



# enterprise ilembe

ECONOMIC DEVELOPMENT AGENCY

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## SPECIFICATIONS

### NORTH COAST TRAVEL GUIDE 2016/2017

#### **1. PROPOSAL**

Enterprise iLembe invites quotations from suitably qualified service providers to design and print the official North Coast Travel Guide for the iLembe region. The proposal should indicate how the service provider will deliver on the project deliverables and outcomes and provide a breakdown of the activities and time-frames. A proposed design layout (cover and interior) must accompany the quotation.

#### **2. SPECIFICATIONS:**

##### **Design & Layout**

Size: Approximately 250 x 250mm

Colour: Full colour throughout

Number of Pages: Estimated: 40 pages + cover

Photography: Professional Photography is required of tourism sites and attractions/activities in the region. Photographs must be of excellent quality and high resolution (approximately 30+ images). Images will become the property of Enterprise iLembe and must be handed to Enterprise iLembe on a CD within seven days of completion of the project.

Content: Research and creative copy-writing required, update existing content and include information and photographs on new tourism related products, establishments and attractions. Updated map also required.

Tourism Directory: Update the existing tourism directory (include all tourism related establishments). It will be the responsibility of the service provider to ensure accuracy of information.

Design: Design and layout is required, presentation of more than one design option is expected. (sample design/s to accompany proposals)

### **Print**

Paper: 115gsm matt art text and 200gsm high gloss cover varnish

Finish: Saddle stitched, 2 – wires and trimmed flush

Quantity: 15 000 copies

Delivery: 10 000 copies to Tourism KwaZulu Natal (Durban)  
5000 copies to Sangweni Tourism Centre (Ballito)

### **3. ELECTRONIC VERSION/CDs**

- Convert the North Coast Travel Guide onto an electronic e-book version (NOT PDF).
- Supply 100 copies of e-book on a branded CD with branded cover.
- Web Format: To supply a web version for inclusion onto Ei & North Coast website. To view previous version, please visit [www.enterpriseilembe.co.za](http://www.enterpriseilembe.co.za) (Destination North Coast, North coast Travel Guide)

### **DATE OF DELIVERY OF FINAL PRODUCT/S**

The expected delivery date for the end product/s i.e. 15 000 brochures, 100 CDs and website version is no later than **25 April 2016**.

### **4. CRITERIA FOR EVALUATION**

*Service providers must be registered on the database of Enterprise iLembe and must provide Tax Clearance Certificates. A B-BBEE Certificate will have to be submitted with the proposal in order to claim preference points in terms of the 80/20 points scoring system.*

**NB: Failure to submit a tax clearance certificate will result in your proposal being disqualified**

### **Procurement Policy**

Quotations will be evaluated in terms of the Procurement Policy of Enterprise iLembe and shall be applied as follows:-

- All proposals received shall firstly be evaluated on functionality and thereafter only those who qualify for the next stage of evaluation will be evaluated in terms of the PPPFA (No.5 of 2000) and the 2011 B-BBEE Regulations.

**Any proposal that fails to achieve a minimum of 60 points on the functionality evaluation shall not be evaluated further and will be deemed to be non-responsive.**

### **Functionality Evaluation**

The functionality evaluation points will be applied as per the table below;-

<b>Competency</b>	<b>Point Allocation</b>	<b>Maximum Points</b>
Experience in the design and printing of similar guides (Please include a list of similar projects undertaken including date of commencement of each project as well as contactable references)	0 years      0 – 5 years      20 – 10 years      30 Above 10 years 50	30
Experience in photography (Please include a list of similar projects undertaken including date of commencement of each project as well as contactable references)	0 years      0 – 5 years      20 – 10 years      30 Above 10 years 50	20
Proposed Design Layout (cover and interior)		50

***Only service providers who achieve a total of 60 points for functionality in terms of the above will then be evaluated in terms of the 80/20 points scoring system. Service providers wishing to claim preferential points must attach B-BBEE certificate.***

The 80/20 preference point scoring system will be applied with points allocated as follows:-

- 80 points for the price;
- 20 points for B-BBEE status level

The 20 preference points will be allocated based on B - BBEE status level of contribution and shall be allocated as per table below:-

Status Level of Contributor	Preference Points on scorecard (80/20 System)
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

#### **4. CLOSING DATE**

Proposals can be emailed to [cheryl@enterpriseilembe.co.za](mailto:cheryl@enterpriseilembe.co.za) or hand delivered to Enterprise iLembe Offices at the Sangweni Tourism Centre, Cnr Link Road & Ballito Drive, Ballito.

Closing Date for submission of proposals:

***Monday, 15 February 2016; 12h00***