



Request for Proposals (RFP)

Development and Implementation of a new website for the CSIR on behalf of the Aerospace Industry Support Initiative (AISI)

RFP No. 372/18/07/2014

Date of Issue:	27 June 2014	
Compulsory Briefing Session:	11 July 2014	
Closing Date and Time:	18 July 2014	
Place:	Tender Box, CSIR Main Reception, Gate 3 (North Gate)	
Enquiries	Strategic Procurement Unit	E-mail: tender@csir.co.za

1 INTRODUCTION

The Council for Scientific and Industrial Research (CSIR) is one of the leading scientific research and technology development organisations in Africa. In partnership with national and international research and technology institutions, the CSIR undertakes directed and multidisciplinary research and technology innovation, which contributes to the improvement of the quality of life of South Africans. The CSIR's main site is in Pretoria while it is represented in other provinces of South Africa through regional offices.

2 BACKGROUND

The AISI is a fully government-funded mechanism. It is funded by the Department of Trade and Industry (**the dti**) in support of the local South African aeronautical and space industry. It is hosted by the CSIR on behalf of **the dti**. The AISI is the Industrialisation Theme of the Integrated **dti** Aerospace Programme (IDAP).

The AISI is guided by the Industrial Policy Action Plan (IPAP) and the Sector Development Plan (SDP), to improve the competitiveness of the South African aerospace and defence industry.

The purpose of this RFP is to appoint a service provider (or service providers) to support the AISI communication team in delivering on points outlined in this RFP through the services of a seasoned service provider in website designing/redesigning, and branding and rebranding.

Building on its good reputation in and partnerships with industry, the AISI has the intent to broaden its influence through the use of a digital media platform. The communication strategy plan for 2014/15 has prioritised a number of focus areas in this regard:

1. Redevelopment of the existing website into a portal for supporting the local aeronautical and space industry and beyond.

2. Development of an animated info-graphic to explain the AISI and the National Aerospace Centre (NAC) operations and how they jointly operate as IDAP. The info-graphic should not be longer than 1 minute and 30 seconds

3. Presentation of AISI on a social media platform; limited to LinkedIn.

3 INVITATION FOR PROPOSAL

Proposals are hereby invited for the development, designing/redesigning and implementation of a website for the Aerospace Industry Support Initiative (AISI).

4 VENUE FOR PROPOSAL SUBMISSION

All proposals must be submitted at:

CSIR GATE 03 – Main Reception Area (in the tender box) at the following address
Council for Scientific and Industrial Research (CSIR)
Meiring Naude Road
Brummeria
Pretoria

5 TENDER PROGRAMME

The tender program, as currently envisaged, incorporates the following key dates:

- Issue of tender documents: 27 June 2014
- Compulsory Briefing Session: 11 July 2014
- Venue: SSIU Main Boardroom
Building 23 Room 07
- Closing / submission Date: 18 July 2014
- Conditions for briefing session attendance: Please RSVP on or before 06 July 2014 if you will attend

6 PROPOSAL SPECIFICATION

All proposals are to be submitted in a format specified in this enquiry. However, tenderers are welcome to submit additional / alternative proposals over and above the originally specified format.

The RFP has been broken down into sections, Companies will be required to quote and prepare a presentation on each element separately. The AISI through the CSIR reserves the right to appoint more than one company.

1. Redesign of the AISI website

The AISI has an existing website which must be redesigned and updated. The service provider will be required to secure the domain (www.aisi.co.za) which is currently held and hosted externally and transfer it to be hosted within the CSIR. This will be a two-month project and the website must therefore be designed in such a way that it can be uploaded in phases.

Website Requirements

This site must be rebuilt/redesigned in such a way that it can form the basis of a site that will increase in scope and size over time. Over the next two years, the AISI will undergo rebranding and may even require rebranding expertise; although this is not a requirement in the current scope of work, a rebranding approach forms a part of inherent requirements of this RFP.

Expertise and experience in the editorial and distribution of an electronic newsletter or newsfeed is required. The redesign of the website must be adaptable to allow for other functionalities to be plugged in.

Other considerations include;

- Content Management System (CMS)-based site for easy updates
- Mobile friendly or cascading style sheets for mobile and other devices.
- Easy navigation
- Library of AISI material in eBook or pdf format
- Library of articles, policy documents and other background information/resources.
- YouTube feed
- LinkedIn follow buttons
- Blog facility – easy posting of media releases and articles

- Embedded thumbnail links to YouTube AISI videos
- Registration/events module:
 1. Subscription to AISI newsletter or newsfeed
 2. Training course registration (delegates to be able to register for workshops on the site)
 3. AMD (South African Aerospace Maritime & Defence Industries Association)/AIS SMME support/membership registration
- Search Engine Optimisation (SEO)

Notes:

- A draft wireframe/page schematics/screen blueprint will be provided in the briefing session.
- Eligible service providers must show strengths in web development including programming, ensuring interface with other platforms and SEO, as well as multi-media design.
- As part of the bid, eligible service providers must indicate the software/technology used to deliver on previous CMS-based website projects.
- The shortlisted service providers will be required to put together a 10-minute audio-visual presentation; the presentation should address the submitted proposal and requirements.
- The site will be hosted on the CSIR server and all firewalls are set up by the CSIR ICT.

1.1 Design

- In line with the AISI's corporate identity, redesign a 'look and feel' for the website
- Redesign more than one page format/template/style sheet, so the site has variety
- Ensure a user-friendly, clean appearance
- Design the layout/style sheets of all pages
- Design headers, graphics for AISI's LinkedIn profile in line with the website design.

1.2. Content

- Attend a briefing about what the AISI does to provide clear understanding of the target audience and other end users.

- Participate in a planning session and series of one-on-one meetings to identify the required content framework.
- Together with the AISI project team, develop a content framework for approval.
- Update all content on a bi-monthly basis.
- Copywriting and editing fees should be included.
- Creation of a news dissemination channel.
- Checking of all hyperlinks.

1.3. Project Management and Training

- Regular meetings with the project team
- Have regular interactions with CSIR ICT to ensure full compliance and integration with CSIR systems.
- Ensure a smooth transition from the current site to the new one (no downtime).
- Provide training for the project team and assist with queries, etc.

2. Info-graphics

- Develop an animated info-graphic explaining the AISI and the NAC operations and how they operate jointly as IDAP.
- Use existing AISI and NAC content to develop a user-friendly script and content.
- Ensure integration with website/portal and social media.
- Provide for snippets from the info graphic to be placed into presentations and online (file format).
- Quote per info-graphic

3. Cost Proposals

3.1 AISI Website

- Submit a proposal of no more than two pages outlining how your company would approach this project and any ideas you may have on the structure or scope of the site.
- Attach a one or two-page profile on your company with a list of similar projects and at least three contactable references.
- Provide hyperlinks to sites that your company or partners in the project bid have completed.

- The chosen service provider must show strengths in multi-media design, web development, programming, ensuring interface with other platforms and SEO; furthermore they must have experience in rebranding and editing of electronic newsletters/news feeds.
- Indicate the software/technology your company uses to deliver on previous CMS-based website projects.
- Provide a cost structure as per the SCOPE OF WORK according to the following headings:
 - Design
 - Content
 - Project Management

3.2 Info-graphics

- Submit a proposal of no more than two pages outlining how your company would approach this project and any ideas you may have on the structure or scope of the site.
- Attach a one or two page profile on your company with a list of similar projects and at least three contactable references.
- Include examples (electronically) that your company or partners in the project bid have completed.
- Provide a costing structure as per the SCOPE OF WORK according to the following heading:
 - Cost per info-graphic
 - Any additional project management costs

7 SUBMISSION OF PROPOSALS

7.1 All proposals are to be sealed. No open proposals will be accepted.

All proposals are to be clearly marked with the RFP number and the name of the tenderer on the outside of the main package. Proposals must consist of two parts, each of which is placed in a separate sealed package clearly marked:

- PART 1: Technical Proposal and other Mandatory Documentation: (1 original and 2 copies)
- PART 2: Pricing Proposal, B-BBEE (1 copy)

7.2 Proposals submitted by companies must be signed by a person or persons duly authorised thereto by a resolution of a Board of Directors.

7.3 The CSIR will award the contract to qualified tenderer (s)' whose proposal is determined to be the most advantageous to the CSIR, taking into consideration the technical (functionality) solution, price and B-BBEE.

8 DEADLINE FOR SUBMISSION

Proposals shall be submitted at the address mentioned above no later than 12 noon, 18 July 2014

Where a proposal is not received by the CSIR by the due date and time, it will be regarded as a late tender. Late tenders will not be considered.

9 ELIMINATION CRITERIA

Proposals will be eliminated under the following conditions:

- Submission after the deadline;
- Proposals submitted at incorrect location; and
- Failure to attend the compulsory briefing session.

The following mandatory documentation must be submitted with your proposal:

- Completed CSIR Supplier Registration Form;
- CSIR Request for Proposal

- Original valid Tax Clearance Certificate or Letter of Good standing issued by SARS;
- Proof of company registration. (CK2 form); and
- Deposit slip as proof of payment for cost of proposal.

10 EVALUATION PROCESS AND CRITERIA

10.1 Evaluation of proposals

All proposals will be evaluated by an evaluation team for functionality, price and B-BBEE. Based on the results of the evaluation process, the CSIR will approve the awarding of the contract to successful tenderers.

A two-phase evaluation process will be followed.

- The first phase includes **functionality**, local production and content.
- The second phase includes the evaluation of **price** and **B-BBEE** status.
Pricing Proposals will only be considered after functionality phase has been adjudicated and accepted. Only proposals that achieved a minimum qualification score for functionality will be evaluated further using the preference points system.
- The 80/20 preference point system will be used where 80 points will be dedicated to price and 20 points to B-BBEE status. If all tenders received are more than R1m, the proposal will be cancelled and re-issued.

10.2 The functionality evaluation criteria will be based on the following:

Evaluation Criteria	Weighting
Creativity	15
Design and Layout	15
Reflect the excellence of offerings	15
Evidence of expertise and experience	15
Evidence of quality in past work	10
Type of equipment/software to be used	10
Understanding of context and brief	10
Due consideration for cost containment	10

Proposals with functionality points of less than the **pre-determined** minimum percentage of 70% shall be eliminated after the functionality phase and will not be evaluated for price and B-BBEE.

The tenderer shall prepare for a possible presentation should CSIR require such and the tenderer shall be notified thereof no later than 4 (four) days before the actual presentation date.

11 VALIDITY PERIOD OF PROPOSAL

Each **proposal** shall be valid for a minimum period of six months calculated from the closing date. Any enquiry regarding this RFP shall be submitted in writing to tender@csir.co.za with **“RFP No 372/08/07/2014 - Development and Implementation of a new website for the CSIR on behalf of the Aerospace Industry Support Initiative (AISI) as the subject.**

12 APPOINTMENT OF SERVICE PROVIDER

- 12.1 The contract will be awarded to the tenderer who scores the highest total number of points during the evaluation process, except where the law permits otherwise.
- 12.2 Appointment as a successful service provider shall be subject to the parties agreeing to mutually acceptable contractual terms and conditions. In the event of the parties failing to reach such agreement within a mutually agreed date after provisional appointment date, CSIR reserves the right to appoint, or not appoint, the service provider who was rated second, and so on.

13 ENQUIRIES AND CONTACT WITH THE CSIR

Any enquiry regarding this RFP shall be submitted in writing to CSIR at tender@csir.co.za with **“RFP No 372/08/07/2014 - Development and Implementation of a new website for the CSIR on behalf of the Aerospace Industry Support Initiative (AISI) as the subject.**

Contact by any means whatsoever with CSIR personnel is not permitted during the RFP process other than as required through existing service arrangements and/or as requested by the CSIR as part of the RFP process. Any form of canvassing by the tenderer to any

member of staff or supplier, for purposes of influencing the award of the contract, will automatically disqualify the tenderer from the evaluation process. Tenderers shall not offer or give any consideration of any kind to any employee or representative of the CSIR as an inducement or reward for doing, or refraining from doing, any act in relation to the obtaining or execution of this or any other contract with the CSIR.

14 MEDIUM OF COMMUNICATION

All documentation submitted in response to this RFP must be in English, unless otherwise indicated under technical specification.

15 COST OF PROPOSAL

Tenderers are expected to fully acquaint themselves with the conditions, requirements and specifications of this RFP before submitting proposals. Each tenderer assumes all risks for resource commitment and expenses, direct or indirect, of proposal preparation and participation throughout the RFP process. The CSIR is not responsible directly or indirectly for any costs incurred by tenderers.

16 PRICING PROPOSAL

- 16.1 Pricing proposal must be cross-referenced to the sections in the Technical Proposal. Any options offered must be clearly labelled. Separate pricing must be provided for each option offered to ensure that pricing comparisons are clear and unambiguous.
- 16.2 Price needs to be provided in South African Rand (excl. VAT), with details on price elements that are subject to escalation and exchange rate fluctuations clearly indicated.
- 16.3 Price should include additional cost elements such as freight, insurance until acceptance, duty where applicable.
- 16.4 Only firm prices* will be accepted during the tender validity period. Non-firm prices** (including prices subject to rates of exchange variations) will not be considered.

**Firm price is the price that is only subject to adjustments in accordance with the actual increase or decrease resulting from the change, imposition, or abolition of customs or excise duty and any other duty, levy, or tax which, in terms of a law or regulation is binding on the contractor and demonstrably has an influence on the price of any supplies, or the rendering costs of any service, for the execution of the contract;*

***Non-firm price is all prices other than "firm" prices.*

16.5 Payment will be according to the CSIR Payment Terms and Conditions.

17 CORRECTNESS OF RESPONSES

17.1 The tenderer furthermore confirms satisfaction regarding the correctness and validity of their proposal and that all prices and rates quoted cover all the work/items specified in the RFP, and that prices and rates quoted cover all obligations under any resulting contract.

17.2 The tenderer accepts that any mistakes regarding prices and calculations will be at their own risk.

18 OFFERS ARE BINDING

The tenderer hereby agree that the offer in the proposal shall remain binding upon him/her and receptive for acceptance by the CSIR during the validity period indicated and calculated from the closing date and time of the RFP.

19 RESPONSIBILITY TO EXECUTE, AND FAILURE TO COMPLY

19.1 The successful tenderer hereby accepts full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on him/her under this agreement as the Principal(s) liable for the due fulfilment of this contract.

19.2 The Respondent hereby offers to render all of the services described in the attached document (if any) to the CSIR on the terms and conditions and in accordance with the specifications stipulated in this RFP documents (and which shall be taken as part of, and incorporated into, this tender at the prices inserted therein).

20 VERIFICATION OF DOCUMENTS

- 20.1 Tenderers should check the numbers of the pages to satisfy themselves that none are missing or duplicated. No liability will be accepted by the CSIR in regard to anything arising from the fact that pages are missing or duplicated.
- 20.2 *One hard copy and one electronic copy (CD or USB memory key)* of each proposal must be submitted. In the event of a contradiction between the submitted copies, the hard copy shall take precedence.
- 20.3 Telegraphic and telefax proposals will not be accepted.
- 20.4 Pricing schedule and B-BBEE credentials should be submitted with the proposal, but as a separate document and no such information should be available in the technical proposal.
- 20.5 If a courier service company is being used for delivery of the proposal document, the RFP description must be endorsed on the delivery note/courier packaging to ensure that documents are delivered to the tender box, by the date and time as mentioned above.

21 SUB-CONTRACTING

- 21.1 A tenderer will not be awarded points for B-BBEE status level if it is indicated in the tender documents that such a tenderer intends sub-contracting more than **25%** of the value of the contract to any other enterprise that does not qualify for at least the points that such a tenderer qualifies for, unless the intended sub-contractor is an exempted micro enterprise that has the capability and ability to execute the sub-contract.
- 21.2 A tenderer awarded a contract may not sub-contract more than **25%** of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an exempted micro enterprise that has the capability and ability to execute the sub-contract.

22 OTHER TERMS AND CONDITIONS

22.1 A tenderer shall not assume that information and/or documents supplied to CSIR, at any time prior to this request, are still available to CSIR, and shall consequently not make any reference to such information document in its response to this request.

22.2 A copy/s of any affiliations, memberships and/or accreditations that support your submission must be included in the tender.

22.3 In case of proposal from a joint venture, the following must be submitted together with the proposal:

- Joint venture Agreement including split of work signed by both parties;
- Each party's B-BBEE and Tax Clearance Certificate;
- Proof of ownership/shareholder certificates/copies of Identity document; and
- Company registration certificates.

- 22.4 An omission to disclose material information, a factual inaccuracy, and/ or a misrepresentation of fact may result in the disqualification of a tender, or cancellation of any subsequent contract
- 22.5 CSIR's decision on tenders received shall be final and binding.
- 22.6 Failure to comply with any of the terms and conditions as set out in this document will invalidate the Proposal

23 CSIR RESERVES THE RIGHT TO:

- 23.1 amend any RFP conditions, validity period, specifications, or extend the closing date and/or time of RFPs before the closing date. All Respondents, to whom the RFP documents have been issued, will be advised in writing of such amendments on time;
- 23.2 verify any information contained in a proposal;
- 23.3 request documentary proof regarding any tendering issue;
- 23.4 vary, alter, and / or amend the terms of this RFP, at any time prior to the finalisation of its adjudication hereof;
- 23.5 award the tender to an organisation that has strong B-BBEE credentials in terms of current B-BBEE legislation;
- 23.6 award the tender to an organisation that is a joint venture with a black empowered company;
- 23.7 to give preference to locally manufactured goods;
- 23.8 appoint one or more service providers, separately or jointly (whether or not they submitted a joint proposal);
- 23.9 award this RFP as a whole or in part;
- 23.10 cancel or withdraw this RFP as a whole or in part without furnishing reasons and without attracting any liability.

24 Disclaimers

The CSIR has produced this RFP in good faith. However, the CSIR, its agents and its servants do not warrant its accuracy or completeness. To the extent that the CSIR is permitted by law, the CSIR will not be liable for any claim whatsoever and howsoever arising (including, without limitation, any claim in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFP due to any misinterpretation of this RFP. This RFP is a request for proposals only and not an offer document; answers to it must not be construed as

acceptance of an offer or imply the existence of a Contract between the parties. By submission of its Proposal, tenderers shall be deemed to have satisfied themselves with and to have accepted all Terms & Conditions of this RFP. The CSIR makes no representation, warranty, assurance, guarantee or endorsements to tenderer concerning the RFP, whether with regard to its accuracy, completeness or otherwise and the CSIR shall have no liability towards the tenderer or any other party in connection therewith.

Declaration

RFP No:

Only tenderers who have completed and signed the declaration part of the tender documentation may be considered for evaluation.

1. I hereby undertake to render services described in the attached tendering documents to CSIR in accordance with the requirements and task directives / proposal specifications stipulated in RFP Number..... at the price/s quoted. My offer/s remain binding upon me and open for acceptance by the CSIR during the validity period indicated and calculated from the closing date of the proposal.
2. The following documents shall be deemed to form and be read and construed as part of this proposal:
 - (i) Tender documents, viz
 - Tax clearance certificate;
 - Pricing schedule(s);
 - Broad Based Black Economic Empowerment Status Level of Contribution in terms of the Preferential Procurement Regulations 2011;
 - Declaration of interest;
 - (ii) Terms and Conditions of proposal; and
3. I confirm that I have satisfied myself as to the correctness and validity of my proposal; that the price(s) and rate(s) quoted cover all the services specified in the proposal documents; that the price(s) and rate(s) cover all my obligations and I accept that any mistakes regarding price(s) and rate(s) and calculations will be at my own risk.
4. I accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on me under this proposal as the principal liable for the due fulfilment of this proposal.
5. I declare that I have no participation in any collusive practices with any tenderer or any other person regarding this or any other proposal.

6. I accept that the CSIR may take appropriate actions, deemed necessary, should there be a conflict of interest or if this declaration proves to be false.
7. I confirm that I am duly authorised to sign this proposal.

NAME (PRINT)

CAPACITY

SIGNATURE

NAME OF FIRM

DATE

WITNESSES

1

2

DATE: