



**PART A  
REQUEST FOR QUOTATIONS (RFQ)**

<b>YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (SA TOURISM)</b>					
<b>RFQ NUMBER:</b>	RFQ-ICT-SOE-03-23	<b>CLOSING DATE:</b>	20 March 2023	<b>CLOSING TIME:</b>	14:00
<b>DESCRIPTION</b>	REQUEST FOR RECOGNIZED SEO TOOL AND THE LICENSING THEREOF FOR A PERIOD OF 12 MONTHS.				
<b>BID RESPONSE DOCUMENTS MAY BE PROVIDED BY THE BELOW METHODS</b>					
All proposals must be uploaded using the following link <a href="https://forms.gle/sno2taxa2BN4fLJx7">https://forms.gle/sno2taxa2BN4fLJx7</a> or <a href="mailto:quotes@southafrica.net">quotes@southafrica.net</a> <b>NOTE: IT IS THE BIDDER'S RESPONSIBILITY TO ENSURE THE COMPLETED RFQ DOCUMENT WITH APPROPRIATE SUPPORTING DOCUMENTS ARE DELIVERED TO THE CORRECT ADDRESS ON OR BEFORE THE CLOSING DATE AND TIME.</b>					
<b>BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO</b>					
CONTACT PERSON	Thembelihle Nyide				
TELEPHONE NUMBER	011-895-3000				
E-MAIL ADDRESS	<a href="mailto:quotes@southafrica.net">quotes@southafrica.net</a>				
<b>SUPPLIER INFORMATION</b>					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER (If applicable)					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA
ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?			Yes	No	
			[IF YES, PLEASE PROVIDE DETAILS]		
<b>QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS</b>					
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?				YES	NO
DOES THE ENTITY HAVE A BRANCH IN THE RSA?				YES	NO
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?				YES	NO
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?				YES	NO
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?				YES	NO
<b>IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.</b>					



**PART B  
TERMS AND CONDITIONS FOR BIDDING**

<b>1. BID SUBMISSION:</b>	
<p>1.1. BIDS MUST BE DELIVERED BY THE STIPULATED DATE AND TIME TO THE CORRECT EMAIL ADDRESS AND OR PLATFORM. NO HAND DELIVERY MAY BE ACCEPTED. ALL COMPLETED DOCUMENTS SHOULD BE SEND TO <a href="https://forms.gle/sno2taxa2BN4fLJx7">https://forms.gle/sno2taxa2BN4fLJx7</a> or <a href="mailto:quotes@southafrica.net">quotes@southafrica.net</a>. BIDDERS FAILURE TO COMPLETE THE REGISTER WILL INVALIDATE THE RFQ. LATE BIDS/RFQ WILL NOT BE CONSIDERED WHEN MAKING A DECISION TO AWARD.</p> <p>1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED – OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT. THE STANDARDS BIDDING DOCUMENTS (SBD) FORMS MUST BE COMPLETED, SIGNED AND RETURNED WITH THE RFQ / BID DOCUMENTS.</p> <p>1.3. BIDDER'S ARE NOT ALLOWED TO ALTER THE CONTENT AND SEQUENCE OF INFORMATION IN THE SBD4 FORM.</p> <p>1.4. THE UNDERSIGNED BIDDER DECLARES AND FURTHER AGREES TO HAVE READ 2010 VERSION OF THE GENERAL CONDITIONS OF CONTRACT (GCC) IS AVAILABLE ON THE NATIONAL TREASURY WEBSITE. TO ACCESS THE GCC THE BIDDER SHOULD CLICK THE FOLLOWING LINK <a href="http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/">http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/</a> OR DOWNLOAD THE DOCUMENT FROM THE WEBSITE OF NATIONAL TREASURY.</p> <p>1.5. THE <b>80 / 20</b> PREFERENTIAL POINT SYSTEM WILL BE APPLIED WHEREIN <b>80</b> POINTS IS FOR PRICE AND <b>20</b> POINTS IS FOR SPECIFIC GOALS. TENDERS WITH A RAND VALUE OF BETWEEN R 2 000 BUT NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). FIRSTLY, THE SUBMISSION / RFQ WILL BE EVALUATED IN LINE WITH THE SET CRITERIA OR FUNCTIONALITY (<i>IF APPLICABLE</i>) AND THEREAFTER PROPOSAL WILL BE EVALUATED ON POINTS FOR PRICE AND SPECIFIC GOALS.</p> <p>1.6. POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL WILL BE ROUNDED OFF TO THE NEAREST TWO (2) DECIMAL PLACES.</p> <p>1.7. A TENDER OR RFQ MUST BE AWARDED TO THE TENDERER WHO SCORE THE HIGHEST TOTAL NUMBER OF POINTS IN TERMS OF THE PREFERENCE POINT SYSTEM (<i>PRICE AND SPECIFIC GOALS</i>) UNLESS OBJECTIVE CRITERIA IN TERMS OF SECTION 2 (1)(F) OF THE PPPFA JUSTIFY THE AWARD OF THE TENDER TO ANOTHER TENDERER</p> <p>1.8. BIDDERS ARE REQUIRED TO SUBMIT RESPONSIVE BIDS BY COMPLETING ALL PRICING AND ITEM INFORMATION IN LINE WITH THE ENTIRE SCOPE OF WORK/GOODS/SERVICES. SHOULD THE SUPPLIER FAIL TO QUOTE ON THE ENTIRE SCOPE OF WORK AS PER THE RFQ THE SAT MAY NOT AWARD THE CONTRACT TO THE SUPPLIER.</p> <p>1.9. THE SAT RESERVES THE RIGHT TO NEGOTIATE WITH THE BIDDERS PRIOR OR POST AWARD.</p> <p>1.10. THE SAT MAY ALLOCATE ZERO/NIL POINTS FOR SPECIFIC GOALS WHERE PROOF IS NOT SUBMITTED WITH THE RFQ.</p> <p>1.11. THE BID MUST BE VALID FOR A PERIOD OF 45 CALENDAR DAYS FROM THE CLOSING DATE AND TIME</p>	<div style="border: 1px solid black; width: 100px; height: 30px; margin: 0 auto;"></div>
<b>2. TAX COMPLIANCE REQUIREMENTS</b>	
<p>2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.</p> <p>2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.</p> <p>2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE <b>WWW.SARS.GOV.ZA</b></p> <p>2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.</p> <p>2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.</p> <p>2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.</p>	



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<p><b>Table A:</b> Provide documentation and/or information [South African Tourism (South African Tourism) reserves the right to review and verify submitted documentations on mandatory requirements/information]</p>	<p><b>Comply</b></p>	<p><b>Not Comply</b> NB:(Non-compliant on any of the below will result in disqualifications unless South African Tourism indicates as not applicable)</p>
<p>1.1. Proof of National Treasury Central Supplier Database (CSD Summary report – South African Tourism may verify the information as per the CSD) (unless supplier is a foreign supplier)</p>		
<p>1.2. CSD Overall Tax Status must be compliant (Tax Compliant during evaluation and award stage) (unless it's a foreign supplier)</p>		
<p>1.3. Conformance to the Scope of Work/ Terms of Reference (ToR)</p>		
<p>1.4. Platform's capability to optimize the digital landscape for SEO and to have a great understanding of changes to Google's core algorithms and the impact it has on SEO.Value adds and the recent additions to platforms.</p>		
<p>1.5. Approach to auditing and the various components they are able to audit on + the resolve offered for each of these.</p> <ul style="list-style-type: none"> <li>▪ To improve our mobile speed.</li> <li>▪ To lower our bounce rate.</li> <li>▪ To aim for 75 new keyword rankings based on new content.</li> <li>▪ Increased domain authority.</li> <li>▪ Increase in unique visitors to the site.</li> <li>▪ Monitor the seasonality and day-of-week variations to accurately gauge our website's health.</li> <li>▪ Have insights on traffic and ranking changes (local + national).</li> <li>▪ Know what the impact is of Voice Search on SEO and how to optimize our site for this.</li> <li>▪ Give definitive guidelines on optimized structured data, and how to display in in SERPs.</li> <li>▪ How to make use of rich snippets to improve CTR.</li> <li>▪ Have our site feature in the top 10 search results, accommodating Google's RankBrain satisfaction metrics</li> </ul>		
<p>Ability to meet all South African Tourism needs:</p> <p>There is a huge gap in the technical SEO which has been neglected when the site was built. Our on-page SEO also require a lot of</p>		

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<p>improvement.</p> <ul style="list-style-type: none"> <li>▪ A proposed custom growth plan to improve on SEO, Social, Mobile and Visitor Experience.</li> <li>▪ A need to see keyword rankings and gaps.</li> <li>▪ Suggested new keywords and grow opportunities.</li> <li>▪ Monitor competitor rankings and changes.</li> <li>▪ Benchmark against competitors</li> <li>▪ Backlinks and authority link building.</li> <li>▪ A need for daily website monitoring.</li> <li>▪ Daily health score and weekly snapshots.</li> <li>▪ On-page SEO checklist.</li> <li>▪ Technical SEO checklist.</li> <li>▪ Automated SEO audits.</li> <li>▪ On-page optimization.</li> <li>▪ Off-page optimization.</li> <li>▪ Mobile SEO.</li> <li>▪ Local SEO.</li> </ul>		
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**3. LIST OF RETURNABLES**

**BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS**

- a) TICK APPLICABLE BOX
- b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE

ANNEXURES	DOCUMENT DESCRIPTION	YES	NO
<b>PART A &amp; B</b>	IS BID INVITATION FORM , TERMS, AND CONDITIONS FOR BIDDING COMPLETED, SIGNED, AND SUBMITTED?		
<b>SUPPLIER IS REQUIRED TO USE THE PRESCRIBED SEQUENCE IN ATTACHING THE ANNEXURES THAT COMPLETE THE BID OR RFQ DOCUMENT</b>			
<b>ANNEXURE A</b>	IS THE STANDARD BID DOCUMENT (SBD4) FORM BIDDER'S DISCLOSURE COMPLETED, SIGNED AND SUBMITTED?		
<b>ANNEXURE B</b>	IS BIDDER'S SWORN AFFIDAVIT – <b>EXEMPTED MICRO ENTERPRISE (EME)</b> – OR <b>QUALIFYING SMALL ENTERPRISE (QSE)</b> – STILL VALID (FOR A PERIOD OF 12 MONTHS) FROM THE DATE SIGNED BY COMMISSIONER SUBMITTED TO CLAIM POINTS FOR SMME'S?		
<b>ANNEXURE C</b>	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		
<b>ANNEXURE D</b>	IS PROOF OF OWNERSHIP BY BLACK WOMAN ATTACHED IN THE FORM OF <b>(A)</b> COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, <b>(B)</b> COPY OF THE ID-DOCUMENT(S) OF THE BLACK WOMAN(E)		
<b>ANNEXURE E</b>	IS PROOF OF OWNERSHIP BY BLACK PERSON (S) IN THE FORM OF, <b>(A)</b> COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE BLACK OWNERSHIP IS LISTED, AND <b>(B)</b> COPY OF IDENTITY DOCUMENTS.		
<b>ANNEXURE F</b>	IS PROOF OF OWNERSHIP BY BLACK YOUTH ATTACHED IN THE FORM OF <b>(A)</b> ) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, <b>(B)</b> COPY OF THE ID-DOCUMENT(S) OF THE BLACK YOUTH.		
<b>ANNEXURE G</b>	IS THE LATEST REPORT FROM CENTRAL SUPPLIER DATABASE (CSD) SUBMITTED? THE REPORT WILL BE USED AMONGST OTHERS TO VERIFY TAX COMPLIANT AND BANKING DETAILS. TO FURTHER CONFIRM IF THE SHAREHOLDERS/DIRECTORS OF THE COMPANY ARE BLACK WOMEN, BLACK YOUTH OR BLACK-OWNED. INFORMATION AND DETAILS ON BLACK WOMEN, BLACK YOUTH AND BLACK OWNERSHIP SHOULD BE SIMILAR TO THE INFORMATION SUBMITTED ON ANNEXURES C, D,E AND F ABOVE.		

**4. APPLICATION OF PREFERENCE POINT SYSTEM**



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**4.1 DEFINITIONS**

HISTORICALLY DISADVANTAGED INDIVIDUALS (HDI) IS DEFINED AS A SOUTH AFRICAN CITIZEN –

- a) WHO, DUE TO THE APARTHEID POLICY THAT WAS IN PLACE, HAD NO VOTING RIGHTS IN THE NATIONAL ELECTIONS PRIOR TO THE INTRODUCTION OF THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1983 (ACT NO. 100 OF 1983) OR THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1993 (ACT NO. 200 OF 1993) (“*THE INTERIM CONSTITUTION*”) AND OR
- b) WHO IS A WOMAN AND/OR
- c) YOUTH

4.2 WITH THE UNDERSTANDING THAT ANY PERSON WHO RECEIVED SOUTH AFRICAN CITIZENSHIP ON OR BEFORE THE INTRODUCTION OF THE INTERIM CONSTITUTION, WILL NOT BE DEEMED TO BE HDI.

4.3 ANY REFERENCE TO WORDS “**BID**” OR “**BIDDER**” HEREIN AND/OR IN ANY OTHER DOCUMENTATION SHALL BE CONSTRUED TO HAVE THE SAME MEANING AS THE WORDS “**TENDER**” OR “**TENDERER**”.

4.4 “**A WOMAN**” REFERS TO A FEMALE PERSON WHO IS A SOUTH AFRICAN CITIZEN

4.5 “**HDI EQUITY OWNERSHIP**” REFERS TO THE PERCENTAGE OF A PARTNERSHIP OR BUSINESS THAT IS OWNED BY INDIVIDUALS, OR IN THE CASE OF A COMPANY, THE PERCENTAGE OF SHARES WHICH IS OWNED BY INDIVIDUALS WHO ARE ACTIVELY INVOLVED IN THE MANAGEMENT DECISIONS AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE COMPANY OR BUSINESS AND WHO EXERCISES CONTROL IN THE BUSINESS IN RELATION TO THEIR OWNERSHIP AT THE CLOSE OF TENDER. WHERE INDIVIDUALS ARE NOT ACTIVELY INVOLVED IN THE MANAGEMENT AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE BUSINESS AND WHO DOES NOT EXERCISE CONTROL IN RELATION TO THE PERCENTAGE OF THEIR OWNERSHIP, EQUITY OWNERSHIP POINTS CANNOT BE AWARDED.

4.6 “**BLACK PEOPLE**” IS A GENERIC TERM WHICH MEANS AFRICANS, COLOUREDS AND INDIANS WHO ARE CITIZENS OF THE RSA BY BIRTH OR DESCENT OR BY NATURALISATION BEFORE 27 APRIL 1994 OR AFTER.

4.7 “**SMALL ENTERPRISE**” MEANS A SEPARATE AND DISTINCT BUSINESS ENTITY, TOGETHER WITH ITS BRANCHES OR SUBSIDIARIES, IF ANY, INCLUDING COOPERATIVE ENTERPRISES, MANAGED BY ONE OWNER OR MORE PREDOMINANTLY CARRIED ON IN ANY SECTOR OR SUBSECTOR OF THE ECONOMY.

4.8 “**YOUTH**” IS A GENERIC TERM WHICH MEANS PERSONS BETWEEN 14 TO 35 YEARS OF AGE. (THE MAXIMUM AGE OF PERSON/DIRECTOR/SHAREHOLDER ETC MUST BE BELOW OR 35 YEARS ON OR BEFORE THE CLOSING DATE AND TIME OF THE RFQ)

4.9 “**EXEMPTED MICRO ENTERPRISE (EME)**” IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF R 10 MILLION OR LESS.

4.10 “**QUALIFYING SMALL ENTERPRISE (QSE)**” IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF BETWEEN R 10 MILLION AND R 50 MILLION

4.11 “**SPECIFIC GOALS**” REFERS TO CONTRACTING WITH PERSONS, OR CATEGORIES OF PERSONS, HISTORICALLY DISADVANTAGED BY UNFAIR DISCRIMINATION ON THE BASIS OF RACE, GENDER OR DISABILITY AND IMPLEMENTING PROGRAMME AS PUBLISHED IN THE GOVERNMENT GAZETTE NO. 16085 DATED 23 NOVEMBER 1994.

**4.12 80 / 20 PREFERENCE POINT SYSTEM**

TENDERERS WILL BE AWARDED POINTS AS FOLLOWS:

**The points must be allocated and awarded as follows:**

i. Total Tendered Price	:	80 points	
ii. Black Women Ownership	:	04 points	} <b>Specific Goals (Maximum points)</b>
iii. Black Ownership	:	10 points	
iv. Black Youth	:	02 points	
v. Small, Medium and Micro Enterprises (SMME's)	:	04 points	
<b>Total</b>	:	<b>100 points</b>	

4.13 THE POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL MUST BE ROUNDED OFF TO THE NEAREST 2 DECIMAL PLACES



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**4.14 TENDER PRICE**

THE FOLLOWING FORMULA WILL BE USED TO CALCULATE THE POINTS OUT OF 80 FOR PRICE IN RESPECT OF TENDER WITH A RAND VALUE NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). THE LOWEST ACCEPTABLE TENDER MUST SCORE 80 POINTS FOR PRICE, AND OTHER TENDERS WHICH ARE HIGH IN PRICE MUST SCORE FEWER POINTS , ON PRO RATA BASIS.

$$Ps = 80 \left( 1 - \frac{Pt - Pmin}{Pmin} \right)$$

WHERE -

PS = POINTS SCORED (AWARDED) FOR PRICE OF TENDER UNDER CONSIDERATION

PT = PRICE OF TENDER UNDER CONSIDERATION; AND

PMIN = PRICE OF THE LOWEST ACCEPTABLE TENDER

**4.15 SPECIFIC GOALS**

**4.15.1 % OWNED BY PEOPLE WHO ARE BLACK WOMEN (WO)**

A MAXIMUM OF FOUR (04) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK WOMAN. EQUITY OWNERSHIP FOR BLACK WOMEN WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBER/S WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY MANAGEMENT OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK WOMEN -----%

THUS, POINTS AWARDED:  $4 \times \frac{\% WO}{100} =$    $14 \times \frac{\% WO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) COPY OF THE ID-DOCUMENT (S) OF THE BLACK WOMAN(E)
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK WOMAN IS LISTED



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4.15.2 % OWNED BY BLACK PEOPLE (BO)

A MAXIMUM OF TEN (10) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK AND DID NOT HAVE VOTING RIGHTS ACCORDING TO THE DEFINITION OF AN HDI. EQUITY OWNERSHIP FOR BLACKS WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK PERSON(S) WHO DID NOT HAVE VOTING RIGHTS.....%

THUS, POINTS AWARDED:  $10 \times \frac{\% BO}{100} =$    $4 \times \frac{\% BO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) COPY OF ID DOCUMENT.
- b) COPY OF THE FOUNDING DOCUMENTATION ON THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- c) LATEST CSD REPORT WITH BLACKS AS SHAREHOLDERS/DIRECTORS OF THE COMPANY

4.15.3 SMALL, MEDIUM AND MICRO ENTERPRISES (SMME'S)

A MAXIMUM OF FOUR (4) POINTS WILL BE AWARDED TO A TENDERER WHO IS CLASSIFIED AS SMME

IS THE COMPANY CLASSIFIED AS EME OR QSE?

YES = 4 POINTS =

NO = 0 POINT

PROOF OF DOCUMENTATION MUST BE ATTACHED IN THE FORM OF:

- a) SWORN AFFIDAVID THAT IS VALID FOR A PERIOD OF 12 MONTHS FROM THE DATE SIGNED BY THE COMMISSIONER.

4.15.4 % OWNED BY BLACK YOUTH

A MAXIMUM OF TWO (2) POINTS WILL BE AWARDED TO A TENDERER WHO IS BLACK YOUTH. EQUITY OWNERSHIP FOR BLACK YOUTH WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK YOUTH.....%

THUS, POINTS AWARDED :  $2 \times \frac{\% DO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) A COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) A COPY OF ID DOCUMENT;
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK YOUTH IS LISTED.



**TABLE B: OWNERSHIP**

NAME AND SURNAME /ENTITY NAME	GENDER (MALE OR FEMALE)	AGE i.e., 32	CITIZENSHIP (RSA, OR SPECIFY OTHER)	ETHNIC GROUP (BLACK, WHITE, ETC.)	NUMBER OF SHARES PER SHAREHOLDER	PERCENTAGE OF OWNERSHIP (%) PER SHAREHOLDER
<b>Total</b>						

*(To be completed by bidder)*

**TABLE- C: SPECIFIC GOALS**

OWNERSHIP	TOTAL PERCENTAGE OF OWNERSHIP	SPECIFIC GOALS POINTS CLAIMED
<b>Black Woman ownership</b>		
<b>Black Ownership</b>		
<b>Black Youth Ownership</b>		
<b>Total</b>		

4.16 THE SAT CAN ONLY AWARD POINTS PROVIDED SUFFICIENT INFORMATION AND REQUIRED DOCUMENTS ARE CORRECTLY COMPLETED AND RETURNED WITH THE PROPOSALS IN LINE WITH LIST OF RETURNABLE DOCUMENTS ON PARAGRAPH THREE (3) ABOVE. POINTS OBTAINED FOR PRICE SHOULD BE ADDED TO POINTS OBTAINED FOR SPECIFIC GOALS.

4.17 TENDER MUST BE AWARDED TO THE TENDERER SCORING THE HIGHEST POINTS. HOWEVER, A CONTRACT MAY BE AWARDED TO A TENDERER THAT DID NOT SCORE THE HIGHEST POINTS ONLY IN ACCORDANCE WITH SECTION 2 (1)(F) OF THE PPPFA 05 OF 2000.





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<b>5. CRITERIA FOR BREAKING DEADLOCK IN SCORING</b>	
a)	IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS;
b)	IF TWO OR MORE TENDERES SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS
<b>6. DELIVERIES</b>	
a.	ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED
b.	DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE.THE SATWILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE
c.	BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD ( <b>IN DAYS</b> ) FROM THE DATE AN ORDER IS ISSUED <input type="text"/>
<b>7. POPIA DISCLAIMER</b>	
<b>7.1 COMPLIANCE WITH PERSONAL INFORMATION ACT, 4 OF 2013</b>	
PERSONAL INFORMATION SHARED WITH THE SAT SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.	
<b>7.2 CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION</b>	
THE SAT MAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE SAT MAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE SAT MAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.	
<b>7.3 FURTHER PROCESSING OF PERSONAL INFORMATION</b>	
YOU FURTHER GRANT THE SAT EXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.	
<b>7.4 DUTY OF CARE</b>	
THE SAT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.	
<b>7.5 EXEMPTION FROM LIABILITY</b>	
THE SAT (INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL), AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM	

**SCOPE OF WORK**

South African Tourism is in the process of standardizing the use of marketing technology (MarTech) across the organization locally and globally. The area of focus for this scope of work is Search Engine Optimization (SEO) given the importance search engines play in the promotion of South Africa as a tourism destination and the engagement with the tourism value-chain. This is done in multiple languages and countries, please view the travel section of southafrica.net for all the languages and markets.

The head office digital division at South African Tourism – DIGITECH – is looking to source and adopt a new SEO tool that will help guide, inform, and report on the technical and non-technical, on page and off page SEO efforts across all South African Tourism digital platforms, markets, and languages.

South African Tourism invites the bidders to submit a proposal to provide a globally renowned and recognized SEO tool. As a reference and in no particular order (as an example):

- SEMrush
- Ahrefs
- MozPro
- AWR Cloud
- SpyFu
- Majestic



**SOUTH AFRICAN TOURISM**

## REQUEST FOR QUOTATION

- Searchmetrics
- Amongst other globally recognized and comprehensive tools

This tool will form part of the MarTech suite and should be able to seamlessly integrate and work in conjunction with Google Analytics 360/G4, Google Search Console and Meltwater to provide a holistic view of digital platforms performance and areas to improve on. Reporting visualization via Power Bi may be required.

The tool should add value to all operating areas within SEO and across all South African Tourism markets such as but not limited to:

a) SEO Tool Functionalities

Below please find a list of functionalities required for this tool:

- A need to see keyword rankings and gaps for all languages and markets;
- Suggested new keywords and grow opportunities;
- Monitor competitor rankings and keywords;
- Benchmark against competitors;
- Backlinks and authority link building;
- A need for daily SEO monitoring;
- Daily health score and weekly snapshots;
- On-page SEO;
- Technical SEO;
- Automated SEO tasks;
- Off-page SEO;
- Mobile SEO;
- Local SEO;
- Domain ranking.

b) System Requirements: Below please find the system requirements needed from the tool:

- Generation of reports in multiple formats;
- White labelling;
- Integration with the google stack & meltwater.

c) Reporting format: Below please find South African Tourism reporting requirements:

- White label functionality is required on all reports generated;
- Automated weekly/monthly reports.

The ultimate purpose of this request is to provide South African Tourism with an SEO Tool that is fit for purpose, can be managed by South African Tourism employees and adopted by the business holistically. To do so South African Tourism has outlined the following outputs part of this scope applicable to South African Tourism digital platforms and objectives:

- Set-up and configuration of the tool across all external facing digital platforms;
- Training of South African Tourism super-users and day-to-day users;
- Definition of an SEO score card to monitor SEO performance;4. Licensing of the tool on behalf of South African Tourism;
- Troubleshooting support for the duration of the license.

The proposals should include the above as well as a project timeline indicating the sequence of tasks to achieve the above objectives within a 2 month period.



TABLE D: SCOPE OF WORK

NO	SCOPE OF WORK (DESCRIPTION SERVICES OR GOODS)	QUANTITY	AMOUNT
1	- A demo account of the SEO tool for South African Tourism employees to access as part of the evaluation;	1	
2	- Project timeline to assure the tool is running by March 2023;	1	
3	- Breakdown and disclosure of all cost items;	1	
4	- Example of a SEO score card previously used;	1	
5	- SEO Audit report of a chosen South African Tourism digital platform	1	
6	- A demo account of the SEO tool for South African Tourism employees to access as part of the evaluation;	1	
7	- Project timeline to assure the tool is running by End of March 2023	1	
8			
9			
	<b>TOTAL PRICE EXCLUDING VAT</b>		
	<b>VAT@ 15 % (ONLY IF THE BIDDER/SUPPLIER IS REGISTERED FOR VAT)</b>		
	<b>GRAND TOTAL INCLUDING VAT ( TOTAL BID OR RFQ PRICE)</b>		



**BIDDER'S DISCLOSURE (SBD 4)**

**1. PURPOSE OF THE FORM**

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

**2. Bidder's declaration**

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest<sup>1</sup> in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:  
 .....  
 .....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:  
 .....  
 .....

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<sup>1</sup> the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



REQUEST FOR QUOTATION

3 DECLARATION

SOUTH AFRICAN TOURISM

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium<sup>2</sup> will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.  
I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

**NB:** FAILURE TO SUBMIT DULY COMPLETED FORMS AND SIGNED AUTHORISATION DECLARATION, WITH THE REQUIRED ANNEXURE(S), IN ACCORDANCE WITH THE ABOVE PROVISIONS MAY INVALIDATE THE BID FOR SUCH GOODS OR SERVICES OFFERED.

**SIGNATURE OF BIDDER:**.....

**CAPACITY UNDER WHICH THIS BID IS SIGNED:**.....

***(Proof of authority must be submitted e.g. company resolution)***

**DATE:**.....

<sup>2</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.