



CENTRE FOR
ENTREPRENEURSHIP
RAPID INCUBATOR



FMCG Supplier Development Initiative Eastern Cape

REQUEST FOR INFORMATION

Dear Supplier / Service Provider

Please note that you are receiving this Request for Quotation / Proposal to respond with your proposed approach and costing for the Walter Sisulu University, Cferi Unit, FMCG Supplier Development Initiative beneficiary, Innovative Bold Concepts. Respondents should be located in the Eastern Cape, with a preference of supporting local MSM Enterprises.

The objective is to provide support in the development of a comprehensive TRADE MARKETING, digital and physical collateral portfolio that effectively communicate the brand identity, values, and products of the client, Innovative Bold Concepts (IBC), ultimately driving brand awareness, social media presence, customer engagement, and sales throughput.

Your response should be addressed to:

Date	31 July 2024
Contracting company details:	
RFI number	FMCG002
Company name	First Business South Africa
Contact numbers	Mobile: +27 71 634 0788





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FBSA
FIRST BUSINESS SOUTH AFRICA
Developing Entrepreneurs Today for our Industries of Tomorrow



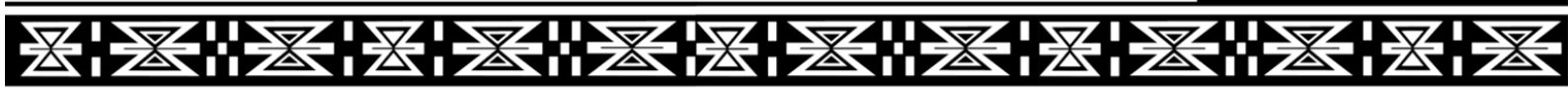
	E-mail: tim@fbsa.africa
Contact persons	Tim White
Programme Name	Fast Moving Consumer Goods Supplier Development Initiative (FMCG SDI)
Project / Delivery Address	East London, Eastern Cape
Site briefing session	To be scheduled with Tim White on request
Closing date for responses	9 August 2024
Quotations to be sent to	Tim White
Supplier / Service provider details	
Business name	
Physical address	
Postal address	
Company registration number	
Contact numbers	
Contact persons	
BBBEE level	
Black owned	%
Black woman owned	%
Youth owned (Below 35 years)	%
Provide 3 references companies with names and contact numbers your business has supplied previously	
Name of company: Contact number: Contact person: Name of company: Contact number: Contact person: Name of company: Contact number: Contact person:	
Please attach the following documents with the quotation	<ol style="list-style-type: none"> 1. BBBEE certificate / affidavit 2. Company registration documents (CIPC) or ID document



	3. Tax Clearance certificates if applicable 4. Company profile / personal profile
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Please quote on the following

Description:	<p>Scope of Work: The marketing agency is tasked with creating a range of marketing materials tailored to IBC's target audience and marketing objectives. The scope includes the development of both print and digital assets, as well as online marketing campaigns.</p> <p>Deliverables:</p> <p>1. Brand Identity Package:</p> <ul style="list-style-type: none"> • Logo Design: Modern, dynamic logo that reflects IBC's innovative approach and commitment to wellness. • Brand Style Guide: Comprehensive guide outlining brand colours, typography, and visual elements for consistent brand representation across all platforms. <p>2. Print Materials:</p> <ul style="list-style-type: none"> • Brochure: Professionally designed brochure showcasing IBC's products, mission, and values. • Product Catalogue: Detailed catalogue highlighting IBC's product range, features, and benefits. • Business Cards: Customized business cards for key personnel, reinforcing brand identity and professionalism. <p>3. Digital Assets:</p> <ul style="list-style-type: none"> • Website Design: Fully responsive website optimized for user experience, showcasing product information, company profile, and contact details. • Social Media Graphics: Engaging graphics for social media platforms (Facebook, Instagram, LinkedIn) to promote brand awareness and drive user engagement. • Email Templates: Professionally designed email templates for newsletters, product announcements, and promotional campaigns. <p>4. Online Marketing Campaigns:</p> <ul style="list-style-type: none"> • Google Ads Campaign: Strategic Google Ads campaign targeting relevant keywords and demographics to drive traffic to the website and increase brand visibility. • Social Media Advertising: Targeted advertising on social media platforms to reach potential customers based on interests, demographics, and behaviours.
Additional Details	<p>Suitable responders will have to quote on the following:</p> <ul style="list-style-type: none"> • Brand Identity Package • Print Materials



- Digital Assets
 - Website Design
 - Social Media Graphics
 - Email Templates

- Online Marketing Campaigns
 - Google Ads Campaign
 - Social Media Advertising

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- The marketing agency will work closely with IBC's marketing team to ensure alignment with brand guidelines, messaging, and marketing objectives.
 - Regular progress updates and feedback sessions will be scheduled to review the development of marketing materials and make any necessary adjustments.
 - The marketing agency will provide ongoing support and maintenance for digital assets, including website updates and campaign optimization.

Briefing requests, quotations and all supporting documents are to be emailed to the required First Business South Africa contact stated on Page 1 by no later than the requested date.

