



## **TERMS OF REFERENCE**

### **NORTH COAST TRAVEL GUIDE 2017/2018**

#### **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 to 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: 210mm x 210mm

Colour: Full colour throughout

Number of Pages: 40 pages + cover (Total 44 pages)

Photography: Professional Photography is required of tourism sites and attractions/activities in the region. Photographs must be of excellent quality and high resolution (minimum 30 images).

Images will become the property of Enterprise iLembe and must be handed to Enterprise iLembe on a CD or USB within seven days of completion of the project.

Content & Copy: Research and creative copy-writing required, update existing content and include new products and attractions including an updated tourism directory.

Complete new design and layout is required, presentation of more than one design option is compulsory.

### **PRINT**

Paper: 115gsm matt art text and 200gsm high gloss cover varnish  
Finish: Saddle stitched, 2 – wires and trimmed flush  
Quantity: 10 000 copies  
Delivery: **5000** copies to Tourism KwaZulu Natal (uShaka Marine Information Office) and **5000** copies to Sangweni Tourism Centre, Ballito.

### **ELECTRONIC VERSION & USB OR CD**

- Convert the North Coast Travel Guide onto an electronic book version (NOT PDF).
- Supply 100 copies on a branded CD with branded cover (cover to be 250gsm)
- Web Format: To supply a web version for inclusion onto Enterprise iLembe and North Coast website.

To view previous version, please visit [www.enterpriseilembe.co.za](http://www.enterpriseilembe.co.za) / [www.northcoast.org.za](http://www.northcoast.org.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. 10 000 brochures, 100 CDs and website version is no later than **25 April 2017**.

### **3. 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.

**Proposals/ Quotations must be accompanied by the following documents:**

- **Valid tax clearance certificate or TCS Pin issued by SARS (compulsory)**
- **Central Suppliers Database Registration Report (compulsory). (This report will be available on the CSD Website once you have registered on the Central Suppliers Database)**
- **B-BBEE Status Level Certificate (if you have).**

**NB: Failure to submit a tax clearance certificate and CSD Registration documents 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:-

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
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

**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	0 years      0 1 – 5 years    10 5 – 10 years   20 Above 10 years 30	30
Experience in photography	0 years      0 1 – 5 years    5 5 – 10 years   10 Above 10 years 20	20
Proposed Design Layout		50

Service providers are requested to include the CV's of team members allocated to this project in order to claim points for the above competencies. CV's are to contain details on the past experience in the design and printing of similar guides as well as experience in photography.

The proposed design layout **must** form part of the service providers proposal.

***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 their B-BBEE certificate to the proposal.***

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

Proposals can be emailed to [krisantha@enterpriseilembe.co.za](mailto:krisantha@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:

***Friday, 24 February 2017, 14h00.***

End.