



NHBC BRAND DEVELOPMENT

**REQUEST FOR TENDER
NHBC 1050/2008**

**TENDER CLOSING DATE: 30 September 2008
TIME: 13H00**

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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 BRAND DEVELOPMENT

NHBRC MKT 1050/2008

The National Home Builders Registration Council (NHBC) 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 NHBC is calling for brand consultancies to tender for the creation of the NHBC brand.

AVAILABILITY OF DOCUMENT

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

COMPULSORY BRIEFING

A compulsory briefing session will be held on **Wednesday, 20 August 2008 at 13h00** at NHBC 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 **30 September 2008 at 13h00**. Tender proposals should be marked with the tender number: **NHBRC BRAND DEVELOPMENT: NHBRC MKT 1050/2008** and the **full name of the service provider**.

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:

Brand 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,

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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 developing comprehensive brand strategies aligned to the organization's vision and long-term objectives. Over and above developing the corporate identity, the development of the brand strategy is also expected to have major influence to change and understanding of cultural diversity within NHBRC.

In a bigger scale the brand should have significant value in terms of helping the entire organisation and the management team to implement the long-term vision, create unique positions in the public and unlock the leadership potential within NHBRC.

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)
20 August 2008	NHBRC MKT 1050/2008	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.
- 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.

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.

3. TERMS OF REFERENCE

A) Objectives of NHBRC Brand Development

- The creation of the NHBRC brand
- The brand should give the look and feel of an innovative, world-class organisation committed to quality in the home building industry.
- Consistent look in provincial customer care centres and satellite offices, explore an appropriate name for the offices (customer-centric)
- Pulling through all brand attributes to all advertising, signage, website and intranet, stationery, brochures, board pack covers, uniforms for staff (including technical staff, uniform for inspectors, advertising, newsletters, business cards, presentations, promotional items, etc.
- The brand should be relevant to all target markets
- A partnership with a brand consultancy that understands NHBRC's
- Logo usage for outside parties, i.e. logo usage for home builders
- Copyright and registration of logo

B) Target market

- Housing consumers (home owners)
- Home builders
- Media
- External stakeholders – three tiers of government, other housing institutions and associations in the built environment
- Financial institutions
- **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
- **Council Members = 14**
- **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 Institutions – NHFC, RHF, NURCHA, TUBELISHA, etc

- Building partners = 17

C) Outcomes

- Modern brand, that fits strategic direction of NHBRC and the industry
- Brand strategy
- Corporate identity
- Aligning staff with brand attributes
- Customer-friendly customer care centres
- Clear guidelines of logo usage for third parties, i.e. registered home builders

D) Project Time Schedule and Costing Sheet

The Brand Development project is broken into several phases, each phase with a projected time line. Tender documents are to stipulate cost estimates for each phase.

Phase	Constituent	Timing	Cost (R.C)
1	Setting clear objectives, scope and timelines of the NHBRC Brand Development culminating in the signing of an SLA agreement.	3 week	
2	Research, interviews and workshops with stakeholders both internal and external to the organisation.	4 weeks	
3	Developing the brand	4 weeks	
4	Design concept and its application to collateral	4 weeks	
5	Implementation and corporate identity guidelines, inclusion of staff in living the brand, brand presentation for internal roadshows/workshops	4 weeks	
6	Additional activities or materials		
Subtotal before VAT			
VAT @ 14%			
Grand total after VAT			

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

1. Phase 1 of the project as per the project time table
2. Phase 2 of the project as per the project time table.
3. Phase 3 of the project as per the project time table
4. Phase 4 of the project as per the project time table
5. Phase 5 of the project as per the project time table
6. Any other additional activities or materials included by a service provider and is part of the concept and methodology for brand development

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 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.

E) Technical Evaluation

The evaluation criterion, tables the selection of proposals submitted by companies that attended the brief and registered on attendee list. This also states the scoring percentage in which the assessment process will be based.

The criteria below will be used to evaluate the proposal; the nominated service provider will be evaluated in terms of the following criteria:

No	Criteria	%
1.	Proposal comprehensiveness	12
2.	Concept presented and innovative creativity	30
3.	Promotional ideas	7
4.	Quality and expertise	17
5.	Functionality	10
6.	Team and infrastructure	20
	Total	100

F) 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.

E) Closure

The evaluation criterion 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 brand evaluation criteria accompanied by the reviewed policy and brief as per the reviewed tender document. The amended submission time is to be adhered to, **no late submissions will be considered.**

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)**