



NHBRC PERCEPTION SURVEY

**REQUEST FOR TENDER
NHBRC MKT 1047/2008**

**TENDER CLOSING DATE: 13 October 2008
TIME: 13H00**

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POLICY DOCUMENT

PROCUREMENT POLICY

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1. INVITATION TO TENDER



The National Home Builders Registration Council is a statutory body with the responsibility to provide protection in terms of the Housing Consumers Protection Measures Act (Act No 95 of 1998). It is mandated to provide protection for housing consumers against defined defects and to regulate the home building industry.

REQUEST FOR TENDER

NHBRC PERCEPTION SURVEY

NHBRC MKT 1047/2008

The National Home Builders Registration Council (NHBRC) is a statutory body with a responsibility to provide protection to housing consumers in terms of the Housing Consumers Protection Measures Act (Act No. 95 of 1998). The Council is mandated to regulate the home building industry and to protection for all new housing consumers against defined structural defects.

The NHBRC is calling for research companies to tender for conducting a perception survey. The aim of the research is to investigate attitudes and perceptions existing toward the NHBRC by stakeholders and staff.

AVAILABILITY OF DOCUMENT

The detailed brief can be accessed at NHBRC website www.nhbrc.org.za.

COMPULSORY BRIEFING

A compulsory briefing session will be held on **Friday, 19 August 2008 at 11H00** at NHBRC Bryanston Office, situated at Medscheme Office Park, Phase 4, 10 Muswell Road South, Bryanston. Service Providers must pay for their own travel and related costs.

TENDER CLOSING

The closing date for the tender will be on **13 October 2008 at 13h00**. Tender proposals should be marked with the tender number: **NHBRC PERCEPTION SURVEY: NHBRC MKT 1047/2008** and the **full name of the service provider**.

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Tender documents must be made for the attention of Manager Supply Chain. Tender documents must be deposited into a tender box situated at **NHBRC's Bryanston head office, Medscheme Office Park, Phase 4, 10 Muswell Road South, Bryanston**. No late, posted or faxed submissions will be accepted. **The public opening of the tenders will take place same date and venue at 13h00.**

Enquiries should be directed to:

Survey Enquiries:

Beatrice Motsisi

Tel. 011 317 0242, Fax No. 086 626 1392, email: beatricem@nhbrc.org.za

Supply Chain and Tender Process Enquiries:

Kwena Moloko,

Tel. 011 317 0241, Fax No. 086 630 8973, email: kwenam@nhbrc.org.za

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2. TENDER SUBMISSION INSTRUCTIONS

GENERAL INFORMATION

The NHBRC requires the services of competent companies or persons who are experienced in the field of providing research on internal and external perceptions existing towards NHBRC. The focus is also to establish cultural influences and perceptual attitudes that may be a barrier/risk to the organisation.

Tenders must return with the following

- **NHBRC Procurement Form**
- **Specified person list**
- **Bill / Schedule of Quantities and Costing**

TENDER BRIEFING

Date	Tender Number	Address	Time (Briefing session)
15 August 2008	NHBRC MKT 1047/2008	Phase 4 Medscheme Office Park 10 Muswell Road South Medscheme Office Park Bryanston 2021	11h00


TENDER RESERVATIONS

Tenders shall be considered irregular if they show any omissions, alteration of form, additions, or conditions not called for, or irregularities of any kind. However, the NHBRC reserves the right to waive any irregularities and to make award in the best interest of the company. The NHBRC reserves the right to accept or reject in part or whole any tender submitted, and to waive any technicalities for the best interest of the company.

Tenders shall be rejected, among other reasons, for any of the following specific reasons:

- Tenders received after the closing date and time as specified.
- Unbalanced value of any items.
- If the original Tax Clearance Certificate is not submitted
- Tender documents shall be completed in non-erasable black ink, unless using a computer.

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- Tenders documents not initialed on every page.
- Tenders containing irregularities.

Tenderers shall be disqualified and their tenders not considered, among other reasons, for any of the following specific reasons:

- Reason for believing collusion among tenderers.
- The tenderer being in arrears on any existing contract or having defaulted on previous contract.
- Lack of competency as revealed by a financial statement, technical assessment and questionnaires.
- Uncompleted work that in the judgment of the company shall prevent or hinder the prompt completion of additional work, if awarded.

EXCLUSION OF TENDERS

Tenders that may be viewed by the Tender Committee to have priced their services unreasonably above or below the NHBRC estimates and budget such suppliers may be requested to demonstrate how they envisage delivering at such cost and/or price.

If the Tender Committee is not satisfied with the motivation so provided, such suppliers will be excluded from further evaluation and thereby not considered for appointment to provide the service.

COST OF TENDER PREPARATION

All cost associated with the preparation and submission of a tender is the responsibility of the tenderer. The costs shall not be chargeable to the NHBRC by successful or unsuccessful tender. All submitted tenders remain the property of NHBRC and shall not be returned except in the case of a late submission.


TENDER PRESENTATION AND DEMONSTRATION

The NHBRC reserves the right to require that any tenderer provide a formal presentation of its tender at a date and time to be determined by the NHBRC.

The NHBRC shall provide short-listed tenderers ten (10) days notice, of the location, date, and time for their respective presentation and demonstration, which shall take place at the NHBRC, Phase 4, 10 Muswell Rd South, Bryanston, Gauteng. All tenderers must comply with the location, date and time scheduled by the NHBRC. Failure to comply with this requirement shall result in rejection of the tender. No tenderer shall be entitled to be present during, or otherwise receive any information regarding, any other tenderer's presentation and demonstration.

Presentations and demonstrations must be setup, coordinated, and conducted by tenderer's personnel. The tenderer shall be required to demonstrate the complete proposed inspection procedure as per the submitted tender.

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The NHBRC shall provide all instructions and clarification regarding the purpose and scope of the demonstration. All expenses must be borne by the tenderer.

VALIDITY

The validity period of the tender shall be 90 working days from date of closing.

TENDER SUBMISSION

It is a compulsory requirement that the tenderer must submit NHBRC Form C (Annexure C of the Procurement Policy document) completed and initialed in every page and signed by the person with authority to sign and do business for and on behalf of the company. If this form is not completed and attached such a tender shall be disqualified. All tenders documents to be completed in non-erasable black ink.

The following particulars are compulsory attachments:

Particulars of the company


- Registered name of the company
- Trading name of the company
- Certified copy of the Certificate of Registration
- Certified copy of the official Shareholders Certificate (e.g. CK 1, and CM29)
- NHBRC Supplier Record Form completed and initialed.
- V.A.T Registration certificate for Registered VAT Vendors.
- Original cancelled cheque of the service provider

NHBRC reserves the right to verify the information supplied.

TAX CLEARANCE REQUIREMENTS

You are required to attach the original Tax Clearance Certificate and failure to do so shall result in the tender being disqualified.

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3. TERMS OF REFERENCE

A) Background

As the NHBRC is increasingly expanding to its optimal reach across the all nine provinces, which makes both internal and external variables to be beyond reach in terms of Marketing and Public Relations methodologies to address client's expectations. Having identified the best mechanism to address these expectations, the Marketing and PR section has identified research as the basis for creating informed policies, strategies, plans and programs that demonstrates collective meaning. This is to ensure that Marketing and PR section is able to determine the perceptions of both internal and external stakeholders towards the section and the NHBRC.

Secondly, Marketing and PR is the key support vehicle to strategically position the NHBRC's branding, it is therefore, important to determine and address integrated needs, to enable collaborative satisfaction for both internal and external stakeholders.

Typically, this research survey will review current problems, underlying cause, suggest possible solutions and recommendations in line with the overall organisations vision, mission and objectives of the NHBRC.

B) Scope of Audit

The scope of an audit is meant to create positive internal and external climates that encourage and support the NHBRC's goals, as well as Marketing and PR strategic goals. Most importantly enlist the cooperation of internal constituencies in positioning the NHBRC.

Complexities of the stakeholder expectations can be addressed with planned strategies and plans that are demand driven. The audit can also assist to measure the effectiveness of marketing and public relations programs throughout the entire organization, in a single division or department, or within a specific employee group.

Misunderstandings, information barriers, bottlenecks as well as opportunities can be uncovered, which can enhance cost effective measures of ongoing programs. In some instances reorient concepts of Marketing and PR strategies and plans to support the vision of the NHBRC.

C) Benefits

- Research based strategies and a meaningful way of dealing with perceptions, all marketing programmes will be clearly focused on these issues.
- Provide valuable data for developing of restructuring marketing and PR functions, ensuring a cohesive marketing presence in central and provincial offices.

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- Provide guidelines and recommendations informed by analysis of collected data.
- Establish collaborated, policies, processes, strategies, plans and programs addressing core issues of importance to internal and external stakeholders.
- Provide satisfying solutions
- Get buy-in from top management and staff in general to ensure collective efforts.

D) Aims and Objectives

- Investigate attitudes and perceptions existing toward the NHBRC by stakeholders and staff
- Investigate attitudes and perceptions towards current section’s programs including the intensity of views.
- Review section’s philosophy – formal written policies, processes, strategies, plans and programme.
- Improve staff and management support of communication in general.
- Review of existing Marketing and PR programs formal methods and media for communicating downward, upward and laterally through NHBRC pyramids
- Review the relevance of current communiqué techniques used to communicate and find other additional channels to empower both internal and external stakeholders.

E) Identified Target Audiences


Internal

- Councillors
- CEO
- Exco
- Management
- Staff members
- Office assistants

External

- Media
- Home builders
- Home owners
- Banks
- Housing institutions
- Provincial and National Housing Departments
- Municipalities
- Portfolio committee

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Sample sizes of target audience

1. Internal Stakeholders (staff), including satellite offices:

- Employees by levels within the Organization =368
- Gauteng (Head office Central) = 115
- Eastern Cape = 22
- Free State = 12
- Gauteng = 65
- KZN = 37
- Mpumalanga = 23
- Northern Cape = 7
- Limpopo = 30
- North West = 27
- Western Cape = 30

2. Council Members = 14

3. External Stakeholders:

- Media list = every print and electronic media, service provider will provide
- Home Builders = 15 000 registered home builders
- Banks = 5 (FNB, STD, ABSA, Nedcor & Investec)
- Home Owners = public members
- Municipalities = 287 National
- Housing Institution= NHFC, RHF, NURCHA, TUBELISHA
- Building partners = 17

4. Time frames for the survey is 4 months

F) Messages

- Determine the gap between the core messages being communicated and the perception of those messages by **internal** audiences.
- Determine the gap between the core messages being communicated and the perception of those messages by **external** audiences.

G) Research Process

- The research specialist is expected to present a proposal to the NHBRC, outlining research methodologies.
- Identifying core-challenging areas, plan, approaches and, develop a project schedule with reference to the above mentioned.
- Conduct secondary research survey in analysis of recent methods, mechanisms and appropriate systems for Marketing and PR administrative fundamentals
- Facilitate research to internal and external stakeholders of the NHBRC, control the execution with the Marketing and PR section across all provinces through various means of communication
- Conclude by providing final report that includes:

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- Findings and Recommendations section.
- Interview summaries
- PR materials evaluation
- PR program evaluation
- Media coverage analysis
- Addendum: interview notes (without attribution to specific interviewees)

H) Communicate Audit Results

Internal expectations should be raised concerning a possible change in the status quo. Be prepared to communicate the results candidly and promptly. In advance of the findings, consider how the results will be communicated and what level of detail will be provided

I) Technical Evaluation

The following will be used to evaluate the proposed concept It shall form the basis for the technical evaluation.

The service provider that will be considered will be short-listed with regards to their satisfying this criteria:

No	Criteria	%
1.	Proposal comprehensiveness	12
2.	Concept presented and innovative creativity	30
3.	Promotional ideas	11
4.	Quality and expertise	17
5.	Functionality	10
6.	Team and infrastructure	20
	Total	100

J) Budget

The budget should comprise of expenses that needs to be budgeted which will be evaluated according to the concept, within the scope of the brief and aligned to the above evaluation criteria.

K) Closure

The evaluation criteria is availed to companies that attended the briefing, who are on the attendee list captured by the NHBRC, the eligible company may submit the proposal based on the perception survey evaluation criteria accompanied by the reviewed policy and brief as per the reviewed tender document. The amended submission time is to be adhered to.



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4. COSTING AND BILL OF QUANTITIES

The costing of the project would be divided into the following broad categories.

- 4.1 The service provider's time on providing the concept and methodology for conducting the perception survey.
- 4.2 The management fee for co-ordinating the perception survey.
- 4.3 Additional activities

The Bill of Quantities (BOQ) is herewith attached.

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BILL OF QUANTITIES (BOQ)

NO.	PROVINCE	4.1 METHOD OLOGY (R.C)	4.2 MANAGEMENT FEE (R.C)	4.3 ADDITIONAL ACTIVITIES (R.C)	TOTAL
1	Eastern Cape				
2	Free State				
3	Gauteng				
4	KZN				
5	Limpopo				
6	Mpumalanga				
7	Northern Cape				
8	North West				
9	Western Cape				
	Subtotal Before VAT				
	VAT @14%				
	Grand Total				

Note: It is mandatory to include all the costs for all provinces as per the table above. The grand total shall constitute the full tendered price. The full tendered price must be written in Annexure C of the NHBRC tender form.

The total cost of the project should be added up as per Bill of Quantities above. It should indicate the subtotal before VAT and the grand total including VAT as per table above.

The cost of this project shall not include meals and/or accommodation for the attendees (public and clients). The NHBRC will not entertain or consider any other cost outside of this bill.

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4. CRITERIA FOR EVALUATION

Each tenderer deemed acceptable for detailed evaluation after evaluation and review shall be scored in accordance with the NHBRC's Procurement Policy.

The NHBRC tender committee shall evaluate and review the tenders in accordance with the following criteria:

- compliance with the tender requirements
- implementation strategy and approach, and
- project plan and cost.

After completion of the evaluation, the NHBRC Tender Committee will score by applying predetermined weighting factors that shall be applied to the eligible tenders.

**Refer to the NHBRC Procurement Policy:
Annexure G (General Acceptability Form for Formal and Non-Formal) and,
Annexure H (Preferential Procurement Goals)
Tenderers must complete in detail the attached NHBRC Procurement Form:
Annexure C (Formal Tender)**

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