

## ANNEXURE A: BUSINESS REQUIREMENTS SPECIFICATION DOCUMENT

### 1. BACKGROUND

Revenue administrators around the world are realizing the importance of identifying factors driving taxpayer compliance. Taxpayer compliance behaviour is influenced by several factors, including amongst others, the national and global economy, and legislative framework, physical, administrative, social, demographic and attitudinal environment. These factors can at times, combine to influence tax compliance behaviour. Some of these extend even beyond the bounds of tax administration and relate to changing social and economic conditions.

Observed global trends show that tax administrations are increasingly monitoring the public opinion and its impact on tax compliance behaviour to maintain a sustained balance on the compliance strategy. These additional obligations form part of the context within which SARS operates.

The public opinion survey on tax compliance will provide key input to the formulation of compliance strategy and at the same time afford SARS a complementary view on the drivers of tax compliance behaviour. One way of understanding the operating context is through measuring, tracking and monitoring tax compliance through public opinion surveys.

### 2. SUMMARY OF SCOPE OF SERVICE

The following are SARS' requirements for the provision of survey services on tax compliance and the successful Bidder will be required:

- 2.1. To survey a representative sample of four thousand individuals who will be randomly selected from households across demographic variables that include but are not limited to age, income categories, education levels, industry type, employment segments, and region / province / municipalities.
- 2.2. To review and enhance existing survey instruments, in conjunction with SARS, that will be used to collect data for this study.
- 2.3. To use the data collected to develop the Attitude to Tax Compliance Index at a national and provincial level.
- 2.4. To grant SARS non-exclusive, unfettered and perpetual access and use of data collected during the survey.

- 2.5. To transfer knowledge and skills to selected SARS personnel on how to conduct the survey study, as well as the analysis of the results.
- 2.6. To share the results and actionable recommendations with relevant internal stakeholders for continuous improvement.

Quantitative Study – Target Group is individuals (Registered Taxpayers)

The successful bidder will be required to perform the following services, but is not limited to the services below:

- Conduct four thousand (4000) interviews with respondents of Registered Taxpayers;
- Audience defined by quotas;
- Questions are mostly asked in rating scale and numeric format;
- Review and enhance existing survey instruments;
- Provide Fieldworkers' training;
- Sample design (methodology);
- Sign-off of the project plan and survey questionnaires in conjunction with the SARS team;
- Potentially evaluating scale reliability and validity;
- Observations of actual interviews being conducted;
- Data cleaning and text analytics;
- Pivot tool design;
- Conduct data analysis;
- Conduct door-to-door (face-to-face) interviews
- Analysing the survey results;
- Design, develop and compute the Attitude to Tax Compliance Index;
- Produce and submit preliminary results in a PowerPoint presentation;
- Submit preliminary report incorporating recommendations; and
- Submit final report.

The service provider must implement a progress tracking dashboard that enables real-time monitoring of project milestones, fieldwork completion, and deliverable status. The dashboard should provide SARS with timely updates, highlight any emerging challenges, and allow authorized users to view progress against agreed timelines. Compatibility with SARS systems is required to ensure seamless access and effective oversight throughout the project lifecycle.

### **3. SARS' REQUIREMENTS FROM BIDDER**

The bidders must submit their response to all the requirements in this section. The information contained in the response will be used for technical evaluations.

#### **3.1. Methodology and Sample Frame**

The bidders must:

- Use various methods and technologies to gather information;
- Indicate the relevance of methods used to gather information against other research methods; and
- Demonstrate the ability to design a national representative sample frame relevant for the survey.

#### **3.2 Data Analysis**

The bidders should provide in their response:

- Data analysis techniques; and
- Relevant data analytic techniques for the SARS Public Opinion Survey.

#### **3.3 Demonstrate the ability to deliver on the primary objectives**

The bidders must:

- Demonstrate an understanding of the drivers of tax compliance from the public perspective;
- Establish the Attitude to Tax Compliance Index on the public's attitudes, motivations and behaviour towards tax and trader compliance; and
- Systematically demonstrate how to collect national data on an on-going (annual) basis on the role of public opinion in driving tax compliance.

#### **3.4 Resources and Project Management**

The bidders should provide in their response:

- Research and Analytics Resources;
- Key Personnel in the Project Team;
- Project team / resources in relation to required implementation plan;
- Reporting mechanism put in place and frequency (Meetings and specified contact people); and
- A high-level project plan.

#### **3.5 Data Management**

The bidders should in their response indicate:

- Availability of raw data to research usable format.

### 3.6 Skills Transfer

Bidders must demonstrate their approach to ensure skills and knowledge transfer to the SARS team throughout the project.

### 3.7 Testimonial / Reference Letters

Bidders are required to submit testimonials (not older than 5 years) from two (2) clients where similar services were provided. Each testimonial must include but not be limited to:

- Client name
- Contact person, phone number, email address, company business address
- A brief description of the full services rendered
- Value of the project
- Quality of service
- Quality of reports provided
- Whether work was completed within budget or not.

The identified reference (client) should complete **Annexure B: Testimonial Template** and authenticate it with a company stamp or transfer the information onto their company's letterhead. It is important to keep SARS format of questionnaire.

Please note that SARS reserves the right to contact the clients for a reference check. It is therefore important to ensure that the clients providing testimonials are contactable.

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