



# **Request for Quotations for Non-Consultancy Services**

**Issued on: 31 March 2026**

## **Provision of Media Monitoring Services**

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**Procurement Reference No: NCS/RFQ/NAMDIA-02/2026**

**Project: Media Monitoring Services**

**Client: NAMDIA**

*Telephone: +264 8 333 11126,*

*e-mail: [procurement@namdia.na](mailto:procurement@namdia.na)*



## Letter of Invitation

*NCS/RFQ/NAMDIA-02/2026*

Dear Sir/Madam,

### **Request for Quotations for Provision of Media Monitoring Services**

NAMDIA invites you to submit your best quote for the services described in detail hereunder. Any resulting contract shall be subject to the terms and conditions referred to in the document. Queries, if any, should be addressed to, [procurement@namdia.na](mailto:procurement@namdia.na), tel: 083 - 331 1126.

Please prepare and submit your quotation in accordance with the instructions given or inform the undersigned if you will not be submitting a quotation.

Yours faithfully,

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Lituwete Ndaedapo  
Head of Procurement

## **SECTION I: INSTRUCTIONS TO BIDDERS**

### **1. Rights of Public Entity**

The NAMDIA reserves the right:

- (a) to split the contract as per the lowest evaluated cost per site, or
- (b) to accept or reject any quotation or to cancel the quotation process; and
- (c) reject all quotations at any time prior to contract award.

### **2. Preparation of Quotations**

You are requested to quote for the services mentioned in Section III, by completing, signing and returning:

- (a) the Quotation Letter in Section II with its annex for Bid Securing Declaration, where applicable;
- (b) the Priced Activity Schedule in Section IV;
- (c) the Specifications and Performance Standards in Section V; and
- (d) any other attachment as deemed appropriate.

You are advised to carefully read the complete Request for Quotations document, including the Contract Data Sheet in Section VII, before preparing your quotation. The standard forms in this document may be retyped for completion but the Bidder is responsible for their accurate reproduction.

### **3. Validity of Quotations**

The quotation validity period shall be for **90** days from the date of submission deadline.

### **4. Eligibility Criteria**

To be eligible to participate in this Quotation exercise, you should:

- (a) Have a valid company Registration Certificate;
- (b) Have an original/certified valid good Standing Tax Certificate;
- (c) Have an original/certified valid good Standing Social Security Certificate;
- (d) Have a valid certified copy of Affirmative Action Compliance Certificate, proof from Employment Equity Commissioner that bidder is not a relevant employer, or exemption issued in terms of Section 42 of the Affirmative Action Act, 1998;
- (e) Submit signed Bid-securing Declaration;
- (g) An undertaking on the part of the Bidder that the salaries and wages payable to its personnel in respect of this proposal are compliant to the relevant laws, Remuneration Order, and Award, where applicable and that it will abide to sub-clause 4.6 of the General conditions of Contract if it is awarded the contract or part thereof.

## 5. Bid Security/Bid Securing Declaration

Bidders are required to *subscribe to a Bid Securing Declaration* for this procurement process. The Bidder shall furnish as part of its quotation, a Bid Security as per the format contained in Appendix to Quotation Letter of this document for 2% valid up to 30 days.

## 6. Contract Period for Services

The contract shall be on fixed rate for a period of *12 Months*.

## 7. Documents to be submitted.

Bidders shall submit along with their quotation documents giving company's profile, past experience and evidence of similar services provided with customers' reference details.

## 8. Sealing and Marking of Quotations

Quotations should be sealed in a single envelope, clearly marked with the Procurement Reference Number and addressed to the Public Entity with the Bidder's name at the back of the envelope.

## 9. Submission of Quotations

### **Guardhouse**

**Erf 337, Cnr of Sam Nujoma Drive and Nkwame Nkrumah Road, Klein Windhoek**

**By not later than Tuesday 21 April 2026, 11H00 (AM).**

Late quotations will be rejected.

## 10. Opening of Quotations

Quotations will be opened internally by NAMDIA immediately after the closing time referred to in section 9 above. A record of the Quotation Opening stating the name of the Bidders and the amount, the presence or absence of a Bid Security/Bid-Securing Declaration will be put on the website of NAMDIA and available to any bidder on request within three working days of the Opening.

## 11. Evaluation of Quotations

NAMDIA shall have the right to request for clarifications in writing during evaluation. Offers that are substantially responsive shall be compared on the basis of evaluated cost to determine the lowest evaluated quotation.

Bidders are expected to clearly provide references where similar services were performed as site visits to the referenced clients will form part of the evaluation.

Bidders should clearly stipulate where works/services within this RFQ are subcontracted. Details of the referenced subcontractor should form part of the bidder response to this RFQ.

## 12. Scope of Services and Performance Standards

The Scope of Services, Specifications and Performance standards detailed in Sections III and V are to be complied with.

## 13. Price and Currency of Payments

Quotations shall be fixed in Namibian Dollars and all payments will be made in this currency. Quotations shall cover all costs of labour, materials, equipment, overheads, profits and all associated costs for performing the services, and shall include all duties. The whole cost of performing the services shall be included in the items stated, and the cost of any incidental services shall be deemed to be included in the prices quoted.

## 14. Labour Clause

In order to qualify for award of the Contract, bidders shall subscribe to the undertaking that the salaries and wages to be paid in respect of this bid are compliant with the relevant Laws, Remuneration Order and Award where applicable and that it will abide to the sub-clause 4.6 of the General Conditions of Contract, if it is awarded the contract or part thereof.

## 15. Margin of Preference

i. The applicable margins of preference applicable for Exclusive Preferences to Local Suppliers and their application methodology as follows:

$$A = \frac{\text{Margin of Preference} \times \text{Bid Price}}{100}$$

ii. Bidders applying for the Margin of Preference shall submit, evidence of:

CATEGORIES OF BIDDERS	MARGIN OF PREFERENCE	DOCUMENTARY EVIDENCE
Namibian Shareholding	3%	if the bidder meets any of the qualification criteria under section 71(3) of the Act
Service rendered by Namibian (key employees)	2%	if more than 60% of the key employees to render the service inclusive of management are Namibian citizens
Service rendered by Namibian employees	3%	if 100% semi-skilled labour are Namibian citizens
Materials	2%	if the bidder has signed a declaration that 50% of the total value of goods or materials to be used for the services are manufactured, grown, mined or extracted in Namibia
<b>TOTAL</b>	<b>10%</b>	

**16. Award of Contract**

The Bidder having submitted the lowest evaluated responsive quotation and qualified to perform the service shall be selected for award of contract. Award of contract shall be by issue of a Purchase Order/Letter of Acceptance in accordance with terms and conditions contained in Section VI: Contract and General Conditions of Contract.

**17. Notification of Award and Debriefing**

The Public Entity shall after award must promptly inform all unsuccessful bidders in writing of the name and address of the successful bidder and the contract amount and post a notice of award of ward on its website within seven (7) days. Furthermore, the Public Entity shall attend to all requests for debriefing made in writing within seven days (7) days of the unsuccessful bidders being informed of the award.

## SECTION II: QUOTATION LETTER

**(to be completed by Bidders)**

*[Complete this form with all the requested details and submit it as the first page of your quotation with the Priced Activity Schedule and documents requested above. A signature and authorisation on this form will confirm that the terms and conditions of the RFQ prevail over any attachments. **If your quotation is not authorised, it may be rejected.**]*

Quotation Addressed to:	
Procurement Reference Number:	
Subject matter of Procurement:	

We offer to provide the services detailed in the Scope of Services, in accordance with the terms and conditions stated in your Request for Quotations referenced above.

We confirm that we are eligible to participate in this quotation exercise and meet the eligibility criteria specified in Section 1: Request for Quotations.

We undertake to abide ethical conduct during the procurement process and the execution of any resulting contract.

We have read and understood the content of the Bid Security/Bid Securing Declaration (BSD) attached hereto and subscribe fully to the terms and conditions contained therein. We further understand that this subscription could lead disqualification on the grounds mentioned in the BDS.

We declare that the salaries and wages to be paid in respect of this quotation are compliant with the relevant Laws, Remuneration Order and Award where applicable and that we shall abide to clause 4.6 of the General Conditions of Contract, if we are awarded the contract or part thereof.

The validity period of our quotation is 90 days from the date of the bid submission deadline.

We confirm that the prices quoted in the Priced Activity Schedule are fixed and firm and will not be subject to revision or variation if we are awarded the contract **prior to the expiry date** of the bid validity.

The service will commence within 7 days from date of issue of Purchase Order/Letter of Acceptance.

### Quotation Authorised By:

Name of Bidder		Company's Address and seal	
Contact Person			
Name of Person Authorising the Quotation:		Position:	Signature:
Date		Phone No./E-mail	

**Appendix to Quotation Letter**

**BID SECURING DECLARATION**

**(Section 45 of Act)**

**(Regulation 37(1)(b) and 37(5))**

**Date:** .....[Day|month|year].....

**Procurement Ref No.:** .....

**To:** .....[insert complete name of Public Entity and address].....

I/We\* understand that in terms of section 45 of the Act a public entity must include in the bidding document the requirement for a declaration as an alternative form of bid security.

I/We\* accept that under section 45 of the Act, I/we\* may be suspended or disqualified in the event of

- (a) a modification or withdrawal of a bid after the deadline for submission of bids during the period of validity;**
- (b) refusal by a bidder to accept a correction of an error appearing on the face of a bid;**
- (c) failure to sign a procurement contract in accordance with the terms and conditions set forth in the bidding document, should I/We\* be successful bidder; or**
- (d) failure to provide security for the performance of the procurement contract if required to do so by the bidding document.**

I/We\* understand this bid securing declaration ceases to be valid if I am/We are\* not the successful Bidder

Signed: .....  
[insert signature of person whose name and capacity are shown]

Capacity of:  
[indicate legal capacity of person(s) signing the Bid Securing Declaration]

Name: .....  
[insert complete name of person signing the Bid Securing Declaration]

Duly authorized to sign the bid for and on behalf of: [insert complete name of Bidder]

Dated on \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_  
[insert date of signing]

Corporate Seal (where appropriate)

[Note\*: In case of a joint venture, the bid securing declaration must be in the name of all partners to the joint venture that submits the bid.]



**Republic Of Namibia**

**Ministry of Labour, Industrial Relations and Employment Creation**

**Written undertaking in terms of section 138 of the Labour Act, 2015 and section 50(2)(D) of the Public Procurement Act, 2015**

**1. EMPLOYERS DETAILS**

Company Trade Name:.....

Registration Number :.....

Vat Number: .....

Industry/Sector: .....

Place of Business:.....

Physical Address:.....

Tell No.:.....

Fax No.:.....

Email Address:.....

Postal Address:.....

Full name of Owner/Accounting Officer:.....

.....

Email Address:.....

**2. PROCUREMENT DETAILS**

Procurement Reference No.:.....

Procurement Description: .....

.....  
.....

Anticipated Contract Duration: .....

Location where work will be done, good/services will be delivered: .....

.....

**3. UNDERTAKING**

I .....[insert full name], owner/representative

of .....[insert full name of company]

hereby undertake in writing that my company will at all relevant times comply fully with the relevant provisions of the Labour Act and the Terms and Conditions of Collective Agreements as applicable.

I am fully aware that failure to abide to such shall lead to the action as stipulated in section 138 of the labour Act, 2007, which include but not limited to the cancellation of the contract/licence/grant/permit or concession.

**Signature:** .....

**Date:** .....

**Seal:**.....

*Please take note:*

1. *A labour inspector may conduct unannounced inspections to assess the level of compliance*
2. *This undertaking must be displayed at the workplace where it will be readily accessible and visible by the employees rendering service(s) in relations to the goods and services being procured under this contract.*

## **SECTION III: SCOPE OF SERVICES**

### **1. BACKGROUND**

Media monitoring services will help NAMDIA manage its reputation, and a brand's most vital resource is its reputation and by using this service we can better protect our reputation. Media monitoring enables us to stay on top of threats to our brand's reputation and develop our reputation further by keeping on top of how our brand is being spoken about and perceived externally.

NAMDIA Communication and Marketing requires the professional services of an online media monitoring service for 12 months.

### **SCOPE OF SERVICES**

The selected media monitoring company will be responsible for the following:

#### **Real-Time Media Monitoring**

- Tracking NAMDIA's media coverage across print, broadcast and digital platforms (including social media).
- Capturing mentions of NAMDIA and related keywords such as Namibian diamonds, rough diamond trading and the broader diamond industry.

#### **Sentiment and Tonality Analysis**

- Providing detailed sentiment and tonality analysis (positive, neutral, negative) on media mentions.
- Assessing the impact of NAMDIA's media presence on public opinion and investor sentiment.

#### **Competitor and Industry Tracking**

- Monitoring key competitors and international players in the diamond industry.
- Analysing trends, news and major industry developments that may affect NAMDIA's business and reputation.

**Reporting and Analytics**

- Delivering monthly, quarterly and annual media coverage reports highlighting volume, reach and sentiment.
- Custom dashboards and analytics reports that allow NAMDIA to track its key performance indicators (KPIs) in terms of media presence and public sentiment.

**Reputation and Crisis Management**

- Real-time alerts on any crisis or reputational risks.
- Recommendations for managing and mitigating negative media coverage.

**Insights and Recommendations**

- Offering insights and strategic recommendations to enhance NAMDIA's media presence.
- Identifying key areas for growth in media engagement and reputation building.

**Recommendation**

Given the need for comprehensive media monitoring that goes beyond basic tracking, it is recommended that NAMDIA partners with a media monitoring company that offers:

- Customisable reporting tailored to NAMDIA's specific industry and communication needs.
- Robust real-time tracking across multiple media channels, including new digital platforms.
- Advanced analytics and sentiment analysis tools that can provide deeper insights into NAMDIA's reputation and its competitors.

By procuring the services of a media monitoring company with these capabilities, NAMDIA will be able to proactively manage its media presence, strengthen its brand reputation and make data-driven decisions to support its communication strategy.

## SECTION IV: PRICED ACTIVITY SCHEDULE

Procurement Reference Number: \_\_\_\_\_

### PREPARING FINANCIAL PROPOSAL

**Currency of Quotation: Namibian Dollars**

Item No	Component	Months	Rate/Fee Per Quantity (N\$)	Total Price (N\$)
A*	B*	C*	D*	F
1	Media Monitoring Services	12		
<b>Other Cost</b>				
2				
3				
<b>Total Amount (N\$)</b>				

- Other cost, such as disbursement and incidental expense must be specified.
- All prices and rates must include VAT.

#### Priced Activity Schedule Authorised By:

Name:		Signature:	
Position:		Date:	
Authorised for and on behalf of:	Company		

## SECTION V: SPECIFICATIONS AND PERFORMANCE STANDARDS COMPLIANCE SHEET

Procurement Reference Number: \_\_\_\_\_

Item No	Specifications and Performance Required	Compliance Specifications and Performance Offered	of Details of Non-Compliance/ Deviation (if applicable)
<i>A*</i>	<i>B*</i>	<i>C</i>	<i>D</i>
1	Provision of Media Monitoring Services		
2	Provide proof (link) for the online media monitoring platform for assessment		

### Specifications and Performance Standard Compliance Sheet Authorised By:

Name:		Signature:	
Position:		Date:	
Authorised for and on behalf of:	Company		

## SECTION VI: CONTRACT AGREEMENT AND GENERAL CONDITIONS OF CONTRACT

Any resulting contract shall be placed by means of a Purchase Order/Letter of Acceptance and shall be subject to the General Conditions of Contract (GCC), **Ref: NCS/RFQ/NAMDIA-02/2026** for the procurement of services (time based) available on the website of the Public Entity [www.nta.com.na](http://www.nta.com.na) except where modified by the Special Conditions below.

## SECTION VII: CONTRACT DATA SHEET

**Procurement Reference Number:** \_\_\_\_\_

The clause numbers given in the first column correspond to the relevant clause numbers of the GCC.

Clause	Contract Data
<b>GCC 1.1 Effectiveness of Contract</b>	The Contract shall be deemed to come into effect as from <b>April 2026</b>
<b>GCC 1.3.1 Intended Completion date</b>	Unless terminated earlier pursuant to sub-clause GCC 1.7 of the Contract, the Service Provider shall complete its activities in 24 Months
<b>GCC 1.6.1 Issue of notices</b>	The Authorized Representative of the Employer is: <b>Mr. Lituwete Ndaedapo</b> Address: <b>Erf 337, Cnr of Sam Nujoma Drive and Nkwame Nkrumah Road, Klein Windhoek</b> Telephone: <u>083 - 331 1126</u> E-mail: <a href="mailto:procurement@namdia.na">procurement@namdia.na</a>  The Authorized Representative of the Service Provider is: _____
<b>GCC 2.7 Reporting Obligations</b>	The Service Provider shall report to: <b>Mr. Lituwete Ndaedapo</b> <a href="mailto:procurement@namdia.na">procurement@namdia.na</a>
<b>GCC 4.2 Contract Price</b>	The amount payable is: _____ .
<b>GCC 4.3 Terms of Payment</b>	Payments will be made to the Service Provider after receipt of invoice.
<b>GCC 4.5 Price Adjustment</b>	Prices shall not be adjustable.

### QUOTATION CHECKLIST SCHEDULE

**Procurement Reference No.:**

Description	Attached (please tick if submitted and cross if not)
Quotation Letter	
Priced Activity Schedule	
Performance Compliance Sheet	
Bid Security	
Documents evidencing eligibility	
A Short Profile of the Organisation Illustrating the Capacity to Execute this Project	
A Project Plan showing detailed plan, methodology, timelines and activities to be undertaken to achieve the outcomes	
Provide a list of and size of current clients	

**Disclaimer:** *The list defined above is meant to assist the Bidder in submitting the relevant documents and shall not be a ground for the bidder to justify its non-submission of major documents for its quotation to be responsive. The onus remains on the Bidder to ascertain that it has submitted all the documents that have been requested and are needed for its submission to be complete and responsive.*