



P.O. BOX 24 CALEDON 7230  
TEL: 028 – 214 3300

Dear Sir / Madam

**REQUEST FOR FORMAL WRITTEN PRICE QUOTATION**  
**QUOTATION NUMBER: JD 10/2009/10**

Kindly furnish us with a written quotation for:

**Destination marketing plan with a particular focus on two key niche markets**

The detailed project description and schedules are attached or can be obtained from

**Joanna Dibden** at tel: 028-2143345 or e-mail: [joannadi@twk.org.za](mailto:joannadi@twk.org.za).

A formal quotation must be submitted on the letterhead of your business and must have attached all relevant signed schedules and additional information as requested. Failure to do so will result in the quotation to be rejected. The quotation must be in a sealed envelope and clearly marked:

**Tender Box No. 2**, for attention: J Dibden **QUOTATION NO: JD 10/2009/10** and the service provider's name and address. Quotations will not be accepted if they don't comply with the marking instructions. Quotations must be placed in tender box **No. 2** at the **Entrance** of Theewaterskloof Municipality, 6 Plein Street, Caledon by no later than **12:00 on Friday 12 March 2010**, immediately after which the quotations will be opened in public in the Council Chambers. If posted, interested service providers to ensure that sufficient time are given for the post to reach us before the closing date and time. Council cannot take responsibility for any delays.

**The following conditions will apply:**

- Quotations must be completed in hand writing with black ink.
- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT, clearly indicating Price, VAT and Total Price.
- This quotation will be evaluated in terms of the 80/20 preference point system as prescribed in the Preferential Procurement Policy Framework Act (No 5 of 2000) and for this purpose **MBD 2, MBD 4, MBD 6.1, MBD 6.11 MBD 6.3 & MBD 8** forms which are available on the Municipal Website [www.twk.org.za](http://www.twk.org.za) must be completed and submitted together with your quotation.
- The successful provider will be the one scoring the highest points.
- An original Tax Clearance Certificate and a copy of your latest Municipal Account must be attached to your quotation.
- **Council may accept a quotation in full, partially or not at all.**
- Payments will be made not later than 30 days, after the receipt of a tax invoice.
- Invoices must not be issued before goods / services have been supplied / rendered.

**NB: No quotations will be considered from persons in the service of the state**

Failure to comply with these conditions may invalidate your offer.

Yours faithfully

**SIGNATURE**  
**SUPPLY CHAIN MANAGEMENT UNIT**

**DATE 3 March 2010**



## **THEEWATERSKLOOF MUNICIPALITY**

### **Terms of Reference**

#### **Destination marketing plan with a particular focus on two key niche markets**

#### **1 Background**

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Theewaterskloof (TWK) has a wealth of natural resources, excellent agri-tourism offerings and is located between two of the most established tourism economies in the Western Cape. In the last few years the sector has been a driver of growth (with a growth rate of over 5%). Therefore, the Municipality and its partners have developed a tourism strategy and destination brand. A destination marketing plan is now needed to launch the brand, with particular focus on key niche markets identified namely the sporting and over small group self drive markets.

#### **2 Objectives**

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The purpose of this assignment is to develop a municipal tourism destination marketing plan along with an implementation pack linked to specific target markets.

#### **3 Scope of Work**

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Develop a marketing plan for Theewaterskloof as a premier destination. This should include:

- An overarching plan to market the destination based on the strategic positioning outlined in the strategy and using the brand developed.
- Recommendations on marketing events required to establish the destination
- Recommendations on the need for and number of tourism familiarisation programmes needed to establish the destination
- A communication plan with various face-to-face, print and electronic media to float the destination
- Costing of the plan and provide some ideas of how this expense could be funded
- The roles and recommended activities for each stakeholder grouping in the implementation of the plan.
- The draft text for the communications to launch the brand
- Application of the generic framework and development of niche marketing plans for the mountain biking and sports niche market, a growing marketing in the area and the singles, couples and small family and friends self drive market, current the dominant market in the area.

#### **4 Methodology**

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Theewaterskloof stakeholders are interested in action and are looking for a practical plan. Therefore an interactive methodology is desired in which the consultant will

combine the latest research with data drawn from engagements with the tourism industry, key market leaders as well as with the various marketing channels.

In addition, the consultant will be expected to present their initial and final findings to the local tourism stakeholders for their input and trouble-shooting.

Once the overarching plan has been developed a more targeted plan is expected for two of the existing niche markets in the area. These more targeted plans should apply the generic implementation guidelines and provide a practical marketing package for the niche markets.

## **5 Outputs**

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The following outputs are expected:

- A destination marketing plan
- Text of media package to launch the brand
- Marketing actions plans with materials for initial two niche markets

## **6 Process and timing**

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The consultant will provide an outline of the proposed process and a workplan within two weeks of commencing work. This will be the first deliverable.

The second deliverable will be the draft destination plan which will be delivered within 6 weeks of the consultants commencing the work.

The final deliverable will be the various draft texts for the marketing materials. This will be delivered within 1 month of the sign off of the plans.

## **7 Reporting**

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The consultant will report to the LEDI Project Manager on the above assignment.

## **8 Documentation and confidentiality**

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Ownership of all documentation, material and data produced within the context of this brief: whether in hard or digital format shall remain the property of Theewaterskloof Municipality.

Information and data which is generated in the context of the Project; may not be made available to any third party without prior permission of the Municipality

All Project material shall be presented both electronically and in hard copy and shall be in jpeg or another Microsoft Word compatible format.

## **9 Financial arrangements**

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50% of the fee will be paid on receipt of the draft destination marketing plan with action plans and proposed media package. The final 50% will be paid once the marketing plan and has been signed off.

## 10 Submission of proposals and quotations

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All interested Service Providers should submit the Proposal Documentation and Quotations in **2 separate envelopes, sealed as one submission**. It is requested that the proposals be split into 2 envelopes, clearly indicating 1) Proposal Documentation & 2) Price. Both need to be submitted in one envelope which must be hand delivered or couriered to the TWK Municipality, Plein Street 6, Caledon 7230. The envelope must have the following on it: LEDI Destination Marketing Plan, Attention: Joanna Dibden. The closing date for submissions is **12<sup>th</sup> of March 2010, 12h00**.

## 11 Requirements

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The consultant must have a minimum of 8 years experience in marketing. Specific experience in developing tourism markets will be an advantage. Experience with similar tourism branding and marketing exercises in the Western Cape would also be an advantage.

## 12 Submission

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Submissions are to consist of a short report and must provide the sufficient information to make a sound and fair evaluation of the proposal. The following information must be clearly spelt out:

- Introduction and background to the team and their respective companies or practices, specifying in detail what each member of the team will contribute to the various aspects of the process. Detailed CVs of team members should be attached as annexures to the submission;
- A detailed statement of the applicant understands of the assignment and their approach and methodology for accomplishing the deliverables.
- A detailed statement of the applicant's previous experience and track record in similar projects.
- In addition the an up-to-date original tax clearance certificate and certified copies of company registration documents must be included:
- The above should be submitted in a clearly marked envelope : **Proposal Documentation**
- The Quotation should be submitted in a separate envelope , stating: **Price**

Finally, the following conditions will apply:

- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT.
- A firm delivery period must be indicated.