



**UBUHLEBEZWE MUNICIPALITY  
CHIEF FINANCIAL OFFICE  
SUPPLY CHAIN MANAGEMENT UNIT**

**Tel : 039 834 7700 / 7745 /7748 /7749  
Fax: 039 834 2978 / 039 834 1168  
Email: [procurement@ubuhlebezwe.org.za](mailto:procurement@ubuhlebezwe.org.za)**

**QUOTE NO: UBU-Q-02/04/12**

**Date 16 May 2012**

Dear Sir / Madam

**REQUEST FOR FORMAL WRITTEN PRICE QUOTATIONS FOR DRAFTING OF  
COMMUNICATION STRATEGY**

Kindly furnish me with a written quotation for the supply of the goods/services as detailed in the enclosed schedule.

The quotation must be submitted on the letterhead of your business and can be submitted in a sealed envelope to the Tender Box. The envelope must be clearly marked "**Quote for Drafting of communication strategy & Quote number UBU-Q-02/04/12**" not later than **Wednesday 30 May 2012 at 12h00 to: 29 Margaret Street, Ixopo 3276**

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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.
- 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 the enclosed forms MBD 2, MBD 4, MBD 6.1 & MBD 8 must be scrutinized, completed and submitted together with your quotation.
- Tax Clearance Certificate(MBD2)
- A proof of registration in the database
- **BBBEE Certificate bearing SANAS LOGO (if your certificate does not have SANAS logo, it will be regarded as invalid)**
- Proof of Company Registration Document
- Copy of ID if Sole Trader
- Letter/Statement confirming status of municipal accounts (i.e rates or water)

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

The council does not bind itself to accept the lowest or any quotation and reserves the right to accept the quotation as a whole or in part, at the rates quoted

Failure to comply with these conditions may invalidate your offer.

Yours faithfully

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Mr G M Sineke  
Municipal Manager

### **Communication strategy:**

**A plan detailing how information and issues are presented in order that people will understand and respond to them. This should be done by addressing the following:**

- **Internal Environment**
- **External Environment**
  
- **Community Environment**
- **Media Environment**
  
- **Communication Challenges**
- **Communications Messages & Themes**
- **Key Messengers**
- **Target Audience**
- **Key Channels**
- **Phases & Types of Events/Campaigns**
- **Structures & Processes**
- **Media Plan**
- **Strategy Document & Action Plan Guidelines**
- **Consultative Process**
- **Communications Requirements of Directorates**
- **Communications Action Plan**