

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

<b>RFQ Number</b>	2025_RFP_029
<b>Description</b>	Photography and Branding Services
<b>Quantity</b>	Annexure A
<b>Closing Date and Time</b>	21 July 2025 @17h00
<b>Proposal Submission Address</b>	<a href="mailto:procteam@namdock.com">procteam@namdock.com</a>
<b>Payment Term</b>	NAMDOCK Standard payment term 30 days from Statement
<b>Validity Period of Proposal</b>	90 days
<b>Duration</b>	3 Years
<b>Incoterm</b>	

- 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:

	<b>Procurement Coordinator</b>
Name	Desiree Booysen
Title	Graduate Intern: Buyer
Telephone	+264 (0)64 218 6012
E-Mail	<a href="mailto:procteam@namdock.com">procteam@namdock.com</a>

## **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): PHOTOGRAPHY AND BRANDING SERVICES

The purpose of this consultancy is to engage a professional photographer and branding consultant to enhance the visual identity of the organisation. The consultant will be responsible for providing high-quality photography services and brand-related guidance to ensure consistency, creativity, and alignment with the organisation's mission and goals.

Key deliverables include:

- Capturing high-quality images that represent the brand's values and message.
- Developing and implementing a cohesive branding strategy.
- Enhancing the overall visual presence of the organization for digital and print media, including marketing materials, social media, and the website.

### **2. FUNCTIONAL SPECIFICATIONS**

#### **Scope of Services**

The Consultant shall perform the following services:

#### **1. Photography Services:**

- (a) **Brand Photography:** Capture images that reflect the organization's brand identity, such as team photos, office environment shots, product photography, events, and lifestyle imagery.
- (b) **Image Editing and Retouching:** Post-production work to ensure images are of the highest quality, with consistency in style, colour, and composition to match the branding guidelines.
- (c) **Location Scouting and Preparation:** Advise on appropriate settings or locations that align with the brand's tone and message.

#### **2. Branding Services:**

- (a) **Brand Audit:** Conduct an analysis of the current brand assets (logo, website, marketing materials, etc.) to assess brand consistency, appeal, and alignment with the target audience.
- (b) **Brand Strategy Development:** Develop a brand strategy document that outlines the vision, mission, values, target audience, and unique selling propositions (USPs).
- (c) **Visual Identity Creation:** Create a style guide with brand colours, typography, logo usage, and design elements that will be used across all media platforms.
- (d) **Brand Messaging:** Develop clear and concise messaging for digital platforms, marketing materials, and advertisements that reflect the brand's core values and mission.

#### **3. Deliverables:**

- (a) High-resolution digital photos (provided in specified file formats such as JPEG, PNG, or TIFF).
- (b) A comprehensive branding strategy document, including logo guidelines and colour palettes.
- (c) A visual brand style guide.
- (d) Edited and retouched images ready for use across various media (web, print, social media, etc.).

#### 4. Quality Standards

The consultant is expected to adhere to the following quality standards:

- **Photography Quality:**
  - Images must be of professional quality, with appropriate lighting, composition, focus, and resolution (minimum 300 DPI for print and suitable sizes for digital use).
  - The imagery should align with the organization's visual identity and branding guidelines, with a consistent aesthetic across all images.
- **Brand Consistency:**
  - All branding work (strategy, design elements, photography) must align with the Company's vision, mission, and values.
  - Consistent messaging and visual style across all touchpoints, including digital (website, social media) and offline (print materials, packaging, etc.).
- **Timeliness:**
  - Deliver all photography within agreed timelines.
  - Ensure branding documents and materials are completed and submitted within the project's timeframe.

#### 5. Resources Required

The consultant will need the following resources to complete the scope of work:

- **Photography Equipment:** High-quality cameras, lenses, lighting, and studio equipment (if applicable).
- **Editing Software:** Access to professional image editing software such as Adobe Photoshop, Lightroom, or other industry-standard programs.
- **Branding Tools:** Access to design software such as Adobe Illustrator, InDesign, or other graphic design tools for creating the brand's visual identity and style guide.
- **Collaboration Tools:** Platforms for file sharing and collaboration, such as Google Drive, Dropbox, or similar tools.
- **Access to Brand Assets:** Any current branding materials, logos, colour palettes, and style guides that the organisation has developed previously (if applicable).

#### 6. Key Performance Measures

Performance will be evaluated based on the following key metrics:

1. **Image Quality:**
    - The quality of photographs will be assessed based on technical aspects (sharpness, exposure, composition) and their alignment with the organisation's brand guidelines.
    - Feedback from stakeholders regarding the impact and professionalism of the images.
  2. **Brand Consistency:**
    - The alignment of the delivered branding strategy and visual identity with the Company's mission and vision.
- The electronic version of this document is official. All printed versions are regarded as uncontrolled copies.**

- Consistency across all brand touchpoints and adherence to the visual identity (e.g., logo, colour usage, fonts).

### **3. Timeliness:**

- Adherence to the agreed-upon timeline for delivering images, branding strategy, and style guide.
- Meeting deadlines for edits and revisions as per the feedback cycle.

### **4. Stakeholder Satisfaction:**

- Feedback from key stakeholders regarding the effectiveness and creativity of the photography and branding work.
- Satisfaction with the final deliverables, including how well the images and branding reflect the organisation's goals.

### **5. Impact on Brand Visibility:**

- Measure the impact of the new brand assets on audience engagement across digital platforms (e.g., increased social media interaction, website visits, or marketing campaign performance).
- Evaluate how well the new images and branding align with customer expectations and market positioning.

### **6. Reporting and Communication**

- Progress Reports: Regular updates on project milestones and any issues or delays that may arise. The consultant will provide bi-weekly reports or as agreed upon.
- Feedback Loops: Collaborative review processes with key stakeholders to ensure the work aligns with expectations and required adjustments are made promptly.

### **7. 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.

### **8. Duration of Contract**

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

### **9. 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.
3. Commercial Proposal (submitted separately). **Mixing the Technical and Commercial Proposals in one document will lead to disqualification.**

## 10. Consultant Requirements

### 10.1 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.

## 11. 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

## 12. TERMS AND CONDITIONS

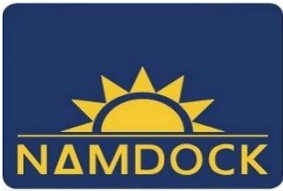
- 12.1 NAMDOCK reserves the right to accept or reject any or all proposals.
- 12.2 All proposals must remain valid for 90 days from the submission deadline.
- 12.3 Confidentiality and non-disclosure agreements may be required.
- 12.4 NAMDOCK standard terms and conditions will apply

## 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 %