



**TERMS OF REFERENCE TO CHANGE MANAGEMENT SERVICE PROVIDERS WITHIN THE CORPORATE SERVICE BUSINESS UNIT**

**NAME OF THE COMPANY** : **UNISA ENTERPRISE (PTY) LTD**  
**RFP NUMBER** : **CORPSERV/01MRK/01/2023**  
**COMPANY REGISTRATION NUMBER** : **2016/468452/07**

## **1. Purpose**

The purpose of the terms of references is to request proposals from experienced service providers to compile a change management campaign plan for the purpose of driving transformation and re-introducing Unisa Enterprise to both internal stakeholder (UNISA) and external partner (external market).

## **2. Background**

UNISA Enterprise is an entity of UNISA that was established in 2017 with the objective of the commercialise UNISA assets for revenue generation. This commercialisation takes the form of finding ready customers, partnering, or building new businesses. Since inception, UNISA Enterprise has formed several high value partnerships with various stakeholders. Furthermore, the entity has delivered projects, especially around educational content. The entity has a small core team of 10 people who focus mainly of business development and head office functions. The entity has recently compiled a turnaround strategy to position itself for profitability. There is a need to implement a change management campaign in UNISA and UNISA Enterprise premises, to drive organisational transformation, engage stakeholders and UNISA as part of socialisation to the new strategy and forming strategic partnership. UNISA Enterprise now places its focus on four strategic pillars, namely:

- Research & Innovation,
- Consulting Services,
- Property,
- University Retail and Commercial Ventures.

## **3. Scope of Service**

Unisa Enterprise seeks to acquire the services of a Change Management Specialist. Unisa Enterprise invites proposals from interested and qualified advertising agencies with experience in interpretation of business strategy, change management; internal communication, internal/stakeholder engagement implementation and rollout. Preference will be given to suppliers providing a broad range of services. The scope includes:

- 3.1 Co-design the change management campaign plan with the management team base on the Turn Around Strategy.
- 3.2 Co-drive the implementation of the change management campaign plan following the strategic changes that the organization has gone through. This should include 2 road shows and brand activation.
- 3.3 Compile response report and themes from stakeholders and propose action plans.

#### 4. Minimum Requirements

The following requirements are crucial to under the above scope of service:

- 4.1 B Com Marketing and B Organizational Behavior
- 4.2 5 years' experience in developing Change Management Plans
- 4.3 5 years' experience in brand activation and events management
- 4.4 5 years' experience in Content Generation
- 4.5 2 Examples and reference of the work done previously
- 4.6 High level proposal of a Unisa Enterprise Change Management Strategy.

#### 5. Special Conditions

- 5.1 The following Special Conditions of Contract shall supplement the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions of Contract and SLA entered.
- 5.2 This bid and all contracts emanating there from will be subject to the General Conditions of Contract (GCC). The Special Conditions are supplementary to that of the General Conditions of Contract. Where, however the Special Conditions of Contract conflict with General Conditions of Contract, the Special Conditions of the Contract prevail.
- 5.3 The methodology criteria of the functionality assessment must outline the approach and plan of the proposer and is critical to convince the BID evaluation team on the appreciation of the work required. It will also form as part of the basis for service level agreement content and/or related negotiations.
- 5.4 No service will be rendered without an official order.
- 5.5 Payment will be based on services delivered satisfactorily.

#### 6. Confidentiality

- 6.1 These ToRs request by UNISA Enterprise contains proprietary and confidential information that is provided to you (interested Service Provider), for your exclusive use in evaluating and preparing your response.
- 6.2 If at any time your company decides not to respond to the ToR, please destroy any copies of the document and confirm your non-participation either in writing or by email.
- 6.3 This document should not be disclosed or distributed to any third party.

#### 7. EVALUATION

The evaluation is based on the technical criteria (Functionality). Only Service Providers who achieve a minimum score of 70 % will be evaluated further, in the next stage. The criteria are set out in the table below:

Evaluation area	Evaluation criteria	Weighting %
Methodology and knowledge and experience of the subject matter	Methodology, knowledge to design the change management campaign plan and events management. This means the applicants must submit the proposal based on the scope of work	40

	<ul style="list-style-type: none"> <li>Bidders are required to indicate in a comprehensive and coherent manner the deliverables in respect of the scope of services and how such deliverables will be achieved;</li> <li>In terms of Knowledge of the subject matter, Bidders are to indicate the following: <ul style="list-style-type: none"> <li>the duration of the firm's existence; and</li> <li>record of acumen and infrastructure to undertake the scope of work.</li> </ul> </li> </ul> <p><u>Points allocation:</u></p> <ul style="list-style-type: none"> <li>50 points - for Excellent (covers all elements above as stated)</li> <li>40 points - for very Good (covers some elements above as stated)</li> <li>30 points - for Good (covers some elements stated above)</li> <li>20 points and below - not acceptable (covers no elements stated above or non-submission).</li> </ul>	
Experience, qualification and Skills of leading or professional assigned personnel) in relation to the scope of work	<p>In respect of each staff member assigned to the scope of work, Bidders are required to indicate the following:</p> <ul style="list-style-type: none"> <li>general qualifications;</li> <li>adequacy of specific field;</li> <li>knowledge and expertise in the field</li> </ul> <p>In support of the above, Bidders are to submit CV's of each staff member, which provides each member's experience in similar projects.</p>	30
Client references	<p>Please provide five (5) written letters references for third parties of whom related services were provided. Ensure to include the organisation name, address and contact details.</p> <p><u>Points allocation:</u></p> <ul style="list-style-type: none"> <li><b>10 points</b> – Three (3) references on company letterhead.</li> <li><b>8 points</b>- Two (2) references on company letterhead.</li> <li><b>5 points</b> – One (1) reference on company letterhead.</li> <li><b>0 points</b> – Less than two references on company letterhead.</li> </ul>	10
Project management and method of reporting	Experience in planning and managing change management campaigns.	20
Total		<b>100</b>

Based on B-BBEE contributor level score. Points will be calculated on an 80/20 method as stipulated below:

B-BBEE status Level of Contributor	Number of points (80/20)
1	20
2	18
3	14
4	12
5	8
6	6

7	4
8	2
Non-Compliant Contributor	0

## ADMINISTRATIVE FUNCTION

- The service provider will be required to attend status meetings/progress update meetings in order to report on work done.
- Possess the necessary skills and resources to be able to provide the services required.

## 8. STANDARD CONDITIONS:

- Only respondents who have been directly invited to respond to this RFP shall be considered.
- RFP submissions received after the closing date and time will not be accepted or considered.
- No faxed or e-mailed RFP submissions will be accepted or considered.
- Service Providers are required to submit two (2) Original documents in a hardcopy and one (1) soft copy in a memory stick format.
- The Service Provider shall pay Unisa Enterprise (Pty) Ltd promptly for all loss, destruction, or damage to the property of Unisa Enterprise (Pty) Ltd caused by the Service Provider's personnel or by any of its subcontractors or anyone else directly or indirectly employed by the Service Provider or any of its subcontractors in the performance of the said project.
- A RFP will be disqualified should any attempt be made by the Service Provider either directly or indirectly to canvass the Unisa Enterprise, or any of its officers or employees in respect of the RFP between the date of submission and the date of the awarding.
- Any false declaration of information will result in the exclusion of the RFP from any further consideration.
- Service Providers are required to, together with their Proposals, submit original and valid BBBEE Status Level Verification Certificates or certified copies thereof to substantiate their BBBEE rating claims. Service Providers who do not submit their BBBEE Status Level Verification Certificates or certified copies, will not be disqualified from the bidding process, however, they will score zero (0) out of a maximum of 20 points for BBBEE.
- UNISA Enterprise reserves the right to reject and appoint any Service Provider who meets/does not meet the requirements.

## 9. SUBMISSION

Proposals can be sent with the reference: **RFP Number: CORPSERV/01MRK/01/2023** VIA **e-mail** and any queries relating to the scope of work should be forwarded to [Naledi.Kgatla@unisaenterprise.ac.za](mailto:Naledi.Kgatla@unisaenterprise.ac.za) and Mfaniseni Motha, [Mfaniseni.Motha@unisaenterprise.ac.za](mailto:Mfaniseni.Motha@unisaenterprise.ac.za) by **10 February 2023**.