

Namibia Drydock & Ship Repair (Pty) Ltd (NAMDOCK), PO Box 2340, Walvis Bay, Republic of Namibia, hereby gives notice of the following request for proposal:

RFQ Number	2025_RFP_028
Description	Social Media Marketing Strategy and The Implementation and Management Services.
Quantity	Annexure A
Closing Date and Time	21 July 2025 @17h00
Proposal Submission Address	procteam@namdock.com
Payment Term	NAMDOCK Standard payment terms are 30 days from Statement
Validity Period of Proposal	90 days
Duration	3 Years
Incoterm	

- a) This is an electronic request, and responses must be submitted to the e-mail address stated in the Proposal Submission Address before the Closing Date and Time.
- b) Submissions must include all information required in the scope of work/ drawings if applicable. The Company may reject a proposal that does not satisfy these requirements.
- c) This Request for Proposal is accompanied by and comprises the following documents.
 - i. Annexure A: Scope of Work
 - ii. Annexure B: Experience
 - iii. Annexure C: Conflict of Interest Declaration
 - iv. Annexure D: Shareholder Declaration
- d) If any question or clarification is required, please contact the Procurement Coordinator in writing.
- e) The Company reserves its right to amend the whole or any part of this Request for Proposal at any time prior to the closing date.
- f) Please note that this is a Request for Proposal only. All responses to this document will be treated as strictly confidential and will be used for the evaluation of this RFP only. NAMDOCK may, at its sole discretion, accept or reject any proposal without furnishing reasons. Therefore, there is no obligation on NAMDOCK to accept the lowest or any bid. NAMDOCK may accept or reject any part of a proposal without being obliged to accept such a proposal in its entirety.

Contact Person for Enquiries and Clarifications:

	Procurement Coordinator
Name	Desiree Booysen
Title	Graduate Intern: Buyer
Telephone	+264 (0)64 218 6012
E-Mail	procteam@namdock.com

Annexure A

1. INTRODUCTION

Namibia Drydock and Ship Repair (NAMDOCK invites well established and experienced consultants and consulting firms to submit Technical and Financial proposals for the following Request for Proposal (RFP): SOCIAL MEDIA MARKETING STRATEGY AND THE IMPLEMENTATION AND MANAGEMENT SERVICES.

The objective of this engagement is to increase the online presence of the NAMDOCK (The Company) across key social media platforms, enhance audience engagement, and achieve measurable marketing goals through effective content and community management.

2. FUNCTIONAL SPECIFICATIONS

2. Scope of Services

The Service Provider shall provide the following services to the Company:

2.1 Monthly Content Strategy Development

- Develop and present a monthly social media content strategy, including key objectives, themes, and campaign goals as discussed with the Company.
- Ensure alignment with the Company's branding, tone, and overall marketing goals

2.2 Content Creation

- Create all necessary content for social media platforms, which includes:
 - Conceptualization of posts.
 - Copywriting for social media posts, ensuring clarity, engagement, and brand consistency.
 - Creation of artwork, graphics, or designs for posts, as needed, based on the agreed strategy.

All content will be tailored to the specific audience of each platform (Facebook, Instagram, LinkedIn, and others as applicable).

2.3 Scheduling and Publishing

- Schedule and publish posts on agreed social media platforms: Facebook, Instagram, LinkedIn, and any additional platforms deemed necessary, including X (formerly Twitter) if applicable.
- Ensure timely and consistent publishing according to the content calendar.

2.4 Platforms

- The Service Provider will manage content across the following platforms:
 - **Facebook**
 - **Instagram**

The electronic version of this document is official. All printed versions are regarded as uncontrolled copies.

- **LinkedIn**
- Additional platforms may be added as needed for public relations campaigns (e.g., X/Twitter).

2.5 Posting Frequency

- A total of 12 posts per month (3 posts per week) will be published on the Company's social media pages.
- Posts will be varied to include promotional, educational, engaging, and community-building content.

2.6 Facebook Group Sharing

- Share social media posts to highly targeted Facebook Groups within Namibia to enhance visibility and engagement.
- This will be done on weekdays (Monday to Friday), ensuring maximum reach and engagement.

2.7 Community Management and Engagement

- Monitor and engage with audience comments, messages, and inquiries on social media platforms in a timely manner.
- Foster community interaction and brand loyalty through regular communication and feedback.

2.8 Reporting and Analytics

- Provide monthly reports to the Company detailing key metrics, campaign performance, and insights.
- Analyze engagement, reach, and conversion rates to identify opportunities for optimization.
- Recommendations for adjustments to the strategy, if necessary, based on performance analysis.

3. Timeline and Deliverables

- **Content Strategy:** Delivered at the beginning of each month.
- **Content Creation and Scheduling:** Posts to be published 3 times per week (12 posts per month).
- **Reports:** Monthly performance reports to be delivered by the 5th of the following month.

4. Payment Terms

The financial terms of this agreement will be outlined separately and will follow the payment schedule agreed upon by both parties.

5. Confidentiality

Both parties agree to maintain confidentiality regarding the Company's proprietary information, marketing strategies, and any confidential materials shared during the duration of the contract.

6. Duration of Contract

The envisaged agreement shall be for Three (3 years).

7. Entire Agreement

This Scope of Work outlines the expectations for the Social Media Marketing services to be rendered. Any additional services not covered in this Scope of Work will be agreed upon by both parties in writing.

8. Proposal Submission Requirements

Interested consultants must submit:

1. **Technical Proposal** that must include the CV's, professional qualifications and certifications of persons to conduct these services. *No financial information should be contained in the technical proposal, except for similar consultancies undertaken in the past.*
2. **Financial Proposal** which includes detailed cost break-down of this assignment/consultancy.

NB: Inclusion of Financial proposal into the technical proposal or vice versa, will automatically disqualify the prospective consultant or firm.

9. Consultant Requirements

9.1 Company Information

- i. Company registration documents
- ii. Company profile
- iii. Certified copies of (ID) Identification of Shareholders/Members/Partners/Owners
- iv. Valid certificate of good standing from the Social Security Commission
- v. Valid certificate of good standing from NAMRA.
- vi. Valid affirmative action compliance certificate issued under section 41 of the Affirmative Action (Employment) Act No.29 of 1998, or an exemption issued under section 42; or a proof from the Employment Equity Commissioner that the bidder or consultant is not a relevant employer as defined by the Act.

10. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

No.	Features	Weight %
1.	Compliance with the terms of reference	25
2.	CV's, qualifications and experience	25
3	Similar consultancy completed in the past	25
4.	Cost-effectiveness of the proposal	25
		100

11. TERMS AND CONDITIONS

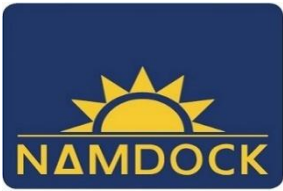
- 11.1 NAMDOCK reserves the right to accept or reject any or all proposals.
- 11.2 All proposals must remain valid for 90 days from the submission deadline.
- 11.3 Confidentiality and non-disclosure agreements may be required.
- 11.4 NAMDOCK standard terms and conditions will apply

Annexure B

LIST THE CLIENTS WHOM YOU PROVIDED WITH SIMILAR SERVICES DURING THE PAST 3 YEARS. THE SCOPE AND MAGNITUDE SUCCESSFULLY CARRIED OUT MUST BE SIMILAR TO THIS RFQ.

1. Outline of recent experience on assignments of similar nature:

Name of assignment	Name of Project	Owner or Sponsoring agency	Cost of Project	Date of Commencement	Date of Completion	Was assignment satisfactorily completed



Annexure C

CONFLICT OF INTEREST DECLARATION

All vendors seeking to do business with Namdock are required to complete this Declaration of Interest Form. The purpose is to disclose any actual, perceived or potential conflicts of interest that may exist between your entity and employees, board members, or representatives of Namdock.

Name (of person making the Declaration): _____

Position / title: _____

Name of Entity: _____

Declaration

I understand as my role as the potential service provider / consultant and herewith make this declaration in good faith. *Select one of the following two options:*

NO CONFLICT OF INTEREST

- ☐ I have no actual, potential or perceived conflict of interest in relation to any Namdock employees or board members.

CONFLICT OF INTEREST

- ☐ I have a conflict of interest.

1. Select the type of conflict of interest:

- ☐ **Actual:** This is an existing conflict of interest, for example: you have a close relative or working relationship with a current employee of Namdock.
- ☐ **Potential:** This is a conflict of interest that is about to happen or could happen, for example: you or a close relative or is in the process of being hired by or acquiring part of a partnership including a Joint venture with a Namdock employee or business of which a Namdock employee have ownership of.
- ☐ **Perceived:** This is a conflict of interest which might be reasonably perceived by others as compromising a person's objectivity, for example: you have a close personal friendship with an Namdock employee.

2. Describe the circumstances giving rise to the conflict of interest, including full names of the Namdock employee or board member that you or any of your senior staff members have with this Namdock employee/Board member:

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Certification and Signature

- (a) I hereby certify that the information provided above is complete and accurate to the best of my knowledge.
- (b) I further understand that failure to disclose a conflict of interest or providing false information may result in disqualification from the procurement process or termination of any existing contracts.
- (c) I understand that I must update this declaration if my circumstances change.

Signature:	
Date:	

Annexure D

Consultant declaration

Company Shareholding information Form:

List all people who are OWNERS, PARTNERS, SOLE PROPRIETORS, TRUSTEES AND BENEFICIARIES in the business/ trust, who are involved in the management thereof and who exercise control over the business/ trust commensurate with their degree of ownership/interest.

(Whichever is/are applicable)

Note: Trust and Holding companies' name can be listed and directly under it the Beneficiary name and details.

Name of Shareholder	% Percentage Shares	Namibian (Yes/No)	Previously Disadvantaged Namibian (Yes/No)	Gender (Male / Female)	Non-Namibian Citizen(Yes/No) If non Namibian state Nationality	Percentage Shares owned by Woman and youth %