have when interfacing with the NDA, etc.</li> <li>• She requested that when agencies submit their bid documents, they must please follow the format that has been given in the technical evaluation for example first the methodology, then company experience, detailed project plan, etc. So if bidders can put their information in that order, with some file dividers, it will make the evaluation process quick and easy.</li> </ul>		
<b>3.</b>	<b>CLOSURE</b>		
	Meeting adjourned at 10:40		

## QUESTIONS & ANSWERS

Questions from Service Providers	Responses from NDA
1. Looking at the terms of reference and scores with the minimum of 80. Should you not meet 80 is that an automatic disqualification?	Yes.
2. I just wanted to clarify one thing. I know in terms of submission it is two envelopes should there be USB with a soft copy in the envelopes or is it just hard copies?	We normally need the hard copies, but examples of publications done before can be put on USB. The rest of documents must be in hard copies for the evaluation team. Although we have started to be asking for soft copies because of the hybrid working arrangements and also so that if we want to archive, we can have the document available for the longest time. It will also be easier if we want to do virtual evaluations because of the hybrid working arrangements.
3. I just want to ask regarding the methodology which says develop a comprehensive brand strategy framework. Does that mean we must propose an actual brand approach in terms of the terms of reference or the specifications? Or are we to design an actual brand strategy for this purpose or simply put our methodology that will be taken to develop a brand strategy?	At this stage it is not the strategy itself but your approach that will serve as a framework which we are then going to review with the appointed bidder to ensure that we have covered all bases.
4. In the TORs it says we should provide a detailed cost breakdown and there is also SBD 3.3. So, is it both? Do we provide a cost breakdown and also complete SBD 3.3?	In terms of the main technical area, we would like to see a detailed budget in terms of what we have put in the specifications. We want to see how much this is going to cost as you saw that there is a brand manual which is also required. We need the detailed price breakdown in the form of a quotation because the SBD 3.3 limits the bidders. In the SBD 3.3 you can just put a summary of the total bid price but both must be submitted. In consulting there is a project fee which covers the entire project which is what we prefer and there is a retainer fee which we are not going to be working on here, and then there are hourly rates.

- Bidders were requested to be cautious of the closing date and time and ensure that their hard copy documents are properly bound and not stapled ensuring that no pages are missing.
- Minutes will be posted on our website within 5 working days.

**SIGNED BY THE END USER AND SCM ON BEHALF OF BID SPECIFICATION COMMITTEE MEMBERS AS A TRUE REFLECTION OF THE CONTENT OF THE MEETING:**

  
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**Mr Muzi Matsenjwa**  
**SCM Unit**

  
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**Ms Makgodu Tsehloane**  
**End User – Communications and Marketing**