



a world class African city



City of Johannesburg
Johannesburg Development Agency

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8 July 2009

Dear Sir / Madam

REQUEST FOR PROPOSALS: THE DEVELOPMENT OF AN ON LINE BRANDING PROGRAM

BACKGROUND

The Johannesburg Development Agency is a wholly owned entity of the City of Johannesburg, whose mandate is to deliver successful capital expenditure projects in areas in decay, thereby regenerating and creating thriving precincts on behalf of the City. Since its inception in 2001 the JDA has delivered numerous multimillion rand developments on behalf of the City as well as the Gauteng Province through Blue IQ. Image documentation of these developments plays a critical knowledge management role as well as the need to document captured images in a manageable central system.

Kindly furnish me with a quotation for the development of online branding using alternative (innovative) communication mechanisms.

The program must be in a position to provide real time conversation and engaging stakeholders such as:

- property developers,
- to small businesses,
- city residents,
- youth
- local visitors and tourists

There will be a need to show how service provider will develop, implement and maintain this over a six month period. The implementation period would be from September 2009 to March 2010. The documentation would require measurement to demonstrate how success or effectiveness will be measured. Ideally, this will show how JDA programmes and projects will be incorporated.

Building a better city

Directors

L. Vutula (Chairperson) A. Roriston L. Matlhape D. Lewis N. Lila D. Naidu P. Masilo L. Bethlehem (CEO) A. Goldsmith (Company Secretary)
Registration Number: 2001/005101/07

Bidders are expected to forward their company profile that includes list of previous experiences and references. Bidder will provide a detailed proposal.

The quotation must be submitted on the letterhead of your business and can either be emailed to or delivered by hand not later than **Thursday 16th July 2009** at 12h00 to: **3 President Street, Bus Factory, Newtown**

The following conditions will apply:

- A valid Tax Clearance Certificate must be submitted
- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT.
- A firm delivery period must be indicated.
- If the price quoted is above R 30 000 inclusive of VAT), the quotation will be evaluated in terms of the 80/20 preference point system as prescribed in the Preferential Procurement Policy Framework Act (No 5 of 2000). For this purpose the Tax Clearance Certificate, Declaration of Interest and the BEE Forms are available on the JDA website under the Tenders Page.
- The successful provider will be the one scoring the highest point.

NB: No quotations will be considered from persons in the service of the stateⁱ

Failure to comply with these conditions may invalidate your offer.

Yours faithfully

Alice Moloto
Marketing Manager: Internal Communications

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ⁱ * MSCM Regulations: "in the service of the state" means to be –
(a) a member of –
(i) any municipal council;
(ii) any provincial legislature; or
(iii) the national Assembly or the national Council of provinces;

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- (b) a member of the board of directors of any municipal entity;
 - (c) an official of any municipality or municipal entity;
 - (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
 - (e) a member of the accounting authority of any national or provincial public entity; or
 - (f) an employee of Parliament or a provincial legislature.