


ENGINEERING COUNCIL OF SOUTH AFRICA		 E C S A <small>ENGINEERING COUNCIL OF SOUTH AFRICA</small>
REQUEST FOR PROPOSALS FOR MARKETING RESEARCH		
T.O.R		
Unique Identifier: REQ03783	Date: 14 June 2019	

RFQ number: **RFP 05/2019**

Issue date: **14 June 2019**

Submission closing/due date: **29 July 2019**

Time: **12H00**

BRIEFING DOCUMENT TO RESEARCH AGENCIES
JUNE 2019
ABOUT ECSA
<p>The Engineering Council of South Africa (ECSA) is a statutory body established in terms of the Engineering Profession Act (EPA), 46 of 2000. The ECSA's primary role is the regulation of the engineering profession in terms of this Act. Its core functions are the accreditation of engineering programmes, registration of persons as professionals in specified categories, and the regulation of the practice of registered persons.</p> <p>Consequently, the ECSA is the only body in South Africa that is authorised to register engineering professionals and bestow the use of engineering titles, such as Pr Eng, Pr Tech Eng, Pr Techni Eng, Pr Cert Eng, on persons who have met the requisite professional registration criteria.</p> <p>The ECSA is under the leadership of Cyril Gamede, Pr Eng, President; and Keith Jacobs, Pr Eng, Vice President.</p> <p>FOR MORE INFORMATION GO TO WWW.ECSA.CO.ZA/ABOUT/SITEPAGES/WHAT%20IS%20ECSA.ASPX</p>
BUSINESS OBJECTIVES OF THE RESEARCH PROJECT

The research project should address the following business objectives:

1. Creating awareness of the council
2. Creating a positive perception of the role of the council and reason for the existence of the council
3. Increasing the member base for all levels of engineers
4. Educating the public and aspiring engineers on the advantages of the council

RESEARCH OBJECTIVES

Following on the business objectives, the research agency must be able to successfully complete a project in order to answer the following by obtaining information from the appropriate stakeholders (research agency to suggest)

1. Perception of general awareness of the council
2. The perception of ECSA overall among stakeholders
3. Reason for joining / not joining ECSA
4. Perception of ECSA and services offered
5. Perception of fees payable to ECSA
6. Degree to which awareness of ECSA contribute to successfully obtaining tenders and contracts
7. Possible ways new members can be attracted and existing members retained

STUDY DESIGN

Study design and Stakeholders – Research agency to specify
Methodology should include face-to-face, telephonic interviews and group discussions

All interviews to be conducted in English

Extracts from previous research will inform discussion guide

Data collection must reflect a national perspective with great emphasis in Gauteng, Cape Town and Durban, East London and Bloemfontein.

RESEARCH AGENCY RESPONSIBILITIES

1. Design of the discussion guide / questionnaire in conjunction with ECSA
2. All interviewing / data collection
3. Payment of interviewers and moderators including travel and subsistence
4. Quality checks on data collection

5. Transcriptions of all interviews / capturing of questionnaires 6. Viewing facilities, audio recordings of groups if applicable 7. Analysis of data 8. Presentation of results including recommendations at the ECSA offices 9. Electronic copy of presentation Should client decide to view any groups or accompany interviewers to interviews, the cost for the ECSA staff will be carried by ECSA	
OTHER CONSIDERATIONS	
The research agency must be a member of the South African Market Research Association (SAMRA)	
NEXT STEPS AND TIMING	
Research proposal (electronically)	29 July 2019
Commissioning of project	15 August 2019
Presentation of results	01 October 2019
Final PowerPoint received electronically	20 October 2019
BUDGET AVAILABLE	
Agency to present proposal which best meets the brief.	

3. PROPOSAL EVALUATION

3.1 Broad based black economic empowerment (BBBEE)

ECSA is committed to encouraging black economic empowerment through providing opportunities to historically disadvantaged individuals. In order to claim for BBBEE preference points a valid BEE certificate needs to be submitted.

3.2 Evaluation process

This proposal will be evaluated in two stages. A separate envelope for quality/technical proposal and another envelope for pricing & BBBEE status should be submitted:

Stage 1: Quality/Technical

Bidders that score 60 or less out of 100 points for functionality will be considered as submitting a non-responsive bid and will be disqualified.

	Description of functional/quality area	Maximum Weight	Minimum Weight
1	Relevant experience on similar projects	20 Points	10 Points
2	Expertise of the Project Team: Qualifications and competency--demonstrate capacity to deliver (certified copies of qualifications)	20 Points	10 Points

3	Comprehensive proposed methodology: understanding of ECSA's technical requirement	40 Points	30 Points
4	Deliverables and work programme: plan to execute the work & timelines	20 Points	10 Points
5	TOTAL	100 Points	60 Points

Stage 2: Price & BBBEE Preference points

The 80/20 principle will be applied in terms of the Preferential Procurement Policy Framework.

Price	80 points
Preference (BBBEE)	20 points
Total	100 points

4. SPECIAL CONDITIONS

- All prices quoted must be VAT inclusive.
- ECSA will not provide upfront payments.
- The successful Service Provider shall provide the service required based on the agreed set timelines with ECSA. ECSA may request clarification or further information regarding any aspect of the Service Provider.
- The validity period for the quotation is to be 60 days.
- ECSA reserves the right to not proceed with the project or to not appoint any of the Service Providers invited to submit proposals.
- Service Providers will not be remunerated for submitting proposals and proposals remain the property of the authors.
- A Valid Tax clearance certificate must be submitted with the proposal.
- The SBD forms hereto attached must be completed and submitted with the proposal.
- A comprehensive company profile of the bidder shall be attached as an addendum to the response. The profile shall contain at least the following:
 - Company size and structure
 - Submission of a list of contactable references of corporate clients, (listing contact name, address, telephone, fax and email address) where the bidder has rendered a service in the last 60 months (either as individual firms or as the bidding consortium).

Note: Service Providers that fail to comply with the abovementioned special requirements may be disqualified.

5. SUBMISSION OF PROPOSALS

Two sets of documents should be submitted (one set marked “origin” and another marked “copy”). Service Providers must submit their proposals to ECSA’s Offices before the closing date and time.

The proposals should be submitted in sealed envelopes marked “**technical**” and the other “**pricing**” or suitable covers on which the name and address of the bidder, the proposal reference number and the closing date must be clearly endorsed and must be submitted or placed in the ECSA Tender Box at the Reception, 1st Floor Waterview corner, 2 Ernest Oppenheimer Avenue, Bruma, Johannesburg or post to: Private Bag X 691, Bruma,2026

6. ENQUIRIES

Technical Enquiries

Telephone number: Millicent Kabwe on 011 607 9542

Email address: millicentk@ecsa.co.za

Supply Chain Management

Telephone number: Victor Leshiba on 011 607 9559

Email address: victor@ecsa.co.za