



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - (SAT TENDER NUMBER ONLINE LISTENING TOOL AND MEDIA MONITOR 192/21).

Summary of the Evaluation Phases (table below):

Table 1: Evaluation Summary

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Desktop Functional Technical Evaluation	Phase 3 Price and B-BBEE Evaluation
Bidders' responses will be evaluated based on table 2 below.	<p>Only bidder(s) who score 75% and above on phase 2 will proceed to Functional Technical Evaluation.</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p> <p>Bidder(s) are required to achieve a minimum threshold of 75% and above to proceed to Phase 3.</p>	<p>The tender will be evaluated on either the 80/20 or 90/10 preference point system.</p> <p>Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.</p>

Phase 1: Administrative and mandatory bid requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Table 2: Phase 1 Evaluation

Document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin
B - BBEE Certificate 1		B - BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf (Failure to submit a sworn affidavit will result in non-compliant on the preference points system)

Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database (CSD)		All agencies, including proposed partner/subcontractor agencies must be registered as a service provider on National Treasury's Central Supplier Database (CSD). If you are not registered, proceed to complete the registration of your company prior to submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration.
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document
Annexure D-Preferential Procurement SBD 6.1		Complete and sign the supplied pro forma document
Annexure F-Declaration of Bidder's Past Supply Chain Management Practices - SBD 8		Complete and sign the supplied pro forma document
Annexure G-Certificate of Independent Bid Determination - SBD 9		Complete and sign the supplied pro forma document

Phase 2: Desktop Functional Technical Evaluation = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

Bidders will be required to achieve a minimum threshold of 75% in order to proceed to Phase 3 for Price and BBBEE level of contribution evaluations.

Table 3: Phase 2 Evaluation

Deliverables / Performance Indicators	Weight Allocated	Reference pages in bidder's proposal.
<p>1.Tool Capability The Bidder must clearly indicate their experience and expertise in offering the Online Listening and Media Monitor Tool services as stated in the attached Scope of Work [SOW].</p> <ul style="list-style-type: none"> Provide 2 valid Case Studies showing global client's implementations, including References. Provide 1 valid Case study on a Destination Marketing Organisation/DMO, including References. Provide 1 valid Case study for a global client on PR Crisis Management and Implementation, including References. <p><i>The quality of the references will be evaluated based on the evaluation matrix on Table 4</i></p> <p>Include Brand Keywords, Audience Insights, Influencer Engagement, Brand Sentiments, Listening Coverage, Language capability, Media Alerts, Competitor Analysis / Competitor Metrics.</p>	25	

<p>2.Execution Plan:</p> <p>Bidder must provide a detailed description of how they intend to execute the Tool implementation from inception to completion.</p> <p>This must include a detailed project plan with clear time frames, skills, and resources utilised in each area (a roadmap with cost estimates). The major project tasks and timelines should be mapped out for the organisation.</p> <p>Project team to have Project management, Digital Marketing, and Social Media skills. Bidder to provide these certificates that shows the level of expertise the Project team possesses.</p>	20	
<p>3.Platform Support and Maintenance</p> <p>The Bidder should provide a full description on how they intend to support and maintain the platform. This should include the following:</p> <p>Set-up, Admins/Administration, Training of staff, Account manager's allocation, Software availability, performance, security, compliance monitoring and management, Infrastructure optimization (e.g., cloud resource consumption optimization).</p> <p>All applicable platform support and maintenance to be provided and detailed</p>	15	
<p>4.Reporting and Dashboard Visualisation</p> <p>The Bidder to show Reporting and Dashboard capabilities based on the provided case studies as per criteria No 1.</p> <p>The Bidder to show Reporting agility and capability as per the Scope of Work.</p> <p>The Bidder to show date range functionality on Reporting and Dashboard View.</p> <p>The Bidder to show Report download functionality into editable versions [in PDF, Excel, PowerPoint, Word, HTML etc.].</p>	20	
<p>5.Pitch Presentation [Live Demo]</p> <p>The Bidder to present a live demo on the functionality of the tool as per the Scope of Work.</p> <p>The Bidder to present a live demo on the functionality of the tool Dashboard.</p> <p>The Bidder to present an analysis of South African Tourism as a Corporate brand and South Africa as destination brand based on publicly available online presence .</p>	20	
Total Weight	100	

If required, they will be at a high level where criterion will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.

- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Table 4: Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential required services, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods / services, with little or no supporting evidence.	0

Phase 3: Price and BBEE Evaluation (80+20 or 90+10) = 100 points

Only bidder(s) who meets the minimum threshold of 75% for the pitch presentation during Phase 3 will be further evaluated for comparative price and BBEE level of contribution.

The total points for price evaluation (out of 80/20 or 90/10) and the total points for BBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder all other bidders will be considered as unsuccessful. That was tendered for.

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered as unsuccessful.

END.