



TENDER DOCUMENT

REQUEST FOR A FRAMEWORK AGREEMENT: PROVISION OF DIGITAL MARKETING SERVICES TO DTCB

RFP NO: 045/2024

TENDER SUBMISSION DATE: 20/09/2024 @ 1200HRS

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1.BACKGROUND

Diamond Trading Company Botswana Proprietary Limited (DTC Botswana) is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers. It is the world's largest and most sophisticated rough diamond sorting and valuing operation.

DTC Botswana sorts and values Debswana Diamond Company's rough diamond production. Debswana Diamond Company (Pty) Ltd is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers. The main purpose of the company is to mine and recover diamonds optimally and responsibly.

2.OVERVIEW

DTCB intends to build its corporate image and awareness of its operations and CSI activities through providing information via various mediums of communications such as social media platforms, radio, newspapers, magazines, TV, electronic billboards, etc. Trade shows and other related educational events will also be among the activities DTCB intends to take part in.

DTCB's objective is to enlist a **100% Citizen Owned** Communications Agency with the right competencies and experience in order to ensure that DTCB is well positioned through a well-orchestrated communication campaigns.

3.SCOPE OF WORK

The Agency will perform for **DTCB**, all the activities customarily performed by a digital Agency. These duties shall include but not limited to the following:

- i. Develop, implement and measure a digital strategy inclusive of social media.
- ii. Provide digital marketing recommendations and deliver content appropriate for each channel.
- iii. Drive effectiveness of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring external communication efforts aligned with current strategy.

- iv. Recommend new digital opportunities as appropriate, such as platforms, tools, trends etc.
- v. Prepare monthly social media reports.
- vi. Produce a corporate video and filming of DTCCB events.
- vii. Produce Photography at events and any other photography required by DTCCB.
- viii. Keep up to date and brief team on latest industry standards in digital marketing to reach key audiences.
- ix. Work with internal teams to develop digital paid, earned, shared, owned (PESO) marketing campaigns based on channels, goals, and audience.

4.DELIVERABLES

As part of your submission, the deliverable is to develop a digital 12 Months campaign.

5. PERIOD / DURATION OF THE SERVICE

5.1 The period of engagement shall be in the form of a framework agreement.

5.2 There shall be quarterly performance reviews between The Company and DTCCB. Key Performance Areas will be agreed upon engagement.

6.STAFF

6.1 The company shall submit to DTC Botswana Curriculum Vitae (CV) of its key personnel to be deployed for the account. Furthermore, no members of staff shall be withdrawn or new staff provided without prior approval of DTC Botswana.

6.2 The company shall indicate the level of citizen involvement in terms of shareholding, directorship and management and employees.

7.EXPERTISE

7.1 The bidder should demonstrate experience in the provision of similar

assignment.

- 7.2 The bidder should provide abridged curriculum vitae detailing experience and qualification of key personnel to be used for this assignment.

8. REFERENCE SITES

Prospective consultant is expected to provide the following:

- Company names and Contact details where similar work is or has been carried out within the past two years.
 - Nature and scope of the assignment.
 - Project Cost.
- Please note that shortlisted bidders shall expect their client references to be contacted during the tender evaluation process.

9.METHODOLOGY AND APPROACH

The bidder must provide a detailed description of their proposed methodology and approach including full description of deliverables.

10.COST AND PAYMENT SCHEDULE/REMUNERATION OF THE AGENCY

Prospective consultant is required to provide the following

- Breakdown of the fees for the assignment.
- Details of all cost shall be submitted as part of the tenderer's proposal. The details shall, inter alia, include options of hourly rates, production mark ups, retainer fees, etc.
- Currencies in which tenderers require payments to be made shall be stated. **All payments for local supply shall be made in Pula.**
- Proposed payment schedule and the deliverables. Please note that payment will only be made after completion of the proposed deliverable.

11.COMPANY INFORMATION

The following are required in your proposal;

- The company/firm/consultant's profile – (when it was established, how long it has been operating, main line of business, the size of its operations in terms of manpower etc.).

- Directors' / Partner's profiles
- Contact details: Physical and postal addresses, telephone numbers and other related information.
- Valid Tax Clearance certificates and Valid trading licenses
- Certificate of incorporation

Tender Evaluation

Tender evaluation criteria are contained in **Annexure 1**.

Form of Tender

Tenderers are required to complete and submit form of tender contained in **Annexure 2**.

Supplier Vetting

Tenders are required to complete a supplier vetting form in **Annexure 3**.

12.SUBMISSION OF PROPOSAL

Proposals must be submitted as prescribed below.

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The deadline for submission of these tenders is **20th September 2024 at 12 noon**.

Tender documents can be accessed from our website **www.dtcbotswana.com**.

Tenders must be emailed to tenders@dtcb.co.bw no later than the closing date with the name

of the tender as the subject heading.

Tenders delivered after the closing date and time will not be considered.

All enquiries regarding this tender prior to tender closing date should be emailed to:

tenders@dtcb.co.bw before the **10th September 2024 at 12 noon**.

13.AUTHORITY OF TENDER

The Tender must be signed by a person duly authorised to do so and evidence of the authority of the signatory must be provided.

14.TENDER VALIDITY

Tenders shall be valid for a period of ninety (90) days from the closing date.

15.CONFIDENTIALITY

All documentation and any other information produced will be the intellectual property of DTCB exclusively and should be treated as confidential. No information obtained by the Service Provider as a result of the consultancy shall be given or applied to a third party without written consent from DTCB.

ANNEXURE 1 - EVALUATION CRITERIA

Bidders are advised that the following will be taken into account during tender evaluation. The evaluation shall be carried out in three stages:

- Stage 1: Compliance
- Stage 2: Technical Evaluation
- Stage 3: Financial Evaluation

NB: Invitation for Site Visit / Presentation will be forwarded to those that satisfied the technical stage.

STAGE 1: COMPLIANCE STAGE

For the proposal to be considered compliant, Bidders shall satisfy the following requirements:

- a) Submission of a Certified Copy of a Certificate of Incorporation extracted from CIPA
- b) Submission of a Certified Copy of a Valid Tax Clearance Certificate or Exemption thereof issued by BURS
- c) Submission of a CIPA Extract detailing directors and shareholders of a company
- d) Authority to sign on behalf of the company signed by the company director

STAGE 2: TECHNICAL EVALUATION

Compliant bids shall be evaluated to determine compliance to the set criteria.

Technical evaluation shall account for 70% of the total evaluation.

The following shall be considered at this stage:

Criteria	Weight (%)
1. Company's years of experience doing similar work	15
2. Key Personnel's curriculum vitae inclusive of their academic qualifications and relevant experience	20

3. Written and traceable references from clients where similar service has been provided in the recent past	15
4. Methodology and Approach	40
5. Business Continuity	10
TOTAL	100

Bidders who score 70% and above will proceed to the next stage of evaluation.

STAGE 3: FINANCIAL EVALUATION

This stage shall account for thirty (30%) of the total evaluation score. Bidder's % score will be computed using the formula:

$$\text{Financial} = 30\% \times (\text{Lowest Financial Bid}) \\ (\text{Financial Bid of Tenderer})$$

Weighting for Technical and Financial Proposals:

The overall weight for financial score is 30%. The overall assessment shall be weighted as follows:

- Technical Proposals = 70%
- Financial Proposals = 30%

Final Weighted Score:

- The assessed final weighted score will be calculated for each bid found to be admissible by using the tenderer's scores attained from the Technical Evaluation (Technical) and the Financial Evaluation (Financial) in the following formula:

Total weighted score = Technical + Financial

I. Arithmetic Check:

- The tender will be checked for arithmetic errors. Tenderers will be notified in writing for any errors.
- Where there is discrepancy between amounts in figures and in words, the amount in words will be the amount taken into account.

- Where there is a discrepancy between a unit price and the total amount derived from the multiplication of the unit price and the quantity, the unit price quoted will be the price considered.
- Amounts corrected as above will be binding on the tenderer. If the tenderer does not accept them, their tender will be rejected.
- Amount should include VAT if the tenderer is VAT registered.

ANNEXURE 2 – FORM OF TENDER

**Diamond Trading Company Botswana
Plot 63016, Airport Road
Block 8
Gaborone**

Having examined the invitation to tender (ITT) document the receipt of which is hereby duly acknowledged, we, the undersigned, offer to undertake the assignment in accordance with the tender documents for the sum of BWP.....(amount in figures).In words.....

If our tender is accepted, we undertake to commence the work within..... weeks from receipt of official purchase order and complete the work within.....weeks.

We agree to abide by this for a period of ninety (90) days from the date fixed for tender opening and it shall remain binding upon us and may be accepted at any time before expiration of that period.

We understand that you are not bound to accept the lowest or highest or any tender you may receive.

On behalf of the tenderer

Name:

Title:

Tel No.....

Email Address..... .

Date:

ANNEXURE 3 – SUPPLIER VETTING

SUPPLIER/VENDOR VETTING FORM

1	Name of Supplier/Vendor/Contractor	
2	Business registration number or identity number of sole proprietor/partnerships	
3	Vat number	
4	Trade Name/s of business	
5	Nature of business i.e. Core Industry of business	
6	Type of business e.g. Sole Proprietor / Pty Ltd / CC / Partnership / Limited / Parastatal / Other (specify)	
7	Full name and surname of authorized signatory	
8	Designation of authorized signatory	
9	Domicilium address (i.e. this is your address at which you will accept service of legal notices/ documents)	
10	Physical address and Postal address	
11	Tele/cellphones and Fax numbers	
12	Email addresses of directors and signatories	
13	Holding company name and registration number	
14	Affiliations (Company name(s) and registration)	

I authorize and give consent to DTCB in obtaining information regarding me and my company

Name.....Surname.....

Date:.....Signature.....

