



Request for Quotation invitation for Goods and/or Services

Advertisement date	02 July 2010
RFQ number	3610/105
Description of Services	<i>The Implementation Of The SANAS Integrated Marketing Strategy</i>
RFQ Specification forms/documents	See Terms of Reference below
Closing date: Closing time:	23 July 2010 11h00
Compulsory requirements	<ul style="list-style-type: none"> • Registration on SANAS Supplier Database • Quotation validity period • Signature <p>If not already listed on the SANAS Supplier database, the following must be submitted:</p> <ul style="list-style-type: none"> • Completed vendor application form (available on request) • Tax clearance certificate • BEE certificate / Exemption letter
Enquiries	Tshenolo Molamu 082 949 3501/012 394 3783
Submission	Per e-mail: tshenolom@sanas.co.za Per fax: 012 394 4783

IMPORTANT INFORMATION

- **Please furnish all information as requested and return your quotation by the date and time stipulated.**
- **Late and incomplete / missing documentations will invalidate the quotation submitted.**
- **SANAS is not obliged to accept the lowest or any submission received.**
- **SANAS reserves the right to accept the whole or any portion of a quotation.**
- **This RFQ will be evaluated on the basis as stipulated below in the Evaluation Criteria**

TERMS OF REFERENCE

The integrated marketing communication strategy was approved by the SANAS Board of Directors on 22 August 2008. The current strategy does not present detailed information on the **WHAT, WHEN, WHO and HOW** of the implementation phase.

The key focus areas are identified in the strategy, and the ultimate goal of the SANAS marketing and communication functions is to achieve brand building through raised awareness of the SANAS market offerings.

There is a need for SANAS to appoint a service provider, to assist with the formalization and fast tracking of the implementation plan for the integrated marketing communication strategy.

SANAS hereby invites service providers to submit a proposal together with pricing for the preparation of the implementation plan and the implementation of the strategy.

The plan should include the following key activities identified in the strategy;

- Corporate Branding
- Brand Building
- SANAS Slogan
- Media Liaison and Corporate Brand Management policies
- Internal Communication policy
- Media Relations
- Limited Media Advertising
- Awareness Campaigns
- Publications and website design
- Edutainment campaigns

EVALUATION CRITERIA

Criteria	Points	Weighting
1. Price	40	40
2. Functionality <ul style="list-style-type: none">• Experience (min 3years)• Positive references given(min 3)• Membership of recognized association (preferable)• Skill, experience and expertise of individual/team to manage the process	10 10 10 10	40
3. BBBEE Status		20
TOTAL		100

NB: A copy of the approved **SANAS Integrated Marketing Communication Strategy** will be made available to prospective service provider subject to the Service provider signing a confidentiality undertaking.