

**PART B: SCOPE OF WORK**

SA Tourism Tender Number SAT 266/24 Activations and Planning Management services, Production, and Logistics Management

Bid Description	
Organisational Development for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 266/24
Issue date:	15 November 2024
Closing Date and Time:	13 December 2024 @pm 12:00 (No late submission will be accepted)
Contact Person	Raymond Mabuela
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Email Address	Tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1 CLOSING DATE

The closing date for the submission of proposals is **13 December 2024 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make inquiries, in writing, to the specified person, Raymond Mabuella, via email at Tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.

- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing by 26 November 2024 at 12h00.

All responses will be published by 29 November 2024 at 12h00. on the following link:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six months (36) month contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

5 DETAILED SCOPE OF WORK

A. Brand Activation:

We are looking for a Brand Activation & Production Concepts

- Developing experiential marketing strategy, big idea conceptualization, creative, **content**, execution, and project management that is based on the South African localized strategy that invites, engages, and creates a memorable impact on the target audience to encourage them to promote, sell, and travel to South Africa. The target audience includes consumers, travel trade, and media;
- Brand Activation Concept for South Africa and Globally for South African Tourism linked activations;
- Branding Set up in accordance with the South African Tourism CI;

B. The entire project management and execution of exhibition, consumer, and trade activations on a global scale, including:

- Conceptualise all activations;
- The concepts are to be relevant, innovative, and adapted to modern activation trends;
- Undertake detailed planning of all activations ensuring that they comply with all South African Tourism corporate and brand CI;
- Focus on authentic South African attributes when delivering creative concepts;
- Responsible tourism is key, all activations to incorporate this key element, with an emphasis on sustainable practices;
- Develop detailed designs and layouts for all activations in accordance with briefs supplied;
- Manage and implement the communications and marketing for the activations in conjunction with South African Tourism and relevant stakeholders
- Develop and implement brand plans for all of the activations;
- Budget management of all activations;
- Medical, Safety & Security and Disaster Management, in collaboration with Local Organizing Committee (LOC) where applicable. Ensure public liability insurance cover in relation to all activation with (OHASA Compliance and certification)
- Develop specifications for resources, infrastructure, services and other requirements and procure these requirements using procurement methods that are agreed by South African Tourism;
- Managing and appointing of a range of suppliers on the basis of competitively priced bids for each event;
- Manage the entertainment at the activations;
- Manage the implementation and running of the activations as and when required including staffing, cleaning and security;

- Ensure that all infrastructures where applicable are removed, and where relevant, properly and effectively disposed of;
- The initial report must be provided 30 days, post the activation. The detailed consolidated close-out report must be inclusive of digital and media campaign performance 60 days highlighting ROI and lessons learnt
- Project communication; consultancy; coordination and workflow-management;
- These activations should consider: (Online and offline platforms; Responsible Tourism; Risk management; LOC; Evaluation; Hand-over and use of local supplier depending on the project)
- Specialised activations equipment or already existing large event modules to be considered
- Key activations will include, but will not be limited to:
- Africa's Travel Indaba activation
 - Meetings Africa activation
 - Lilizela Activation
 - Tourism Month
 - Summer Campaign
 - Brand Activation
 - Consumer activations
 - PR Activations
 - Trade activations
 - Roadshow activations
 - Stakeholder Activations
 - Trade show activations; international and regional etc.
 - Inclusive of ad hoc projects

Logistics Management: (All of South African Tourism)

C. End-to-End Solution:

The preferred bidder will be required to provide an End-to-End Logistic solution (which includes warehousing, picking and packing, inventory management, fulfilment services, distribution through land, air and sea transport and custom clearance) to South African Tourism. This can be done through a partnership/subcontractor agreement with a reputable logistics agency.

Bidders should indicate what the monthly proposed storage fees would be for 200sqm of storage space. This should further be supported by unit cost per pallet per week.

For evaluation, the price shall be in South African Rands inclusive of all of applicable taxes and other reimbursable expenses where relevant.

D Warehousing and storage of goods

- The service provider needs to provide safe and orderly warehousing facilities for South African Tourism with a minimum capability of 200 sqm;
- The warehouse should be located within a 30-kilometer radius from South African Tourism's Head Office Premises;
- The proficiency of warehouse management must be of best practice and leading web-based information technology to ensure the integrity of the stock;
- Keep and maintain accurate records of all documents pertaining to the warehousing of the goods, which should be made available to South African Tourism upon written request;
- Adhere to and comply with all reasonable lawful directives and instructions of South African Tourism pertaining to the provision of warehousing services;
- Adhere to and comply with all applicable laws pertaining to the provision of warehousing services;
- The expertise of staff must be of a high standard to ensure that the daily administration of the warehouse is highly efficient;
- The warehouse will be responsible for the following:
 - Receiving all marketing material ordered by South African Tourism on its behalf;
 - Warehouse such stock until it needs to be distributed;
 - Distribute stock when instructed to do so (after picking and crating/packing it).

- Perform fulfilment services (picking, packing, and packaging goods) for delivery as and when instructed by South African Tourism;
- Ensuring that all stock requests will be made available for dispatch within 24 hours of confirming receipt of the request for stock from South African Tourism.
- Inclusive of quarterly recon reports of stock held, within the warehouse storage premises

E Distribution

Due to the volume and complexity of shipments, a dedicated In-house representative (to be based at SAT Offices) might be required during normal office hours, Monday to Friday, to streamline the order process and manage the relationship daily between South African Tourism and the contracted service provider.

Stock items will primarily be distributed as follows

Distribution of stock to:		What will trigger service provider to distribute stock?
a)	All South African Tourism activations	Request coming from South African Tourism (the organisation)
a)	South African Tourism offices overseas (New York, Los Angeles, Brazil, London, Amsterdam, Milan, Frankfurt, Mumbai, Beijing, Tokyo and Sydney), Including SADC, Africa & Domestic (i.e. Nigeria, Angola, Kenya etc)	Request coming from overseas South African Tourism Country Manager via the In-house representative at South African Tourism
b)	South African Foreign Affairs missions overseas	Request coming from overseas foreign missions via the South African Tourism
c)	Outbound operators around the world	Request coming from outbound operators via South African Tourism Country
d)	South African Tourism appointed distribution agents overseas (at this stage 1 in Europe, 1 in the USA and 1 in Australia; however, this might change in future)	Request coming from South African Tourism (the organisation)
e)	Prospective overseas tourists from around the world except for tourists from Europe, USA, India, Australia and New Zealand; this might change in future)	Electronic request coming from South African Tourism (the organisation)

- Bidders should clearly demonstrate their ability to clear customs where required for international shipments and should clearly outline the resources used/applied for this service and whether it's their own resources or outsourced clearing agents (if outsourced bidders need to explain why);
- All stock should be sent via the most cost-effective mode of transport i.e. per standard mail and large quantities should be sent either by road freight domestically or sea freight internationally (Air freight should be an option if the cost does not materially differ from previously mentioned options also bearing in mind transit times and custom clearance);
- All stock requested under paragraph e. should be distributed within 24 hours from receiving the request.
- The stock should be sent in such a way that it reaches its destination by the agreed time and date as agreed per shipment;
- Should be able to track, trace, and monitor shipments/parcels while in transit.

F. Moving of existing stock:

The cost of moving South African Tourism's marketing material from its existing service provider to the warehouse of the successful tenderer will be carried by South African Tourism.

G. Equipment and staffing:

The appointed contractor should provide in-house equipment including IT hardware and software to the in-house resource that will be based at South African Tourism's head office premises, should that option be negotiated.

H. Stock take:

South African Tourism shall be entitled to request the appointed contractor to conduct a stock-take of all goods stored at the warehouse (at least once every 3 months) inclusive of a quarterly report. South African Tourism will require a written record of such stock-take, Stock sheets also needs to be available to South African Tourism via the internet and should be as up to date as reasonably possible. This will also further constitute conclusive evidence of the goods that are stored at the warehouse.

I. Insurance:

To the extent that South African Tourism specifically requires insurance cover in excess of R 100 000.00, it shall specify the value of the goods on the waybill and the service provider shall obtain insurance cover in respect of that portion of the value that exceeds R 100 000.00, the cost will be borne by South African Tourism.

The successful bidder shall, at its own cost obtain insurance cover for and shall insure all goods on the waybill valued at less than R 100 000.00.

The successful bidder shall, inform South African Tourism where certain types of goods are excluded from the normal insurance cover for which specific insurance cover should need to be negotiated, the cost of which shall be borne by South African Tourism.

J. Reporting:**Monthly Reports:**

The appointed contractor will provide South African Tourism the following reports per cost centre/region:

- Freight management report;
- Proof of delivery report;
- Service level report;
- Lost savings report (highlight areas where savings could have been achieved should the correct service relative to the urgency and weight-break be used).
- Monthly statistics that reflect the performance of the Courier Services in terms of number of parcels delivered and collected and performance against the Service Level Representations

Weekly Reports:

The appointed contractor will provide South African Tourism the following reports per cost centre/region which include at least the following information:

- Stock number;
- Description of stock item;
- Stock owner (project manager at South African Tourism);
- Date stock arrived
- Initial stock quantities;
- Quantities moved;
- Remaining stock;
- Minimum stock level.

K. Price Schedule

Share a commercial proposal for a 3-year project-based contract with South African Tourism Tender 266/24.

South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Management fee, Resources rate card, and any other opportunities to enhance brand activations

Table below indicates the annual budget estimates per category:

#	Tender Description	Budget approximation for 12 months
1	Global Activations and Planning Management services, Production, and Logistics Management	R100 000 000,00

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender (full cost of ownership to South African Tourism).

- The price schedule should include a project based resources rate card
- Using the table below, please summarize the total contract fees, this should include but not be limited to, mark-ups on net procurement value, commissions, CPI, VAT, etc. which link to your detailed financial proposal
- In case where the successful bidder is not able to provide the service through its in-house resources, third party quotations with applicable charge percentage. Where practical, bidders will be required to provide three quotes for review and acceptance.
- South African Tourism reserves the right to review and/or reject the third-party quotes if deemed not cost effective, or market related and may be subjected to audit process.
- Resources and rate card

SUMMARY OF TOTAL PROJECT COST FOR 3 YEARS:

Total Bid Price	ZAR (Inclusive of VAT)	Projected annual escalation Percentage
Year 1		
Year 2		
Year 3		

Bidders must also quote the Logistics and Warehouse cost for a three-year contract but not limited to:

Warehouse Rate Card

Description	ZAR (Inclusive of VAT)	Projected annual escalation Percentage
Per Pallet per Week (Normal 1,2mx1,0mx1,0m(h) ; plus		
Per Pallet once-off handling fee		
Per unit for fine picking and packaging labour and material, or any preparation for dispatch		

END