

REQUEST FOR PROPOSAL FOR MARKETING RESEARCH – RFP 014/06

Closing date & Time : 2006/05/31 @ 11:00
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Cost of document : R 200.00

Please note that this document will be issued for free for those who already paid and collected the cancelled bid.

Scope:

Telkom requires professional market research suppliers to conduct market research across all segments nationally as well as in the rest of Africa. The research will be qualitative as well as quantitative and include product, market, communication, advertising research as well as customer satisfaction.

Critical Criteria

The following critical criteria will be used to evaluate:

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| 1. Bidders must be a registered Corporate Member of SAMRA (Southern African Marketing Research Association) on the date that the tender is issued. (Please provide membership certificate / or confirmation note from SAMRA). |
| 2. Bidder should be a fully-fledged research vendor with all the necessary capabilities and experience in-house to be able to conduct research projects (quantitative and/or qualitative) end-to-end: <ul style="list-style-type: none">• Only quantitative fieldwork and qualitative moderation is allowed to be sub-contracted if mutually agreed upon.• Own data capturing abilities.• Own data analysis abilities.• Own report writing |
| 3. The company proposing must have been active in business as marketing research company for at least three (3) years.(Provide references and contact details from previous clients) |

NB:* for the purpose of evaluation, where reference is required, full supporting information is required i.e. describe previous experience on relevant points etc.

The contract for this project will be awarded for a period of three years with an option to extend for another year.

BIDDERS CONFERENCE:

Date: Friday 19 May 2006

Time: 10:00 to 12:00

Venue: Protea Conference room (1st floor)

Telkom Towers North

Pretoria.

Please confirm your attendance with Tony Mamabolo at mamabotm@telkom.co.za and if parking is required, e-mail him your name and vehicle registration number, soonest but **not later than 16:00 on Wednesday 17 May 2006.**