



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

The Market Theatre Foundation

Request for Quotation:

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EXPERIENCED COMMUNICATIONS
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DIGITAL COMMUNICATIONS SERVICES
– RFQ 378/2025 - 2026**

Advertised Date: 04 September 2025

Closing Date: 09 September 2025

Extended Closing Date: 12 September 2025

Closing Time: 16:00

Tender Price: N/A

Tender to be emailed and clearly addressed as RFQ 378/2025 - 2026:
rfq@markettheatre.co.za

Compulsory Briefing Session: N/A

Address: N/A



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

Company Name: _____

The Market Theatre Foundation is looking for a supplier render organizational structures services for the market theatre.

The Market Theatre is renowned world-wide for brilliant anti-apartheid plays that have included Woza Albert, Asinamali, Bopha, Sophiatown, You Strike the Woman You Strike a Rock, Born in the RSA, Black Dog – Inj'emnyama, as well as the premieres of many of Athol Fugard's award-celebrating the past, but it is also confidently looking forward to playing a major cultural role in the 21st century for South Africa, and the African continent.

During the past four decades, The Market Theatre has evolved into a cultural complex for theatre, music, dance and the allied arts. Today, The Market Theatre remains at the forefront of South African theatre, actively encouraging new works that continue to reach international stages.

2. Overview of required services

1. Introduction

The Market Theatre Foundation (MTF) invites qualified and experienced communications companies to submit a proposal for the provision of interim Digital Communications services.

This appointment is to ensure the continuous and successful operation of our digital platforms while the institution recruits for a permanent Digital Communications Officer.

2. Background

The Market Theatre Foundation is a world-renowned cultural institution and a non-profit organisation dedicated to the development and promotion of South African arts and culture.

The Foundation comprises four distinct artistic hubs:

- **The Market Theatre:** South Africa's premier professional theatre stage.
- **The Market Theatre Laboratory:** A leading centre for theatre and performing arts education.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

- **The Market Photo Workshop:** A critical platform for photographic education and public engagement.
- **The Windybrow Arts Centre:** A hub for community arts programmes and edutainment for youth aged 8-18.

To maintain our brand presence, audience engagement, and growth across these hubs, we require expert interim support for our digital communications.

3. Scope of Work (SOW)

The successful company will be responsible for the following key deliverables:

3.1. Digital Channel Management & Strategy:

- Manage, schedule, and publish content across all MTF social media platforms (e.g., Facebook, Twitter/X, Instagram, LinkedIn, Tik Tok, YouTube).
- Develop and implement a digital content calendar aligned with the programming across all four hubs.
- Ensure the successful running of digital campaigns to generate new customer leads, promote shows, exhibitions, and courses, and contribute to overall organisational growth.
- Manage database content distribution (e.g., email newsletters, mailing lists).

3.2. Content Generation & Coordination:

- Lead content generation (short-form video production, photography) for all digital platforms.
- Coordinate content needs and stories from all four artistic hubs (Market Theatre, Market Lab, Photo Workshop, Windybrow Arts Centre), ensuring each hub's unique voice and audience is respected.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

- Embrace new technologies and multimedia tools to create engaging and innovative content.

3.3. Community Engagement & Growth:

- Monitor, moderate, and respond to audience comments and messages across all platforms.
- Implement strategies to grow our online following and deepen engagement with existing audiences.
- Track and report on key performance metrics (engagement rates, reach, follower growth, website clicks, etc.).

3.4. Crisis Communication & Reputation Management:

- Provide strategic counsel and practical support for any potential digital PR issues or crises.
- Monitor digital channels for any threats to the Foundation's reputation and propose mitigation strategies.

3.5. On-Site Requirements:

- The role operates on a hybrid model, requiring a physical presence **on-site for 3 days per week**.
- This includes attending and documenting (through photography and/or videography) opening nights of theatre productions, exhibition launches, and other key events.

4. Company Requirements

Interested companies must demonstrate:



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

- Extensive experience in managing digital communications, particularly within the **creative arts and NPO sectors in Southern Africa**.
- A proven track record of developing and executing successful social media campaigns.
- Extensive experience and a clear methodology for handling **crisis communication and reputation management** in the digital space.
- A multidisciplinary team with skills in copywriting, graphic design, video editing, and strategy.
- The ability to coordinate multiple stakeholders and distill their needs into a cohesive digital strategy.
- References from at least two previous clients, preferably in the arts or NPO sector.

5. Contract Terms

- **Duration:** The initial contract will be for a period of **three (3) months**, effective from [Proposed Start Date].
- **Extension:** The contract may be extended on a month-to-month basis, subject to performance and if a suitable permanent candidate has not been secured.
- **Fee Structure:** The proposed fee must be presented as a **monthly all-inclusive retainer**, aligned with the salary scale of the full-time position it is temporarily replacing. The proposal should include a detailed breakdown of costs.

6. Submission Guidelines

Your proposal must include:

1. **Company Profile:** An overview of your company, its history, and core team members who will be assigned to this account.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

2. **Relevant Experience:** Detailed case studies of past work, specifically with arts organisations and NPOs, including examples of crisis management.
3. **Understanding of the Brief:** A brief commentary demonstrating your understanding of the MTF's needs and the landscape we operate in.
4. **Proposed Approach & Work Plan:** Your strategic approach for the first month, including how you will manage content across the four hubs.
5. **Fee Proposal:** A clear and detailed monthly retainer fee, including VAT and outlining what is covered (e.g., number of content pieces, dedicated hours, etc.).
6. **References:** Contact details for at least two client references.

7. Evaluation Criteria

Proposals will be evaluated based on the following:

- Relevant experience and proven track record (30%)
- Understanding of the brief and proposed strategic approach (30%)
- Team composition and expertise (20%)
- Cost and value for money (20%)

Criteria	Weighting
1. Relevant experience and proven track record Detailed case studies of past work, specifically with arts organisations and NPOs, including examples of crisis management • Detailed Case study) – 30 • Partially Detailed Case study) – 15 • No Detailed Case study) – 0	30
2. Understanding of the brief and proposed strategic approach	30



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

A brief commentary demonstrating your understanding of the MTF's needs and the landscape we operate in. • Clear understanding – 30 • Partial Understanding – 15 • No Understanding - 0	
3. Team composition and expertise An overview of your company, its history, and core team members who will be assigned to this account. • Full Team with experience – 20 • No team with no experience - 0	20
4. .Cost and value for money : A clear and detailed monthly retainer fee, including VAT and outlining what is covered (e.g., number of content pieces, dedicated hours, etc.). • A clear and detailed monthly retainer fee, including VAT and outlining what is covered – 20 • No clear and detailed monthly retainer fee, including VAT and outlining what is covered - 0	20

The functionality threshold is 70, any proposal that do not score 70 or more will be disqualified,

9. Disclaimer

The Market Theatre Foundation is not obligated to accept the lowest-priced proposal and reserves the right to cancel this RFQ at any time.

Note of Duration of required commodity



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

- Delivery duration must be communicated within 1 week of appointment or receiving of Purchase Order.
- If the appointed supplier cannot deliver the goods within the stipulated time period that MTF has specified, MTF will then begin the process of moving forward with the next supplier.
- Please note that if no communication is received within the 1 week period your proposal/quote will be disqualified and we will proceed to the next supplier.

Supporting documents that needs to be completed in full and be sent back with your quote.

- SBD 4 : Declaration of Interest (See attached)
- SBD 6.1 – BBBEE claim form (See Attached)
- Certified Copy of your valid BBBEE Certificate
- Proof of CSD registration starting with MAAA.....



**REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS
COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM
DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026**

ANNEXURE A - Declaration of Interest



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

SBD 4

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state?

YES/NO

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

FULL NAME	IDENTITY NUMBER	NAME OF STATE INSTITUTION

2.2 Do you, or any person connected with the bidder, have a relationship

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

with any person who is employed by the procuring institution? YES/NO

2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract?

YES/NO

2.3.1 If so, furnish particulars:

.....
.....

3 DECLARATION

I, the undersigned, (name) in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

2.1 I have read and I understand the contents of this disclosure;

2.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;

3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.

3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.

3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

2 Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

ANNEXURE B

SBD 6.1: Preference points claim form to the Preferential Procurement Regulations 2022



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

SBD 6.1

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

- 1.1 The following preference point systems are applicable to invitations to tender:
- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
 - the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).
- 1.2 **To be completed by the organ of state**
(delete whichever is not applicable for this tender).
- a) The applicable preference point system for this tender is the **80/20** preference point system.
- 1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:
- (a) Price; and
 - (b) Specific Goals.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Where

P_s = Points scored for price of tender under consideration

P_t = Price of tender under consideration

P_{min} = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$P_s = 80 \left(1 + \frac{P_t - P_{max}}{P_{max}} \right) \quad \text{or} \quad P_s = 90 \left(1 + \frac{P_t - P_{max}}{P_{max}} \right)$$

Where

P_s = Points scored for price of tender under consideration

P_t = Price of tender under consideration

P_{max} = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:

- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

	The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)
1.	100% Black owned or	6	
	51-99% Black owned	4	
2.	100% Black women owned or	6	



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

	51% to 99% Black women owned	4	
3.	5% Youth Ownership	2	
4.	2% Owned by persons with disabilities	1	
5.	Exempt Micro Enterprise (EME) or	5	
	Qualifying Small Enterprise (QSE)	3	

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
- (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

.....
SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME:

DATE:

ADDRESS:

.....

.....

.....



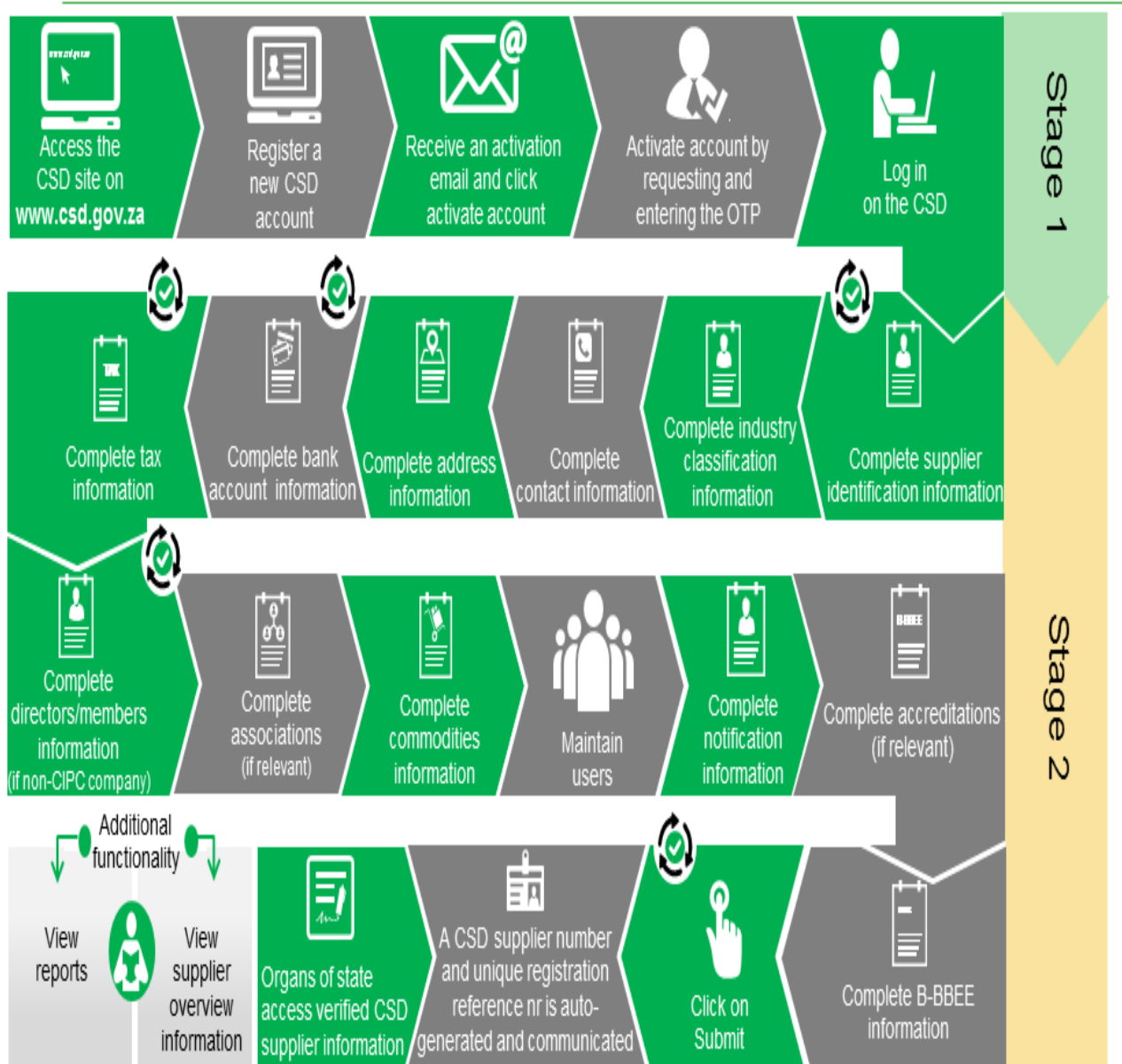
REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

Annexure C
CSD REGISTRATION PROCESS



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

Supplier Self-Registration Process



Auto verification of supplier information with SARS, CIPC etc.



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

ANNEXURE E
PRICING SCHEDULE



REQUEST FOR QUOTATION (RFQ): EXPERIENCED COMMUNICATIONS COMPANIES TO SUBMIT A PROPOSAL FOR THE PROVISION OF INTERIM DIGITAL COMMUNICATIONS SERVICES – RFQ 378/2025 - 2026

Pricing Schedule

The MTF has developed the following pricing schedule as a baseline to assist in the evaluation of bids. Each bidder is required to complete and submit the Pricing Table. Additional price components not included in the Pricing Table should be clearly itemized below.

1. Pricing Schedule

Item No	Description	Unit	Qty	Rate Incl Vat	Amount Incl Vat
1	Monthly retainer fee	Monthly	3	R	R
2	Other cost (Please specify)	Each	1	R	R
3	Other cost (Please specify)	Each	1	R	R
TOTAL (Including 15% VAT)		R			