

SARS RFP 30-2014

**THE PROVISION OF MEDIA RELATIONS AND
STAKEHOLDER ENGAGEMENT SERVICES**

RFP RESPONSE CHECKLIST

RFP CHECKLIST

The Bidder's authorised signatory is required to tick the checkbox after completion of the required activity and sign the document in the space provided at the bottom. A hardcopy of the checklist must be included in the Bidder's Tender response pack.

1. RFP Documents that are required to have been read to respond to this Tender.

Document name	Document has been read and understood
RFP Main Document	<input type="checkbox"/>
SARS Oath of Secrecy	<input type="checkbox"/>
Invitation to Bid (SBD1)	<input type="checkbox"/>
Tax Clearance (SBD 2)	<input type="checkbox"/>
Declaration of Interest (SBD 4)	<input type="checkbox"/>
SBD 6.1 – Preference Point Claim Form	<input type="checkbox"/>
Declaration of Past SCM Practices (SBD 8)	<input type="checkbox"/>
Certificate of Independent Bid Determination (SBD 9)	<input type="checkbox"/>
Supplier Cost and Risk Assessment Questionnaire	<input type="checkbox"/>
Response Checklist	<input type="checkbox"/>
Proposed Agreement	<input type="checkbox"/>

2. The Bidder must tick the checkbox in the right-hand column if the document in the left-hand column has been submitted.

The following have been completed and are included in the Bidder's Proposal in both the hardcopy and electronic (CD or DVD) documents.

Document	Document has been completed and is included in both hardcopy and electronic copy
Covering letter	<input type="checkbox"/>
Initial all pages and include the RFP Main Document Summary Guidelines Instructions and Conditions	<input type="checkbox"/>
Responses to the Standard Bid Documents	<input type="checkbox"/>
Invitation to Bid (SBD1)	
Tax Clearance (SBD 2)	
Declaration of Interest (SBD 4)	
SBD 6.1 – Preference Point Claim Form	
Declaration of Past SCM Practices (SBD 8)	
Certificate of Independent Bid Determination (SBD 9)	
Supplier Cost and Risk Assessment Questionnaire	
Bidders Tax Clearance Certificate	<input type="checkbox"/>
Sworn and signed Oaths of secrecy/ solemn declarations by members of the Bidder's bid team.	<input type="checkbox"/>
B-BBEE Certificate	<input type="checkbox"/>
Proposed Agreement	<input type="checkbox"/>

3. Checklist for Technical Requirements

The following has been completed and is included in the Bidder's Proposal in both the hardcopy and electronic (CD or DVD) documents.

Document	Technical requirements have been submitted and both hardcopy and electronic copy are included.
Credentials (A comprehensive company profile)	<input type="checkbox"/>
Media Relations and Stakeholder Engagement Services Experience including in the:	<input type="checkbox"/>

<ul style="list-style-type: none"> • public service sector (government and state owned companies) • financial service sector 	
At least five (5) Customer reference letters	<input type="checkbox"/>
<p>Required standard of expertise of resources:</p> <p>Please submit at least 3 CV's of resources that will be allocated to the account</p>	<input type="checkbox"/>
<p>Account management:</p> <ul style="list-style-type: none"> • Range of in-house services provided - ability to provide a holistic creative solution • Level of expertise provided and extent to which this expertise is accessible • List of clients receiving the respective services • The agency's philosophy of account management • The company's operating model • Number of accounts retained, gained and lost during past two years • Industry assessment rating • Reference letters from clients • Dealing with difficult and demanding clients – case studies 	<input type="checkbox"/>
<p>Innovation. Bidders must demonstrating the understanding of the SARS brand and mandate, including an understanding of the challenges SARS faces and recommendations as to how such challenges can be dealt with:</p> <ul style="list-style-type: none"> • Demonstrate and understanding of the SARS brand and its mandate (maximum of 3 000 words) • Motivate why the agency wants to acquire the SARS account (maximum of 3 000 words) • Define challenges the SARS brand faces and how these could be addressed • Analyse and critique SARS Media Relations, Public Relations and Engagement activities marketing campaigns over the past five years. Using the analysis and critique to provide key areas of improvement in the form of a proposal 	<input type="checkbox"/>

considering the relevant strategic marketing principles that should be applied	
<ul style="list-style-type: none">• Demonstrate an understanding of the economic climate and an understanding of the government budget / financial cycle and its relevance to SARS	

This checklist has been completed by:

Name:

Signature

(Authorised signatory of Bidder)