

RFQ Number	NO-147/2024
Issue Date	26 August 2024
Closing Date	30 August 2024, by no later than 23:30 pm
Submission Instruction on or before the closing date and time	Please forward your responses either via email or hand delivered on or before the closing date as follows: <u>Via Email</u> - bmasingi@seda.org.za OR <u>Hand delivered</u> Small Enterprise Development Agency (Seda) The Fields Office Block A 1066 Burnett Street Hatfield 0833 Contact Details Ms B Masingi at Tel: (012) 441-1000 or (012) 441-1226

TERMS OF REFERENCE

1. PURPOSE

Seda requires the services of a competent and experienced Service Provider to undertake an extensive analysis of Seda's Export and She Trades Programmes and provide suitable recommendations that can enhance the impact of these offerings.

2. SEDA BACKGROUND

The Small Enterprise Development Agency (Seda) is an agency of the Department of Small Business Development, which was established in December 2004, through the National Small Business Amendment Act, Act 29 of 2004. Seda is mandated to coordinate and provide non-financial support services to aspiring SMMEs through its delivery network of Branches and Business Development Service Providers.

The Seda delivery network, which helps to execute its mandate has a branch network comprising of fifty-three (53) service delivery points which cover most of the country's district municipalities and Metropolitan cities. There are nine (9) management, support and administrative offices (provincial offices) and one (1) National Office. Among other responsibilities, the following are some core activities that are undertaken at the branch, provincial and national offices:

- Client liaison
- Business consultation and advisory
- Client/Business diagnosis and assessment
- Business/Enterprise development support
- Initiate and manage client interventions and projects, including monitoring and evaluation
- Cooperatives programme support
- Incubation programme support
- Client business performance reporting
- Financial administration - Procurement of goods and services, payments and financial reporting

3. INTRODUCTION AND PROJECT BACKGROUND

Seda is working towards increasing its contribution with regards to addressing market concentration and barriers to entry that exclude SMMEs and co-operatives. The focus is on facilitating market access and localisation, which aligns with the Department of Small Business Development priority areas for support.

Moving forward, the Organization seeks to intensify the support that is provided through the Export Development and She Trades programmes. These programmes are largely implemented to exploit the Portfolio's Africa Continent Free Trade Agreement (AFCTA), BRICS partnerships and various global trade agreements. It is envisaged that an outcome-based implementation of these programmes can advance market access, industrialisation and contribute to the broad economic development objectives in the country.

Whilst Seda continue to pursue participation at regional, bilateral and multilateral levels to promote collaborative agreements with both export and fast-growing emerging markets; monitoring and evaluation of the progress made through the export and She Trades programmes, suggests that there exists a huge opportunity to increase not only the local exporter base but also the impact thereof. In line with the National Exporter Development Programme, Seda working with other stakeholders from the ecosystem seeks to enhance its role in providing exporters at all levels of growth with support that can improve South Africa's trade position.

It is against this backdrop that Seda is undertaking a comprehensive analysis of the aforementioned programmes to ensure that these programmes increase SMMEs, and Cooperatives drawn from the ranks of previously disadvantaged participation in export market opportunities and provision of tailor-made suite of financial and non-financial business development support services. The exercise should identify the existing gaps in these programmes and provide tailor made recommendations related to enhancing their offerings, delivery (implementation) approach, monitoring and evaluation. This would be achieved through the identification of competitive sectors for emerging, existing and established SMME and cooperatives, markets that should be prioritised in line with the National Exporter Development Programme (priority sectors for intervention), identify specific key Export Development areas or needs for SMMEs and Cooperatives, Export promotion strategies and Export Finance and development of effective programme roll out strategies across all the provinces.

4. OBJECTIVES OF THE STUDY

- To conduct analysis of the Programme's client selection and participation selection criteria to determine if beneficiaries fulfil the following: Product /Service Suitability, Production Capacity; Availability of Financial Resources (e.g. for marketing, logistics and compliance etc.); skills and expertise to explore international trade regulations and cultural nuances;
- Scrutinize the Programmes Offerings' (services), identify any misalignment between Programme Management Support provided and the provincial delivery network and identify gaps that need to be addressed and areas for improvement;
- Investigate the impact of Seda sponsored export and trade promotion activities on the international marketing efforts of small to medium-sized enterprises;
- Identify the inefficiencies that may exist in the implementation approach (delivery) of these programmes;
- Thoroughly assess the Programmes Monitoring and Evaluation approaches;
- To provide recommendations for on how Seda can enhance the delivery of the Export and She Trades Programmes in respect to the objectives of the study.

5. SCOPE OF WORK

The scope of the work includes but is not limited to the following:

- A **desktop review** or **secondary review** of international and South Africa's export development programmes and strategies, to draw key lessons and best practices.
- Assess the Seda export and She Trades programmes alignment with the desired objectives and outcomes. Further, unpack how these programmes complement the respective provincial needs of existing and emerging (potential) SMME exporters and Cooperatives.
- Conduct **primary research** to address and achieve the above-specified objectives (e.g. business surveys (particularly amongst Seda existing and targeted export and She Trades beneficiaries) and stakeholder consultation in the provinces based on a **representative sample size**).
- Analyse the primary data and extract relevant and useful data for interpretation, and;
- Draft an evidence-based and robust report covering the aspects of **project deliverables** with recommendations on findings.

6. PROJECT ACTIVITIES/ DELIVERABLES

The key project deliverables and activities include but are not limited to the following:

- **Inception Report:** The service provider is expected to compile and submit an inception report electronically after the inception meeting. The report should cover how the service provider intends on undertake the study, detailing its approach to achieve the objectives of the study. In addition, the report should provide a detailed project plan with deliverables and fixed timeframes.
- The service provider is expected to provide **progress update reports** on a regular basis.
- During project implementation, the Service Provider will be required to make presentations as and when required to Seda internal structures to be determined by the project team, e.g., Project Steering Committee, (EDD) Management Committee (MANCO) and the Executive Committee (EXCO).
- A **project closure report** with recommendations must be compiled and handed over to Seda at the end of the project implementation.

7. DURATION OR TIMEFRAME

The duration/ timeframe of this project from commencement to conclusion must be conducted within three (3) months after the project inception meeting. The service provider is therefore required to submit with this proposal a Detailed Project Implementation Plan covering all the phases or activities, taking the above timeframe into account.

8. SEDA'S ROLE AND RESPONSIBILITY

The Seda project team (Research and Development unit) at the National Office in Pretoria will work directly with the service provider to ensure effective and efficient project management and coordination.

9. INFORMATION REQUIRED IN THE PROPOSAL/QUOTATIONS

9.1 Cover Letter

The Proposal should include a cover letter that briefly introduces the proposal's implementation methodology, timeframe, and total cost based on the required statement of work and any additional aspects that the service provider would like to include. The letter should further indicate the period of validity of the proposal and other elements that may be considered necessary.

9.2 Business Profile

The service provider should submit a company profile, which should include: -

- The business' general details and the field of specialization;
- A schedule of staff assigned to this project, their roles/ position in the company, and their qualifications. Please attach abridged CVs and copies of academic qualifications;
- The details of similar projects done and the contact details of the referees for respective projects;
- Any other information that the Service Provider may deem relevant;
- The business profile should be annexed to the Proposal and marked accordingly.

9.3 Project cost

- The project cost is an essential factor to Seda as it ensures optimum value for money;
- The proposal should include a cash flow schedule showing the cost breakdown of every proposed activity or deliverable and the total project cost.

10. PROJECT MANAGEMENT PLAN

The service provider shall compile a project management plan addressing the following aspects, among others:

- Project Management Organization and Responsibility Matrix - the project management team intended to be used to execute the study;
- The Project Manager, resources, management procedures, and lines of communication shall be identified and defined. A Responsibility Matrix shall be included to define the roles and responsibilities of the different team members;
- The service provider shall also indicate the number of personnel committed to the project. Their brief resumes should be submitted, demonstrating their **experience** and **knowledge related** to the project.

11. METHODOLOGY AND IMPLEMENTATION APPROACH

The Service Provider is required to provide a clear and detailed description of the methodology that is proposed to be used to execute the work required.

12. EVALUATION OF THE PROPOSAL

To facilitate a fair comparison between the service providers/ consultants, all proposals will be converted to a common basis on the comparative list.

12.1 Phase 1: SCM Document Assessment Criteria

The following pre-qualification criteria will form the basis of the evaluation of all price quotations, and failure to comply will result in the elimination of the price quotation for further evaluation:

- Submission of completed and signed SBD 4; and
- Submission of completed and signed SBD 6.1.

12.2 Phase 2: Functionality Criteria

The following criteria will evaluate all quotations, where quotations must score a minimum of 70% for functionality to qualify for further evaluation.

	Criteria			
1	Functionality	Points Allocation		
1.1	Experience / Track record (15 Points): The Service Provider must provide details of research experience and track record of knowledge undertaking socio-economic or market research and Monitoring and Evaluation studies. Provide three (3) contactable references of completed similar projects.	Check and tick the relevant box below		Points
		Three References (15 Points)		
		Two references (10 Points)		
		One reference (5 points)		
		Points		
1.2	Technical Capacity (35 points): The project leader should have at least a Master's in Economics/Business Management/Public Administration/Development studies and the project leader must be clearly identifiable on the proposal)			
		With a Master's degree and above (10 points)		
		Without a Master's degree (0 points)		
		Points		

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	The project leader must have experience in conducting research in the small enterprise ecosystem and undertaken work that is related to entrepreneurship and small business development.	With five years of experience (10 points)		
		With less than five years of experience (5 points)		
		Without any experience (0 points)		
		Points		
	At least three team members must strictly have a degree in Economics/Business Management/Public administration/Development Studies and at least three years of experience in socio-economic and market research, project and programme development, monitoring and evaluation.			
		All three members with relevant degrees and at least three years of experience in socio-economic and market research, project and programme development, monitoring and evaluation. (10 points)		
		All three members with degrees and less than three years of experience in in socio-economic and market research, project and programme development, monitoring and evaluation. (5 points)		
		Points		

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	Attach CV and qualifications as proof.	CVs and qualifications of all members provided including that of the project leader (5 points)	
1.3	Methodology (35 Points): A proposed detailed and inclusive methodology on how the project will be implemented and supported. The following scale will be used in evaluating this section: • An inclusive and detailed approach / methodology (35) • Average and have an approach with missing key aspect- (20 points); • Poorly defined/unclear methodology/approach- (10 points); • Very poor - lack of feasible methodology/approach (0 points)	Rating An inclusive and detailed approach / methodology (35 points) Average with missing key aspect (20 points) Poorly defined/unclear methodology/approach (10 points) Very poor (0)	
		Points	
1.4	Project Plan (15): Detailed project plan outlining how the service provider will manage the project for Seda which should include the following: All activities, Milestones, Resource, Costs and Estimated timeframes	Rating Good (15 points) Average (10 points) Poor (5 points)	

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	- all 5 elements - 15points) 4 elements- 10 3 elements - 5 2 elements - 3 - Below 2 - 0 points	Very poor (0 points)		
		Points		
Total Points				
A FUNCTIONALITY SCORE OF LESS THAN (70) POINTS WILL ELIMINATE THE PROPOSAL FOR FURTHER EVALUATION		100		

12.3 Phase 3: Preference Points System

Only qualifying price quotations that achieved the minimum points for functionality will be evaluated further on the 80/20 preference points system as follows:

	Preference Point Criteria	Points Allocation
1.	Price	80
2.	Specific Goals as per the SBD 6.1	20
Total Points		100

Specific Goals and points claimed are indicated per table below:

The specific goals allocated points in terms of this RFQ										Number of points allocated (80/20 system)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Micro Enterprise										8	
Small Enterprise										6	
Medium Enterprise										3	
Large Enterprise										1	
BBBEE Level Ownership										6	
L1	L2	L3	L4	L5	L6	L7	L8	L0			
6	5.25	4.50	3.75	3	2.25	1.5	0.75	0			
Targeted Group: Youth										2	
Target Group: Non-Youth										1	
Spatial: Rural and Townships										4	
Spatial: City										1	

13 TERMS AND CONDITIONS

- a) Price quotations submitted must be inclusive of all costs and applicable taxes (VAT) and be valid for a period of at least 30 days.
- b) The hourly rates of consultants must be in accordance with the rates issued and determined by the South African Institute of Chartered Accountants, Department of Public Service and Administration or the body regulating the profession of the consultant (if applicable).
- c) Consultant's travel arrangements must be in line with government's travel cost containment measures [air travel, vehicle hire, accommodation rates, claiming kilometres according to the rates set by the Department of Transport] (if applicable).
- a. No late price quotations will be accepted under any circumstances.
- b. Suppliers/service providers submitting price quotations must be registered on the National Treasury Central Supplier Database (CSD).
- c. Failure to submit a valid Sworn Affidavit (EME) or an original/certified valid B-BBEE Status Level Verification Certificate (other than EME or QSE), CIPC, Copy of Utility Bill/Lease Agreement/Title Deed will result in no preference points being awarded for Specific Goals.
- d. Suppliers/service providers must complete and return all the required documents, failing which, the supplier/service provider's quotation will be declared invalid.
- e. This RFQ is subject to the National Treasury's General Conditions of Contract (GCC) that can be accessed on the following link:

<http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/General%20Conditions%20of%20Contract-%20Inclusion%20of%20par%2034%20CIBD.pdf>

Seda wishes to thank you in advance for your price quotation.