

# REQUEST FOR PROPOSALS DUBE TRADEPORT CORPORATION



## INVITATION FOR THE APPOINTMENT OF A PANEL OF THREE MEDIA BUYING AGENCIES FOR MEDIA PLACEMENTS IN RESPECTIVE MEDIA PLATFORMS, FOR DUBE TRADEPORT CORPORATION, FOR A PERIOD OF THREE (3) YEARS

REF NO.: DTP/RFP/31/MKT/12/2014

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 panel of suitably qualified and experienced Media Buying Agencies work alongside Dube TradePorts' marketing team to align with the brand and communication strategy and assist with the media placement, for a period of 3 years. The successful service provider will be required to ensure enterprise development as stated within the tender document.

The appointed Media Buying Agency will ensure that Dube TradePort's Marketing Division and Dube TradePort's Advertising Agency understand the potential of new advertising platforms and those they have access to the latest offerings from key media owners.

## EVALUATION OF THIS BID

All proposals will be evaluated in various stages – compliance and functionality will be assessed and thereafter all responsive proposals will be evaluated 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

Bid documents will be available **from Monday, 4<sup>th</sup> May 2015** until **Tuesday, 12<sup>th</sup> May 2015** during the weekdays (Mon – Fri) between 08h30 and 16h00, at Dube TradePort Corporation offices at 7 Umsinsi Junction, 4<sup>th</sup> floor, 29° South, La Mercy, KwaZulu-Natal. A non-refundable fee of **R 500.00** (five hundred Rands) must be paid prior for 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. DTPC will only release documents once the payment has been cleared in its bank account. Payments must contain the reference, "**DTP/RFP/31/MKT/12**" 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° South, 7 Umsinsi Junction, La Mercy, KZN on **Tuesday, 12<sup>th</sup> May 2015 at 13:00**.

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

## CLOSING TIME & DATE FOR SUBMITTING RESPONSES

29° South, 7 Umsinsi Junction, La Mercy, KwaZulu-Natal, 4399  
Tel: 032 814 0000 | Fax: 032 814 0100 | Email: [info@dubetradeport.co.za](mailto:info@dubetradeport.co.za) | Web: [www.dubetradeport.co.za](http://www.dubetradeport.co.za)

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Proposals must be submitted at the **DTPC** offices on or before **11h00**, South African time on **Monday, 25<sup>th</sup> May 2015**. Documents should be clearly marked “**APPOINTMENT OF A PANEL OF THREE MEDIA BUYING AGENCIES FOR MEDIA PLACEMENTS IN RESPECTIVE MEDIA PLATFORMS, FOR DUBE TRADEPORT CORPORATION, FOR A PERIOD OF THREE (3) YEARS**”