



SOUTH AFRICAN TOURISM

## RESPONSE TO ENQUIRES

: **Description: - 255/24- BRAND EXPERENTIAL AGENCY FOR AFRICA CEL HUBS**

| #  | ENQUIRY                                                                                                                                                                                                                                                                                                                                                                                    | RESPONSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 1. | <p>Reference to the RFP document Table 5: Phase 2d Desktop Functional Evaluation, Using the SA Tourism Global Communication strategy bidders are required to develop an integrated localised brand communication strategy for African Markets.</p> <p>Please note that the RFP document does not have a link to this document, so please share this document or link to said document.</p> | <p>For November 11<sup>th</sup> you need to provide information relating to all required except Phase 2B Pitch Presentation Evaluation.</p> <ul style="list-style-type: none"><li>• A bidder must meet a minimum threshold of 70% or above on the desktop technical functional evaluation to be considered in the next evaluation phase, Phase 2B (Pitch Presentation).<ul style="list-style-type: none"><li>○ So, those who meet the minimum threshold of 70% or above will be shortlisted and invited for the Pitch Presentation will be provided the SA Tourism global communication strategy then.</li></ul></li></ul> <p>The reason we provided <b><u>Table 5: Phase 2B Pitch Presentation Functional Evaluation</u></b> is to ensure we are transparent on what the requirements are throughout the tender process and how evaluation is going to be done.</p> |



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| #  | ENQUIRY                                                                                                                                                                                                                         | RESPONSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 2. | <p>Pricing Structure Guideline-<br/>Can you clarify if there is a pricing structure guideline?</p> <p>General<br/>Are there any restrictions we should be aware of with file size, and or format for loading on the portal?</p> | <p>Other than what is mentioned in <b>PART A: GENERAL TENDER CONDITIONS FOR SA TOURISM TENDER NUMBER 245/24 BRAND EXPERIENTIAL AGENCY FOR AFRICA CENTRAL, EAST, AND LAND HUBS</b> Clause 4.4 VAT, Duties and Other Taxes and Clause 4.5.21 Pricing Schedule; Also, to <b>PART C: - TENDER EVALUATION PROCESS - SAT TENDER 255/24 - BRAND EXPERIENTIAL AGENCY FOR AFRICA CEL HUBS - <u>Table 7: Resource Rate Card</u></b> there are no other pricing structure guidelines.</p> <p>There are no restrictions regarding file size and format, all you need to ensure is that your document is fully loaded. Please refer to <b>PART B: SCOPE OF WORK - SAT Tender 255/24 – BRAND EXPERIENTIAL AGENCY FOR AFRICA CEL HUBS</b> clause 2. TENDER SUBMISSION LINK</p> |

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