

## REQUEST FOR PROPOSALS

### DUBE TRADEPORT CORPORATION (DTPC)

#### **INVITATION FOR PROPOSALS FOR THE APPOINTMENT OF AN ADVERTISING/ MARKETING AGENCY TO ASSIST WITH BRANDING, MARKETING AND ADVERTISING ACTIVITIES FOR THE DUBE TRADEPORT FOR A PERIOD OF 3 YEARS**

**BID NUMBER: DTP/RFP/04/MKT/06/2014**

Dube TradePort Corporation (DTPC) was created as a provincial public entity to develop Dube TradePort. Refer to [www.dubetradeport.co.za](http://www.dubetradeport.co.za) for more information on DTPC.

DTP has developed an exceptionally strong brand over the last 5 years. Given the number of marketing campaigns and activities required to be executed in the next three years, DTPC intends to appoint a suitable and qualified Advertising/ Marketing Agency to assist with implementing Dube TradePort's branding, marketing and communication strategy and developing a creative roll-out plan, execution and implementation, for a period of 3 years. The successful service provider will be required to ensure enterprise development as stated in RfP document.

#### EVALUATION OF THIS BID:

All proposals will be evaluated in various stages including compliance, functionality and price in accordance with the PPPFA regulations, 2011 using the 90/10 preference point system where 90 points will be reserved for price only and 10 points reserved for preference points as per the B-BBEE verification certificates or EME letters.

#### REQUESTS FOR DOCUMENTS ENQUIRIES

Request for Proposals and Specification documents will be available **from Monday, 21<sup>st</sup> July 2014 until Tuesday, 29<sup>th</sup> July 2014** during the weekdays (Mon – Fri) between 08h30 and 16h00, at the Dube TradePort Corporation offices at 7 Umsinsi Junction, 4<sup>th</sup> floor, 29° South, La Mercy, KwaZulu-Natal. A non-refundable document fee of **R 1 000.00** (one thousand Rands) must be paid prior to collection of the Bid Documents. No cash will be accepted and proof of payment must be produced on collection of the Bid Documents. Please allow 2 days for funds to reflect in the account. The DTPC will only release documents once the payment has been cleared in its bank account. Payments must contain the reference, "DTP/RFP/04/MKT/06" and **must clearly identify the Bidder**, e.g. "ABC Consortium". Electronic versions of these documents will only be available on confirmation and/or proof of payment.

#### **Dube TradePort Corporation banking details:**

Bank: ABSA; A/C No.: 405 687 3817; Branch Code: 632 005; A/C Name: Dube TradePort Corporation; Account type: Current

A **COMPULSORY** briefing session for service providers, who have paid for the Bid Documents, will be held at DTPC 29<sup>0</sup> South, 7 Umsinsi Junction, La Mercy, KZN on **Thursday, 31<sup>st</sup> July 2014 at 11:00**

Enquiries should be directed to Vanishree Naidoo via email [tenders@dubetradeport.co.za](mailto:tenders@dubetradeport.co.za)

#### CLOSING DATE & TIME FOR SUBMITTING RESPONSES

Proposals must be submitted at the **DTPC** offices on or before **11h00**, South African time on **Friday, 15 August 2014**. Documents should be clearly marked " **APPOINTMENT OF AN ADVERTISING/ MARKETING AGENCY TO ASSIST WITH BRANDING, MARKETING AND ADVERTISING ACTIVITIES FOR THE DUBE TRADEPORT FOR A PERIOD OF 3 YEARS** "