

TENDERER'S NAME:

CLOSING DATE: **Friday, 19 March 2021 by 14:30**

PLACE: THE MANAGER
MTC PROCUREMENT
CORNER OF MOSE TJITENDERO & HAMUTENYA WANEHEPO NDADI STREET,
OLYMPIA
MOBILE TELECOMMUNICATIONS LIMITED (MTC) HEAD QUARTERS
WINDHOEK



TENDER NO: MTC13-21-O

**REQUEST FOR PROPOSALS FOR THE DESIGN AND IMPLEMENTATION OF MTC BRAND
AMBASSADOR PROGRAM**

MOBILE TELECOMMUNICATIONS LIMITED (MTC)
EFFAISHE NGHIIDIPAA
MANAGER PROCUREMENT
WINDHOEK
CNR MOSE TJITENDERO & HAMUTENYA WANEHEPO NDADI STREET
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A. CONDITIONS OF TENDER

INVITATION TO TENDER

A.1.1 MTC hereby invites offers:

CLIENT:	MOBILE TELECOMMUNICATIONS LIMITED (MTC)
TENDER DESCRIPTION:	REQUEST FOR PROPOSALS FOR THE DESIGN AND IMPLEMENTATION OF MTC BRAND AMBASSADOR PROGRAM
TENDER NUMBER:	MTC-13-21-O
CLOSING DATE	19 th March 2021 by 14:30
ADDRESS TENDER TO:	MTC Procurement, Manager Procurement
	Cnr Mose Tjitendero & Hamutenya Wanehepo Ndadi Street
	Olympia
	Windhoek, Namibia
ALL INQUIRIES:	Effaishe Nghiidipaa Manager Procurement Tel: +264 61 280 2019 Fax: +264 61 280 2057 Email: enghiidipaa@mtc.com.na

TENDER FORMAT

A.1.2 Tender documents must be in a sealed package as follows:

A.1.2.1 One (1) scanned electronic format OF **COMPLETE OFFER** to be submitted via the MTC website

All documents must clearly be marked: **TENDER NO: MTC-13-21-O - "REQUEST FOR PROPOSALS FOR THE DESIGN AND IMPLEMENTATION OF MTC BRAND AMBASSADOR PROGRAM"**

A.1.3 **ALL HARD COPY TENDER DOCUMENTS MUST BE DEPOSITED INSIDE THE MTC TENDER BOX AT THE RECEPTION OF MTC HEAD OFFICES IN OLYMPIA, MOSE TJITENDERO AND HAMUTENYA WANAHEPO NDADI STREET AND ALL SOFT COPY, TENDER DOCUMENTS MUST BE SUBMITTED ONLINE VIA THE MTC WEBSITE.**

DEFINITIONS

A.1.4 In this Tender, unless the context clearly indicates the contrary, the following interpretation will apply to the terms stated below:

A.1.4.1 "MTC" shall mean Mobile Telecommunications Limited

A.1.4.2 "RFP" shall mean Request for Proposal (Tender)

A.1.5 This Request for Proposal is not a contract, and does not create an obligation on MTC's part to purchase services from any company submitting a proposal. MTC reserves the right to reject any or all proposals in its sole and absolute discretion.

TENDER INVITATION

A.1.6 MTC hereby invites offers from all relevant quantified companies to submit detailed technical and financial proposals for the design and implementation of MTC brand ambassador program.

A.1.7 This tender document shall consist of the following Appendices:

A.1.7.1 Appendix A, BEE Scorecard: This scorecard is not to be filled out, but to show the various elements that the company should be accredited by the Namibia Preferential Procurement Council (NPPC). The Tenderer is required to approach the Namibia Preferential Procurement Council (NPPC), Telephone number 061 248 007 for accreditation and attach their accreditation certificate to the Tender response.

A.1.7.2 Appendix B, Non-Disclosure Agreement: This Non-Disclosure Agreement is to be completed by the Tenderer.

GENERAL TENDER CONDITIONS

A.1.8 All Tender Documents must be submitted before or on the closing date and time as indicated on the cover page and be deposited in the tender box at the entrance of MTC Headquarters, Olympia as well as submitted via the MTC website.

A.1.9 No late tenders will be considered.

A.1.10 Every Tender Document page must be initialed.

A.1.11 MTC is neither bound to accept the lowest of any Tender nor to assign any reason for acceptance or rejection of such Tender.

A.1.12 MTC reserves the right to change these dates and any other dates that may appear in this Tender. Such changes will be communicated as soon as they are made.

A.1.13 Notifications to companies will be in writing to the designated liaison person nominated by the firm (refer to paragraph A.1.34 below).

A.1.14 From the submissions an evaluation will be performed highlighting a short list.

- A.1.15 If deemed necessary, negotiations may be entered into with the short-listed candidates.
- A.1.16 Companies that wish to tender should examine this Tender carefully and review all instructions contained herein. Companies should follow the instructions so that MTC can easily evaluate and compare all proposals received.
- A.1.17 All prices must be in NAD and exclusive of all taxes.
- A.1.18 MTC in its sole and absolute discretion reserves the right to:
- A.1.18.1 Reject any or all proposals, whether or not these instructions are followed.
 - A.1.18.2 Reject any submissions not complying with the specified format.
 - A.1.18.3 Award the contract based solely on a proposal received without entering into any further discussions.
 - A.1.18.4 Short list candidates.
 - A.1.18.5 Not base the final decision solely on price.
- A.1.19 No correspondence will be entered into should MTC decide to reject any proposals or to withdraw the Tender.
- A.1.20 Each response must include a detailed discussion of each of the items below. Should responses not use the same heading and follow the same numbering as the Tender, MTC may automatically disqualify the company from the tender process.
- A.1.21 MTC will make its decision based on the quality of the information contained in the offers received and no opportunity will exist for any company to enhance such information after closing date and time of the Tender.
- A.1.22 It is important to clearly note down any assumptions made in the submitted offer so that each submitted offer may be evaluated fairly against all other offers received.
- A.1.23 This Tender outlines the requirements of MTC and the process to be followed by the prospective Tenderers in submitting an offer.
- A.1.24 Companies should provide a list of previous or current clients they served with similar projects. MTC reserves the right to contact any clients referenced.
- A.1.25 MTC reserves the right to exclude certain persons and legal entities in the event of poor performance; the Tender offering or attempting to offer any bribe, promised a bribe, or any other consideration to any MTC employee involved with this Tender or the tenderer has acted fraudulently and or in bad faith.
- A.1.26 Any restriction imposed upon any such Tenderer shall also apply to any other enterprise under the same or different name with which the person, firm or company is actively associated.
- A.1.27 MTC may accept any Tender in part or wholly with no obligation to explanation whatsoever.

A.1.28 Tenderer shall be a Juristic Entity with valid Company Registration documents, in terms of the laws of the Republic of Namibia or country of origin. Tenderers who fail to prove that they are a juristic entity shall be disqualified.

GENERAL EVALUATION CRITERIA

- A.1.29 Proposals will be evaluated by MTC using criteria in the Tender and as per the relevant questions asked. These categories are not necessarily listed in order of importance:
- A.1.29.1 Price competitiveness, including any price discount provided in the proposal.
 - A.1.29.2 Project completion schedules and lead times proposed.
 - A.1.29.3 Warrantee conditions and handling of claims.
 - A.1.29.4 Availability of references from other customers and reputation of tenderer.
 - A.1.29.5 Availability of infrastructure for after sales support, both local and international.
 - A.1.29.6 Compliance with local and international standards.
 - A.1.29.7 Certification and accreditations.
 - A.1.29.8 Value added to MTC.
 - A.1.29.9 The financial condition and trading record of the tenderer (Company profile, bank rating of tenderer etc.)
 - A.1.29.10 Tenderer degree of conformance to the Black Economic Empowerment Policy (A certificate from NPPC or any other recognised BEE accreditation agency should be submitted to prove the BEE credential):
 - Alternatively, shareholder names and certificates must be attached.
 - Small and medium enterprises (SME's) must submit their SME certificates issued by the Ministry of Trade and Industry.
- A.1.30 The Tenderer shall ensure that sufficient supporting documentation and information is supplied in his proposal to enable MTC to evaluate the proposal in respect of each of the abovementioned criteria.
- A.1.31 As per the Communications Regulatory Authority of Namibia: Regulations in respect of Type approval and Technical Standards for Telecommunications Equipment, gazetted in the Government Gazette # 5659, General Notice # 22, the tenderer supplying equipment subjected to this regulation must ensure that all documentations required are obtained from the Regulator before importation. Failure to do so may lead to equipment being confiscated by Customs at the supplier's risk, and MTC hereby distances itself from any confiscated equipment.

SUMMARY OF DEADLINES

ACTION	DUE DATE
TENDER DOCUMENTS AVAILABILITY:	24 th February 2021
BRIEFING MEETING	8 th March 2021 by 16:00 Click here to join the meeting
SUBMISSION OF QUESTIONS:	3 rd March 2021
MTC RESPONSE TO QUESTIONS:	5 th March 2021
TENDER CLOSING DATE:	19 th March 2021 by 14H30

QUESTIONS & ANSWERS

- A.1.32 If required, companies may submit questions via email to the following e-mail address: tenders@mtc.com.na on or before 03rd March 2021.
- A.1.33 All questions and answers thereto will be emailed to the respective tenderers by the 5th of March 2021.
- A.1.34 Communication between MTC and prospective companies, for the duration of this Tender, must only be through Ms. E. Nghiidipaa @ 061 280 2019 or enghiidipaa@mtc.com.na. No direct communication or contact with any other party at MTC is permissible. Any such breach may disqualify the company.

TENDERER'S DESIGNATED LIASON

- A.1.35 Companies must select a single designated contact person, through whom all communications between MTC and the company will take place:

CONTACT NAME:	
DESIGNATION:	
TELEPHONE:	
FAX:	
EMAIL:	
SIGNATURE:	

REFERENCE LIST (PREVIOUS COMPLETE PROJECTS)

ITEM	COMPANY NAME	CONTACT PERSON	CONTACT DETAILS	YEAR OF SERVICE
1				
2				
3				
4				
5				

SUCCESSFUL TENDERER’S PERFORMANCE MANAGEMENT

- A.1.36 The successful Tenderer/s are subjected to annual performance reviews to be completed by the respective MTC representative or Procurement Officer responsible for the purchase. The review will be done at intervals to be decided upon by the Procurement department.
- A.1.37 The performance reviews will amongst others cover the following issues:
 - A.1.37.1 **Reliability:** How reliably do you follow through on your commitments to MTC?
 - A.1.37.2 **Cost:** How closely did your final total costs correspond to your expectations at the beginning of the transaction?
 - A.1.37.3 **Order Accuracy:** How well did the product/service delivered matched your order specifications and quantity?
 - A.1.37.4 **Delivery / Timeliness:** How satisfied is the appraiser about the timeliness of the product/service delivery?
 - A.1.37.5 **Quality:** How satisfied is the appraiser about the quality of the product/service provided by your company?
 - A.1.37.6 **Documentation Accuracy:** Does your company present its all and correct documents with its deliveries?
 - A.1.37.7 **Personnel:** How satisfied is the appraiser about the attitude, courtesy, and professionalism of your company's staff?
 - A.1.37.8 **Customer Support:** How satisfied is the appraiser about the customer support she/he received from your company?
 - A.1.37.9 **Responsiveness:** How responsive is your company to information requests, issues, or problems that arose in the course of the transaction?

DECLARATION OF INTEREST FORM

Any deliberate omission in this declaration or the supplying of false information will be regarded in a serious light and may lead to an investigation and disqualification of the tender process.

Tenderer Name:		Tender #:	
Description of Tender:			

RELATION TO MTC EMPLOYEES/ MANAGEMENT/ DIRECTORS

I herewith declare that I have/am related – i.e. spouse (also fiancé or boyfriend/ girlfriend), parent, child, any other relation with the following MTC Employee(s)/ Member(s) of Management/ Board of Directors: *

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

CONFIRMATION OF FACTUAL INFORMATION

I confirm by signing this declaration that, to the best of my knowledge, the statements made above are factual and accurate and that I have taken note of all the sections. *

Full Name:

Signature:

Date:

* Please initial in each box where applicable.

TENDER PRICES

- A.1.38 Tender prices shall be quoted in Namibian Dollar, the legal currency in use in the Republic of Namibia.
- A.1.39 No change in the submitted tender price shall be countenanced after receipt and before award of Tender.

VALIDITY OF TENDER AND ACCEPTANCE

- A.1.40 The MTC is not bound to accept the lowest or any Tender nor to give any reason for the rejection of a Tender, nor shall they be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his Tender.
- A.1.41 Tenders remain open for acceptance for a period of ninety (90) days as from the closing date of the Tender.
- A.1.42 MTC reserves the right to ask for extension of the validity without any change in the prices.
- A.1.43 MTC shall not entertain price variations due to any currency fluctuations for the submitted offer during its validity period.
- A.1.44 After submission and before decision, no interviews dealing with the subject shall be answered by MTC. Tenderers may, however, be called upon to clarify aspects of their Tender at the discretion MTC, and supply further information requested and necessary to assess the Tenders.
- A.1.45 The successful Tenderer will be advised by the MTC to this effect by letter through the mail or by telegram or by fax and in such case the Post Office shall be regarded as the agent of the Tenderer and delivery of such acceptance to the Post Office shall be treated as delivery to the Tenderer.
- A.1.46 The successful Tenderer shall provide at his own expense all the necessary revenue stamps for the Contract Agreement as required by Law in Namibia.
- A.1.47 After the signing of the Contract Documents by the MTC and the successful Tenderer a duplicate copy shall be handed over to the latter.

- A.1.48 The MTC reserves the right to adjust arithmetical or other errors in the Tender. Any adjustments made to a Tender will be stated to the Tenderer prior to the acceptance of the Tender.

AMENDMENT OF TENDER DOCUMENTS

- A.1.49 At any time prior to the last date of submission for offers, MTC may, for any reason, whether at its own initiative or in response to a clarification requested by a Tenderer, modify the documents by amendment.
- A.1.50 The amendment shall be notified to all the prospective Tenderers in writing and these shall be binding on them.
- A.1.51 MTC may extend the last date of submission required as a result of such amendment.

DETAILS CONFIDENTIAL

- A.1.52 Tenderers shall treat all aspects pertaining to this tender as confidential and shall not disclose details to third parties except for bona fide tendering purposes.

LEGAL ASPECTS

- A.1.53 Unless in special cases the MTC agrees to the contrary, the laws of the Republic of Namibia shall be applicable to each contract created by the acceptance of a tender and each Tenderer shall indicate a place in Namibia and specify it in his tender as his domicilium citandi et-executandi where any legal process may be served on him.
- A.1.54 Each Tenderer shall bind himself to accept the jurisdiction of the Courts of Law of the Republic of Namibia.
- A.1.55 Each foreign Tenderer shall state in his tender the name of his accredited agent in the Republic of Namibia in whom the necessary legal competence is vested and who has been duly appointed to sign any contract.
- A.1.56 A foreign company may tender on condition that, should it be informed by the MTC that its tender has been successful, it registers as a company and taxpaying entity in the Republic of Namibia prior to the signing of the Form of Agreement or within such extended time as may be allowed by the MTC.

DISQUALIFICATION OF TENDERERS

- A.1.57 The offer of any Tenderer, which does not conform to the Conditions of this Tender and the instruction reflected in the Tender, may be disqualified at the discretion of the MTC.

NOTICE (S) TO TENDERS

- A.1.58 Additional information and amendments to the tender documents will be conveyed to the Tenderers by the MTC or his agents, prior to the closing date of the tender, by means of Notices to Tenderers. Receipt

thereof shall be acknowledged immediately to the sender by email and shall also be submitted together with the Tender Document with tender closure.

LANGUAGE

A.1.59 All offers shall be submitted in the English language.

ADDITIONAL CONDITIONS OF TENDER

A.1.60 Good Standing in terms of the Social Security Commission Act

Tenderers shall provide Original certificates of good standing in terms of the Social Security Commission Act.

A.1.61 Good standing with Inland Revenue Office

Tenderers shall attach a valid Original Tax Good Standing Certificate.

A.1.62 Company Registration Certificate

Tenderers shall attach a valid copy of his/her Company Registration Certificate or proof of Defensive Name issued in terms of Section 7 of the Companies Act of 1973 (Act 61 of 1973) OR a Close Corporation Certificate issued in terms of Act 26 of 1988.

A.1.63 Letter of Intent

Letter of Intent to be provided by financial institution with the Tender to confirm that a Performance Guarantee will be issued after award of the Tender.

PROJECT BACKGROUND AND BRIEF

MTC BRAND AMBASSADORS PROGRAM

1. Background:

MTC is looking to design an MTC Employee Brand Ambassadors Program for implementation. We are looking for an experienced company who understands the concept, have successfully implemented such a program before, that can assist MTC with this project

2. What is a Brand Ambassador?

A brand ambassador is typically a person who because of their celebrity status is paid by a company to endorse a particular product or service.

3. What do Brand Ambassador do?

Brand ambassadors are simply people who represent and talk about your company in a positive way, preferably in front of lots of potential customers (i.e. their friends and family). A brand ambassador is someone who embodies the brand he or she is endorsing. Some brand ambassadors make appearances and use their images on company TV commercials.

4. What it means to be a Brand Ambassador?

Taking on a brand ambassador role means that you are hired to represent the brand in a positive light, and by doing so you help raise brand awareness and provide consumers with a memorable face-to-face experience.

5. Why are Brand Ambassadors important?

Credible Brand Ambassadors are able to offer many benefits, with the most important being the ability to give your brand a boost on social media, spread positive messages and influence consumer sales. The most effective are those who are able to provide customer service and act as spokespeople for your brand.

6. Characteristics of a Successful Brand Ambassador

6.1 Knowledge of (and Appreciation for) Marketing

This isn't to say your ambassadors and advocates need a marketing degree, but they should have a basic understanding of marketing's core principles. Specifically, the best ambassadors appreciate the importance of authenticity in modern marketing, and grasp the role that digital marketing and social media play in driving high-quality referrals.

6.2 An Established Online Presence

This ties back to the first characteristic, but it's equally important. In order for word-of-mouth marketing to be successful, you need ambassadors to reach as many people as possible, across a variety of channels and platforms. Now, this doesn't mean an ambassador must have 20,000 Twitter followers or thousands of email contacts to represent your brand. But they should have a well-established online presence and a highly-engaged network that they can access via their blog, emails or webinars for example.

6.3 A High Level of Professionalism

While ambassadors won't be employed by your company, these people will be representing your brand. They'll be talking about your company, encouraging others to check out your products and services, and influencing how others perceive your business. If someone embarrassed themselves or your brand, you'd never hire them, right? The same standards should be applied to your brand ambassadors.

6.4 Natural Leadership Skills

Think about the people you look to for recommendations. Sure, they're knowledgeable experts in a particular space, but you probably seek out their opinions because they also exude confidence and positivity — traits that draw you in and make you want to listen. These are the same types of people you want representing your brand in the marketplace.

6.5 Passion for Building and Growing Relationships

Ambassadors are not salespeople heading out to make as many one-time sales as possible. They exist to foster strong, loyal relationships between your customers and your brand. Your ambassadors should not only be passionate about — and intimately familiar with — your products or services, they should also be skilled at making deep connections with others on your behalf

6.6 The Ability to Gather Feedback and Provide Innovative Insight

No refer-a-friend program is perfect. Neither is any particular product or service. Inevitably, brand ambassadors will gather feedback based on their experience with your product or services, as well as their conversations with your customers and competitors. This information can provide critical intelligence that helps you improve your referral marketing program (and, more broadly, your business).

7. MTC EMPLOYEE BRAND AMBASSADORS PROGRAM:

Gone are the days when consumers fully trust in the marketing content brands release into the world. In fact, research found only 55% of consumers considered a company's marketing materials to be a trusted source of information when making buying decisions. Fortunately, there are other ways you can get your marketing messages in front of the right person at the right time and the right way. How? By turning your employees into Brand Ambassadors. While marketing professionals often forget about staff, those who work for a brand can be powerful marketing channel. Staff are well positioned to act as the bridge between a company and potential customers while helping to build trust and credibility. With this in mind, its foolish to overlook staff as brand advocates.

8. THE BRIEF:

- MTC is one of Namibia's most admired brands;
- The company has over 87% market share in the telecommunications sector;
- The company employs a total of 617 employees across Namibia;
- The age groups are below, as you can see a relatively young workforce;
- Your assignment is to engineer an effective Employee Brand Ambassadors Program that will successfully assist MTC to voluntarily turn every of their employees into passionate Brand Ambassadors;
- But firstly, to help these employees understand what it means to be a Brand Ambassador, understand the responsibility that comes with it;
- This program must be exciting and span over a period of 5 years or whatever you see fit so that it becomes entrenched in the MTC culture and not a project that will work for one year and disappear;
- We expect such employees to become more passionate about the brand, vouch for the brand, walk the extra mile for the brand, improve their attitude towards the brand and what it represents;
- The program must offer exciting rewards to participating employees so that others are inspired to join;
- The program must see participants live the MTC values with pride;
- Ultimately, we want customer service to improve as a result of the program and that MTC becomes an employer of choice because of how visibly MTC employees behave towards its brand.

9. OUR EXPECTATIONS OF THE PROGRAM:

- That it must be easily understandable and fun to implement;
- That training is provided to employees to understand the objective of the program;
- That there is proper buy in;

- That it increases the passion of employees towards the brand at all times;
- That whenever MTC launches a new product or service that we will see all Brand Ambassadors actively participate to market this product or service on social media, share it with family and friends;
- That the company finds ways through this program to keep employees involved, valued and informed about the news, and marketing information at all times
- Increased and voluntary participation of MTC employees when it comes to MTC events;
- That employees walk the extra mile for the brand in the interest of customer service;
- That employees start living the MTC values and display it in their behaviour and work ethics
- That employees get cleverly and excitingly rewarded for becoming brand ambassadors but that the reward not become their motivation for participating;
- Ultimately transform their contract of employment to a Brand Ambassador one.