



MOQHAKA LOCAL MUNICIPALITY

REQUEST FOR FORMAL WRITTEN PRICE QUOTATIONS
(Over R30 000.00 up to a transactions value of R300 000.00 VAT included)

REFERENCE NUMBER: 5/1/001/2025-26

CLOSING DATE: 6 November 2025

CLOSING TIME: 12:00 PM

NON-REFUNDABLE PRINTING FEE: **R 150.00**

Description	Contact Person
<p>Development and Printing of Tourism Brochure for Moqhaka Municipality</p> <p>1. Project Overview</p> <p>The Moqhaka Municipality seeks to develop and print a tourism brochure that shows all tourist attractions, historical sites, annual events, outdoor activities, arts and craft cooperatives, and other offerings within its suburbs and township areas within Moqhaka LM towns. The brochure will serve as a promotional tool to attract and highlight the cultural, historical and recreational richness of the region.</p> <p>2. Scope of Work</p> <p>Deliverables</p> <ul style="list-style-type: none">✓ A fully designed and printed tourism map (booklet).✓ Digital copies of the map in digital PDF format with links <p>PART A. CONTENT CREATION</p> <p>Research and Information Gathering:</p> <ul style="list-style-type: none">• Conduct thorough research on Moqhaka Municipality's tourist attractions, including:• Historical sites <p>Content Writing:</p> <ul style="list-style-type: none">• Develop compelling, informative, and engaging content that highlights the significance of each attraction.• Ensure the tone is professional yet accessible to a wide audience, including domestic and international tourists. <p>Acknowledgments:</p> <ul style="list-style-type: none">• Include a section acknowledging all stakeholders who contributed to the project, including local municipalities' LED offices and Moqhaka Tourism businesses. <p>Stakeholder Collaboration:</p>	<p>KL Madiba Contact Details: 056 216 9240 Email: madibakhojane@gmail.com</p> <div data-bbox="1165 1288 1444 1713" style="border: 1px solid black; padding: 5px; text-align: center;"><p>MOQHAKA LOCAL MUNICIPALITY SUPPLY CHAIN MANAGEMENT VERIFIED FOR COMPLIANCE</p><p>29 OCT 2025</p><p>Official Signature</p></div>

- Liaise with Moqhaka Tourism businesses and LED offices to ensure alignment with their expectations and recommendations.
- Advise on the best designs and layouts based on industry standards and stakeholder feedback.

Copyright Handover:

- Provide full copyright ownership of the final product to the Moqhaka Municipality.

PART B. DESIGN AND LAYOUT

1. Design Brochure:

- Create an eye-catching and visually appealing design that aligns with the municipality's branding guidelines.
- Incorporate high-quality images, graphics, and illustrations that complement the written content.
- Use high-resolution (HD) images, including aerial photographs captured using a drone to capture top views of landscapes.

2. Specifications:

The brochure must be suitable for both digital and physical distribution.


Printed Booklet Specifications

- **Size:** A4 (210 mm x 297 mm), finished booklet
- **Page count:** 64 pages total, including cover and back cover
- **Binding:** Perfect binding
- **Cover:** 250 gsm paper, matt varnished finish
- **Inside pages:** 170 gsm brilliant white matt paper

Digital PDF Booklet Specifications

- **Format:** Interactive PDF, suitable for online distribution
- **Size:** A4 layout (1240 x 1754 px) Optimized for online and web
- **Page count:** 64 pages total, including cover and back cover
- **Design:** Matches print version layout and design
- **Interactive features:**
 - Clickable table of contents (hyperlinked sections)
 - Clickable email and web links where applicable
 - Optimized for desktop, tablet, and mobile viewing
- **File size:** Optimized for fast download and online sharing (target ≤15 MB)
- **Output quality:** High-resolution PDF (300 dpi) with web-optimized version (150 dpi)

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COMPLIANCE REQUIREMENTS

RETURNABLES	NOTES
Formal Quotation	Bidder must submit a detailed formal quotation on the company letterhead. The quotation must include itemized cost breakdown for all services, including design, printing, and any additional expenses.
Samples of hardcopy booklets/Brochure	Bidder must submit two physical samples of previously designed tourism booklets (must be from public sector institutions).
Samples of digital pdf booklet/Brochure	Bidder must submit two digital samples of previously designed tourism booklets (must be from public sector institutions). Samples must be in a USB flash drive.
Digital Design Sample	Bidder must attach a digital 6 page with cover and back cover sample layout design for the Moqhaka Tourism Brochure.
Methodology/ Action plan	Bidder must submit a detailed project methodology/ action plan with timelines.
Resources	Bidder must attach a signed confirmation letter on the company letterhead listing the availability of the following equipment: 1. Digital Cameras (for high-quality photos) <ul style="list-style-type: none"> ○ Resolution: At least 24MP for sharp, detailed 2. Drones (for aerial shots & videos) <ul style="list-style-type: none"> ○ Camera: 4K video & 20MP + photos (e.g., DJI Air 3, Mavic 3). 3. Software (for editing & design) <ul style="list-style-type: none"> ○ Software: ○ Photo Editing: Adobe Photoshop / Lightroom (or Capture One). Graphic Design: Adobe InDesign (best for booklets)
Project Leader Qualification	Project leader must submit a Degree/ B-tech Graphic Design or higher qualification with a comprehensive CV.
Experience (References and Orders)	Bidder must submit a minimum of 2 signed reference letters with official orders for previous work implemented in the design and layout of tourism booklets in the public sector.

Failure to comply with the above-mentioned terms and conditions will deem your RFO to be disqualified.

*****A maximum of 20 points (80/20 preference points system), will be allocated for specific goals. The maximum points for these goals are as follows:**

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- Locality of Supplier – 10 Points
- BBBEE Status Level Contributor - 10 Points

These goals are specified in MBD6.1 in terms of the PPR2022

ELIGIBILITY CRITERIA

Only those suppliers who:

- Are willing and able to keep their cast prices/ rates fixed for the maximum period of 120 days from date of the RFQ closing- Shall be eligible to participation further on price and preferential points.
- Quotes in line with these pro ranges (R30 000.00 – R300 000.00) will be considered for further evaluation.
- **Bidders are required to submit a brochure with detailed specifications of all listed items.**
- **Bidders are requested to bind their documents in a presentable manner and not include loose papers.**

POTENTIAL BIDDERS CAN DOWNLOAD THE FREE COPY OF THE COMPLETE BID DOCUMENT FROM THE E-TENDER PORTAL AT:
www.etender.gov.za

PAYMENT OF NON-REFUNDABLE FEE

Payment of the non-refundable printing fee of R150.00 can be made at the cashiers at the main Municipal Building, Hill Street or directly into the municipal bank account. If an EFT payment is made, the proof of payment (Pop) can be forwarded to the SCM unit at thembekam@moqhaka.gov.za should the bidder require SCM to print the document for them, then the bid document should be collected from the SCM offices, at Kroonstad Municipality (Magasyn Building), Cnr 11th & 12th Way, Kroonstad, 9499.

Moqhaka Local Municipality Banking Details:

Bank: ABSA Bank Kroonstad
 Account Number: 40-5327-4876
 Branch Code: 334536
 Bidder Reference: Company Name and RFQ Number

SUBMISSION DETAILS

The quotation and supporting documents sealed in an envelope and externally endorsed with the relevant quotation number and description, should then be submitted at the SCM Offices, Kroonstad Municipality (Magasyn Building), Cnr 11th & 12th Way, Kroonstad, 9499. **No bid documents will be accepted via e-mail.**

CONTACT DETAILS FOR ENQUIRIES

All enquiries pertaining to Supply Chain Management Matters contact Ms. Thembeka Mbeloane at 056 216 9187 or email to thembekam@moqhaka.gov.za . For Technical, queries contact Mr KL Madiba at 056 216 9240 or email: madibakhojane@gmail.com

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