

UNIT 1 and 2,BLOCK C, 18 OLD MAIN ROAD, HILLCREST, 3610  
PRIVATE BAG X1020, HILLCREST, 3650  
TEL: (031) 765 7724 FAX: (031) 765 7704  
EMAIL: info@msinsi.co.za  
www.msinsi.co.za



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## RE-ADVERTISEMENT

<b>MARKETING CONSULTATION SERVICES–MSI 004/1718</b> <b>18 October 2017</b>
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### NAME & ADDRESS OF BIDDER

Name: \_\_\_\_\_

Tel: \_\_\_\_\_

Address: \_\_\_\_\_

Fax: \_\_\_\_\_

\_\_\_\_\_

Cell: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Postal code: \_\_\_\_\_

## INVITATION FOR QUOTATIONS

Msinsi Holdings (SOC) LTD invites quotations from suitably qualified and experienced service providers for marketing consultation services.

Bid no: **MSI 004 / 1718**      Closing date: **03 November 2017**      Closing time: **11:00**

### MARKETING CONSULTATION SERVICES – ONE YEAR CONTRACT

- Only suppliers who have the relevant experience and capacity to provide this service will be considered.
- The invitation is limited to service providers registered on the Central Supplier Database and/or Msinsi Supplier database.
- Suppliers who wish to register on the CSD database can access it via [www.csd.gov.za](http://www.csd.gov.za). The CSD registration summary report to be submitted together with the quotation.
- **The 80/20 preference point system shall be applicable during the evaluation of this bid.**
- Each service provider must submit a quotation clearly marked “**MARKETING CONSULTATION SERVICES**”. Quotations need to be addressed to Ms Lungile Nyuswa and submitted to:  
**Unit 1 and 2 BLOCK C, 18 Old Main Road, Hillcrest, 3610.**
- Suppliers should ensure that the quotations are delivered timeously to the correct address. Late quotations will not be considered.
- Quotations must be valid for a period of 90 days.
- Msinsi will not be responsible for documents delivered via courier service.
- The quotations will be evaluated according to the following criteria: relevant specification, value for money, capability to execute the contract, PPPFA & associated regulations.

**THE CLOSING DATE FOR SUBMISSION OF QUOTATIONS IS THE 3<sup>rd</sup> of November 2017 at 11:00 am.**

Enquiries regarding quotations may be directed to Ms Lungile Nyuswa during office hours (8:00 – 16:30) - [Lungi.nyuswa@msinsi.co.za](mailto:Lungi.nyuswa@msinsi.co.za)

All technical issues to be directed to Mrs Nqobile Ndzoyiya - [nqobile.ndzoyiya@msinsi.co.za](mailto:nqobile.ndzoyiya@msinsi.co.za)

Msinsi does not bind itself to accepting the lowest quotation, and reserves the right to accept part of your bid.

Mr M. Dlamini

(Managing Director)

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## COMPULSORY DOCUMENTS

Failure to submit the following documents will invalidate your bid:

- Original tax clearance certificate
- Company registration certificate ( e.g. CK registration)
- Original or certified copy of B-BBEE certificate / affidavit  
(No points will be allocated to bidders who fail to submit a certificate)
- Vat registration certificate ( if applicable)
- List of references including their contact details
- Full company contact details
- Quotation to be in a stamped company letter head
- SDB 4, SDB 6.1, SDB 8 and SDB 9 forms

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## REFERENCES

### RELEVANT EXPERIENCE

No.	NAME OF CLIENT (e.g. Institution)	CONTACT PERSON AND NUMBER	SERVICE PROVIDED	VALUE	YEAR
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Date: \_\_\_\_\_ Name of bidder: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

***NB: References must be clearly for the relevant services and failure to do so will invalidate your bid.***

## SPECIFICATION

### 1. Stakeholder Relationships

- ▶ Identify new stakeholders locally and internationally.
- ▶ Set-up and attend monthly meetings with stakeholders.
- ▶ Coordinating educational, tour operators and weddings planners campaigns with reserves.
- ▶ Identifying packages and activities from reserves to be targeted at the corporate segments.
- ▶ Develop a communication newsletter or a mailer to be sent to stakeholders informing them about the latest news and up-coming events at Msinsi.
- ▶ Develop a stakeholder plan and calendar of events/campaigns for the year.
- ▶ Form a committee with reserve managers to be used as a platform of informing and sharing ideas regarding Msinsi Stakeholder plans and database.
- ▶ Develop content for all marketing material. (Copywriter duties)
- ▶ Engage with strategic stakeholders to form lasting and revenue generating relationships.
- ▶ Develop, implement and promote 1000 Hills Msinsi Meander route.
- ▶ Prepare launch plans of events.
- ▶ Compile presentations and proposals to be presented to new stakeholders.
- ▶ Develop and execute joint marketing initiatives with different stakeholders.
- ▶ Secure financial sponsorship funds for Msinsi.
- ▶ Develop a detailed plan for 2017/18 Educational, Tour Operators and Wedding Planners initiatives to generate revenue.
- ▶ Develop a detailed plan to market and promote the Life style lounge, cruise boat and Conference centre to all relevant corporates.
- ▶ Develop Press release for Msinsi as and when required.
- ▶ Plan an annual stakeholder celebration engagement event.
- ▶ Be able to perform Public Relations duties to better position the Msinsi Brand.
- ▶ Be able to update the look and feel of the Msinsi Website as well as content.
- ▶ To carry monthly audit on all social media platforms.
- ▶ To create and produce TV production and video content.
- ▶ Be able to design marketing artwork (Graphic design).

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## 2. New products

- ▶ Compiling detailed new product marketing plans
- ▶ Compiling and executing new product launches
- ▶ Conducting research on tourism trends to develop new products
- ▶ Developing new product strategies
- ▶ Developing go-to-market plans for new products.
- ▶ Packing and pricing of new products

## 3. Marketing plan

- ▶ Marketing goals
- ▶ Marketing objectives
- ▶ Company (Msinsi) Analysis (SWOT)
  - *Analysis of Msinsi's strengths and weaknesses*
- ▶ The Business Challenge
  - *Describing the offering and providing a brief rationale for why Msinsi should invest in those particular product offerings.*
  - *In other words, why is the offering needed?*
  - *How does it fit in with what Msinsi is already doing and further its overall business goals? In addition, the company's mission statement should be referenced. How does the offering and marketing plan further the company's mission?*
- ▶ Budgeting
  - *Analyzing of sales forecasts*
- ▶ The market
  - *Describing Msinsi existing and potential customers including competitors*
- ▶ Competitors
  - *Identify Msinsi's competitors and elaborate on their strengths and weaknesses*
- ▶ Business Climate (PEST analysis)
- ▶ Product (s) Offering
  - *Providing details on the features and benefits of the product(s) offering, including pricing options.*
- ▶ Communication Plan
  - *Outlining the product's advertising, marketing plans and promotion plan.*
- ▶ Distribution
  - *Details about where and how the product offering will be sold.*
- ▶ Monitoring of the marketing plan results