



REQUEST FOR PROPOSALS SOCIAL MEDIA MANAGEMENT TENDER NO.1 of 2024/25

**Ligwalagwala House, Plot 427
J.S.M Matsebula Street
P.O Box 5020
Mbabane
Eswatini**

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Request for Proposals Social Media Management



Construction Industry Council (CIC)
Request for proposals -Social Media Management

Applications are hereby invited from suitably qualified consultants with proven experience, capacity and competence in similar assignments to indicate their interest in the Council’s Social Media Management.

The request for proposal document shall be purchased for a non-refundable fee of **E300-00** and paid in any of the bank accounts below, with the reference “social media tender”.

CIC Bank Accounts

Eswatini bank 77400749798, Branch code 770009	Nedbank 11990051277, Branch Code 360164	Standard Bank 9110004761777, Branch code 663164	First National 62846712273, Branch Code 281264
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The tender document may be collected at the below address:

Ligwalagwala House

Plot 427 J.S.M Matsebula Street, (Queensgate area)

Mbabane H100

Working Hours 08:00 to 17:00 Mon-Thursday 08:00-16:30 Friday

The Tender proposals should be marked and placed in a sealed envelope marked technical proposal. Similarly, the financial proposal should also be placed in a sealed envelope marked financial proposal. Both envelopes are to be enclosed in one suitable envelope sealed and must be written “**Confidential**” Construction Industry Council Tender No.1 2024/2025; ‘**Social Media Management**’ and must be submitted by **Tuesday 28 October 2024 at 12h00**. At this time, only Technical Proposals will be opened.

Failure to mark the envelope clearly and accurately may result in the rejection of the application.

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1. PREAMBLE

The **CONSTRUCTION INDUSTRY COUNCIL (CIC)**, a regulatory body under the Ministry of Public Works and Transport, was established by Act No. 14 of 2013. Its main objective is to regulate the operations of the entire construction industry value chain. Consequently, the Council is required to strengthen its capacity through strategy and other institutional frameworks, to provide reputable service to the industry.

The Council is mandated to facilitate communication between construction industry stakeholders, namely (Associations, Project Owners, Contractors and Consultants, Manufacturers and Suppliers, Parliament, Ministry of Public Works, CIC Board, CIC Staff, Strategic Ministries, Regulatory bodies, Strategic Partners, Insurance, Financial Institutions, Media, Societies, Consumer Association, Organised Labour, Organised Business, International Bodies, Academia, General Public and Development Finance Institutions).

2. SCOPE OF WORK

The Construction Industry Council (CIC) requests proposals (RFP) from qualified, suitable bidders with proven experience and competence in social media management to manage the Council's existing social media platforms (Facebook, LinkedIn, Twitter, and Instagram).

The scope of work to be carried out by the consultants includes the following:

- a) Content Calendar Design & Management - The bidder should be able to develop innovative content (graphic web designing)
- b) Ensure constant, relevant, and up-to-date industry-related campaigns on the various social media platforms to enhance the reach of content, especially the primary audience, the Contractors. This includes important calendar dates and relevant construction industry dates.

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Request for Proposals Social Media Management



- c) Constant updates of the Council’s events and provide for the copy of content material received from the Council.
- d) Generate analytical reports on the progress of social media pages when required by the Council.
- e) Page Promotion and audience engagement.
- f) Regularly monitor feedback, comments, inappropriate tagging, and content on all social media platforms. (Real-time response)

3. REQUIRED DOCUMENTS

The following reports are required;

- i. **1 original and three copies** of technical proposals (ONLY 1 PROPOSAL WILL BE ACCEPTED)
- ii. 1 Financial proposal
- iii. 1 bound copy of original documents required at the tender opening

4. TIME FRAMES FOR THE PROJECT

ACTIVITY	TIMELINE
Inception Report	Two working days after the awarding of the Tender
Implementation of the scope of work as per the consultant’s work plan.	Immediately after the issuance of a Purchase order

5. COUNCIL’S ASSISTANCE IN PROVIDING RELEVANT INFORMATION

The consultant will be availed with the following information once the Tender has been awarded:

- The Council’s organisational 3-year Strategy;
- The Construction Industry Council Act of 2013
- Stakeholder Mapping report
- Any other information that the Consultant requires.

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Request for Proposals Social Media Management



The Council will provide these documents to the successful Consultant. Documents must be returned to the Council after the assignment.

6. VALIDITY

This tender will remain valid thirty (30) days after submission. During this period, the tenderer is expected to keep the professional staff proposed for the assignment available. The Client will make its best effort to complete the evaluation and award within this period. If the Client wishes to extend the validity period of the proposals, the tenderers who do not agree have the right not to extend the validity of their proposals.

7. INFORMATION REQUIRED FROM TENDERERS

The Council will require the tenderers to submit the following information alongside the tender documents:

i) Relevant Experience

A detailed reference list stating examples of similar work undertaken, stating the total cost. Refer to **Annexure 1**.

ii) Ownership of Consultancy

Ownership of the Consultancy firm should be indicated by producing relevant documents: Current Form J and Certificate of Incorporation.

iii) Qualifications of Staff to be assigned

Tenderers should list all individuals involved in this assignment and describe, in brief, their professional and/or academic background and experience executing similar projects.

iv) Proof of Tax Clearance

A current Tax Clearance Certificate is required and must be submitted.

v) Current Trading License

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A current trading License must be availed.

8. CLARIFICATIONS

If you need further clarification, please use the contact details below. The deadline for clarification is Friday, October 11th, 2024.

Tel: (0268) 24049848

Email: sihle@cic.co.sz

9. PREPARATION OF PROPOSAL:

Procurement Reference Number: **Tender No.1 of 2024/25 - Social Media Management**

Preparation of Proposals:

You are requested to quote for these services by submitting separate technical and financial proposals, as detailed below. The standard forms in the RFPs may be retyped for completion, but the Bidder is responsible for accurately reproducing them.

You are advised to read the complete Request for Proposal document carefully.

Preparation of Technical Proposals:

Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet in this Part;
2. A brief methodology for performing the services;
3. A work plan showing the inputs of all key staff;
4. CVs of key staff;
5. A summary of experience in similar assignments;

Preparation of Financial Proposals:

Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet in this Part;

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Basis of Pricing and Payment:

The contract price is an estimated amount. Payment shall be made for the time spent and reimbursable expenses incurred by the Consultant in performing the Services using the rates specified in the Breakdown of the Contract Price.

10. SUBMISSION OF PROPOSALS:

Proposals should be submitted to the address below no later than the date and time of the deadline below. Late proposals will be rejected.

Date of deadline: **Monday, 28th October 2024** (day, month, and year)

Time of deadline: **Noon** (local time)

Address: The Chief Executive officer
Construction Industry Council
Ligwalagwala House, Plot 427
J.S.M. Matsebula Street, Queensgate
Mbabane

The Tender proposals should be marked and placed in a sealed envelope marked technical proposal. Similarly, the financial proposal should also be placed in a sealed envelope marked financial proposal. Both envelopes are to be enclosed in one suitable envelope sealed and must be written “**Confidential**” Construction Industry Council Tender No.1 2024/2025; ‘**Social Media Management**’.

11. OPENING OF PROPOSALS

Only the technical proposals will be publicly opened at the time, date, and address below. Financial proposals will be kept unopened, and the evaluation committee will have no access to the financial information until the detailed evaluation is concluded.

Date of opening: **Monday, 28th October 2024** (day, month, and year)

Time of opening: **12:10 Noon** (local time)

Address: Construction Industry Council

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12. CRUCIAL DOCUMENTS OF TENDER OPENING

At the tender opening, the Council will consider the following:

- i. Construction Industry Council General receipt (E300.00) for payment of the tender document.
- ii. Valid Tax Clearance;
- iii. Valid Trading License;
- iv. Certificate of Incorporation;
- v. Current Form J;

The documents listed above must be submitted in a **separate envelope** for clear identification. (*The tender document may be purchased at the CIC office reception*).

13. EVALUATION OF TENDERS

- i. The Council intends to award the contract based on the proven ability of the tenderer to carry out the assignment, a clear understanding of the issues, relevant experience, a rigorous approach to analysing the available data and an ability to complete specific elements of the assignment on time.
- ii. Technical proposal
 - a. In preparing the Technical Proposal, tenderers are expected to examine the Scope of Work in detail. Information deficiencies in providing the requested information may result in a proposal's rejection.
 - b. While preparing the Technical Proposal, tenderers must give particular attention to the following:
 - It is desirable that the majority of the key professional staff proposed to be permanent employees of the firm or have an extended and stable working relationship with it;

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- Company portfolio- inclusive of social media portfolio.
 - One proposed technical work plan.
- c. Complete the form in **ANNEXURE 1** containing the general details of the agency/company.
- iii. Quality Cost based Selection will be used to evaluate proposals using the table below:

Tender Opening Evaluation

CRITERION	SUBJECT	Dis/Qualify
Mandatory Documents	CIC Receipt, Validity of Tax Clearance, Valid Trading License, Form J, Certificate of Incorporation	
		MARK
Separation of Proposals	The technical proposal must be separate from the Financial Proposal	60%
Copies of documents	As per RFP	40%
TOTAL MARKS		
TOTAL OPENING EVALUATION AT 5%		

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Technical Evaluation

CRITERION % ALLOCATION	SUBJECT	POINTS	POINTS ALLOCATED	TOTAL POINTS	% CRITERION ALLOCATION
THE FIRM (25%)	Handling Projects of Similar Size and Nature and exposure	60			
	Team composition	40			
METHOD & APPROACH (40%)	Overall Adequacy of Submission and Completeness in Response to TORs.	40			
	Proposed work plan: Comparison of Total Inputs of Key Personnel towards the Project	60			
PERSONNEL (30%)	General Qualifications and Competency of each team member concerning the Project. (Length of experience and adequacy for the project)	70			
	Knowledge of project environment (country and region)	30			
(95%)	Total Technical Evaluation at 95%				
(100%)	TOTAL = Tender Opening Evaluation at 5% PLUS Technical Evaluation at 95%				
	TOTAL TECHNICAL EVALUATION AT 80%				

The minimum technical score required to pass the technical evaluation is **60 per cent**.

Financial criteria

Currency: Proposals shall be priced in Swaziland Emalangeni

The formula for determining the financial scores is the following:

$S_f = 100 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price, and F is the price of the proposal under consideration.

The weights given to the Technical and Financial Proposals are:

$T = 0.8$, and

$F = 0.2$

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Recommendation for Award: The proposal shall be recommended for the award of the contract, subject to any negotiations required.

- iv. The evaluation committee, appointed by the Council, shall evaluate the proposals based on the following factors:
 - a. Adequacy of the proposed work plan and technical proposal in response to the RFPs,
 - b. Qualifications and competence of the key staff for the assignment,
 - c. Specific experience of the Consultant related to the assignment,
 - d. Workplan for the project
 - e. Output.
 - f. Additional value concerning the project
- v. The methodology must be accurate, comprehensible, and linked to actual staff for this assignment. You must clearly show how each team member will contribute to the exercise.

14. ELIGIBILITY CRITERIA

You are required to meet the following criteria to be eligible to participate in this public procurement process:

1. Have the legal capacity to enter into a contract;
2. Not be insolvent, in receivership, bankrupt, or being wound up, not have had your business activities suspended, and not be the subject of legal proceedings for any of the foregoing;
3. Have fulfilled your obligations to pay taxes according to the tax laws of Swaziland;
4. Not be suspended, or excluded from participation in any public procurement exercise by the procedures laid down in the Procurement Act 2011 and Regulations;
5. Not have been convicted, or any of your directors or officers been convicted, of any criminal offence relating to obtaining or attempting to obtain a contract or subcontract;

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Request for Proposals Social Media Management



To demonstrate compliance with these criteria, you should submit with the technical proposal the appropriate documentary evidence.

Government-owned enterprises in the Kingdom of Eswatini may only participate if they are legally and financially autonomous, operate under commercial law, and are not a dependent agency to the Procuring Entity.

15. CONFLICT OF INTEREST

The Government of the Kingdom of Eswatini (hereinafter called “the Government”) requires that Suppliers provide professional, objective, and impartial advice and at all times hold the Procuring Entity’s interest paramount, strictly avoid conflict with other assignments or their corporate interests and act without any consideration for future work. Without limitation on the generality of the foregoing, suppliers and any of their affiliates shall be considered to have a conflict of interest and shall not be recruited under any of the circumstances set forth below:

1. A firm that has been engaged by the Procuring Entity to provide goods, works or services other than consulting services for a project, and any of its affiliates, shall be disqualified from providing consulting services related to those goods, works, or services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods or works or services other than consulting services resulting from or directly related to the firm’s consulting services for such preparation or implementation. For this paragraph, services other than consulting services are defined as those leading to a measurable physical output.
2. A Supplier (including its Personnel and Sub-Consultants) or any of its affiliates shall not be hired for any assignment that, by its nature, may conflict with another assignment of the Supplier to be executed for the same or another Procuring Entity. For example, a Supplier hired to prepare engineering design for an infrastructure project shall not be engaged to prepare an independent

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environmental assessment for the same project, and a Supplier assisting a Procuring Entity in the privatization of public assets shall not purchase nor advise purchasers of such assets. Similarly, a Supplier hired to prepare Terms of Reference for an assignment should not be hired for the assignment in question.

3. A Supplier (including its Personnel and Sub-Consultants) that has a business or family relationship with a member of the Procuring Entity's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the assignment, (ii) the selection process for such assignment (iii) a member of the Procuring Entity's Internal Procurement Committee, or (iv) supervision of the Contract, may not be awarded a Contract unless the conflict stemming from this relationship has been resolved in a manner acceptable to Government throughout the procurement process and the execution of the Contract.
4. Suppliers must disclose any situation of actual or potential conflict that impacts their capacity to serve the best interests of the Procuring Entity or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Supplier or the termination of its Contract. No agency or current employees of the Procuring Entity shall work as Suppliers under their ministries, departments, or agencies. Recruiting former government employees of the Procuring Entity to work for their former ministries, departments, or agencies is acceptable, provided no conflict of interest exists. When the Bidder nominates any government employee as Personnel in their technical proposal, such Personnel must have written certification from their government or employer confirming that they are on leave without pay from their official position and allowed to work full-time outside of their previous official position. Such certification shall be provided as part of your technical proposal.

If a shortlisted Bidder derives a competitive advantage from having provided consulting services related to the assignment in question, the Procuring Entity shall make available to all shortlisted Bidders together with TORs for all information that would, in that respect, give such Bidder no competitive advantage over competing Bidders.

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Corrupt Practices:

The Government requires that Procuring Entities, as well as Bidders and Suppliers under government-financed contracts, observe the highest standard of ethics during the procurement and execution of such contracts. In pursuance of this policy, the Government:

- (a) Defines, for this provision, the terms set forth below as follows:
 - i. "Corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the procurement process or contract execution;
 - ii. "Fraudulent practice" means a misrepresentation or omission of facts to influence a procurement process or the execution of a contract;
 - iii. "Collusive practices" means a scheme or arrangement between two or more Bidders, with or without the knowledge of the Procuring Entity, designed to establish prices at artificial, non-competitive levels and
 - iv. "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a contract.
- (b) Will reject a recommendation for an award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; and
- (c) Will debar a Bidder from participation in public procurement for a specified period if it at any time determines that the firm has engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or executing a contract.

16. REPORTING ARRANGEMENTS

The consultant will work closely and report periodically to the Marketing and Communications Analyst according to the implementation plan.

Disclaimer

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17. FEE PROPOSAL - See Annexure 2

Fee proposals shall be set out by *Annexure 2* hereof, BUT all fee proposals must then be broken down for better understanding and consideration. It should clearly show the rate per month basis and the final on a per annum basis. This should be attached to the sealed financial proposal envelope.

Fee quotations should be made on the understanding that no additions will be made on the grounds of price inflation or a failure to foresee the scope of work involved.

18. AWARD OF CONTRACT

The contract will be awarded after a thorough evaluation. After the award, the Council will notify other tenderers that they were unsuccessful.

19. CONFIDENTIALITY

Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process until the winning firm has been notified that it has been awarded the contract.

20. CONTRACT DURATION

The initial appointment shall be for a period of **one year**, subject to annual review. However, at the discretion of the Council, the appointment can be extended for a further period of one (One) year if the Council finds services satisfactory.

The selected bidder is required to enter into a Service Level Agreement (SLA), the format of which the Council will supply.

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Request for Proposals Social Media Management



21. OBLIGATIONS OF THE CONSULTANT

i. Taxes and Duties

The consultants and their employees shall be liable for the payment of income and applicable taxes, duties fees, and other imposition as may be levied under the laws and regulations of the Kingdom of Swaziland.

ii. Work Permits

The consultant shall comply with all Labour and Immigration Laws and Regulations of the Kingdom of Eswatini.

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ANNEXURE 1: GENERAL DETAILS OF THE BIDDER

A. Business profile

Name of bidder:

Office Location:

Date of incorporation & date of commencement of business:

Shareholding Pattern:

B. Business milestones and achievements in the last three years

Date	Name of institution	Activity

C. Business experience in similar assignments (Minimum of 3)

Organization	Social media services provided	Period		Reference (Contacts and email address)	Value
		From	To		
1.					
2.					
3.					

Name: _____

Date: _____

Authorized Signature: _____

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Request for Proposals Social Media Management



ANNEXURE 2: PRESCRIBED FORMAT FOR FEE PROPOSAL

To:

The Chief Executive Officer
Construction Industry Council
P. O. Box 5020
Mbabane

Dear Sir,

PROVISION OF SOCIAL MEDIA MANAGEMENT SERVICES

This firm proposes undertaking the above assignment by your tender brief and has enclosed a technical brief as requested.

The fee for this work would be Emalangeni (In words) which is inclusive of all local taxes and incidental charges.

If this firm is selected to undertake the work, it agrees to abide by the set guidelines. This firm confirms that it will, to the best of its skill and knowledge, and without favour and prejudice, truly and impartially do the work laid before it.

SIGNED:

DATE:

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DECLARATION OF ELIGIBILITY

By the requirements of the Procurement Regulations issued by the terms of Section 26 of the Finance and Audit Act No. 18 of 1967, all Tenderers must meet the following criteria, to be eligible to participate in public procurement

[Tenderers must provide a signed declaration on their company letterhead in the following format. If the Tender is being presented by a joint venture or consortium all members must sign each their declaration]

Dear Sir/Madam

Re: Tender Reference No. 1 2024/2025

By the eligibility requirements of the tender documents, we hereby declare that:

- (a) We, including any joint venture partners or consortium partners, are a legal entity and have the legal capacity to enter into the contract;
- (b) We are not insolvent, in receivership, bankrupt, or being wound up; our affairs are not being administered by a court or a judicial officer; our business activities have not been suspended, and we are not the subject of legal proceedings for any of the foregoing;
- (c) We have fulfilled our obligations to pay taxes and social security contributions;
- (d) We have not, and our directors or officers have not been convicted of any criminal offence related to our/their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a contract within a period of five years preceding the commencement of the procurement proceedings; and
- (e) That we do not have a conflict of interest (1) about the procurement requirement.

Signed:

Date: