

**INCEPTUS**  
Holding (Pty) Ltd



## **REQUEST FOR QUOTATIONS (RFQ)**

Developing a Brand Manual & Corporate Identity for Inceptus Hospitality & Tourism (Pty) Ltd and Casa Blanca Boutique Hotel Pension

**RFQ REFERENCE NO: BM/ RFQ/IHT/17/03/2023**

**Closing Date: Friday, 17 March 2023 at 10:00am**

**The Tender Box:**

**INCEPTUS HOLDING (PTY) LTD**

**Private Bag 13301**

**Windhoek**

**Namibia**

## SECTION A: BIDDER INFORMATION

### 1 INTRODUCTION

Inceptus Holding (Pty) Ltd (“Inceptus”) is a whole owned University of Namibia (“UNAM”) private company responsible for its business activities. The holding company has been in existence for five (5) years, while its subsidiary Inceptus Hospitality and Tourism (Pty) Ltd) has only been in operation for one (1) year.

### 2 SPECIFIC SERVICES

Inceptus Hospitality and Tourism (Pty) Ltd is a subsidiary of Inceptus Holding (Pty) Ltd (“Inceptus”) which is wholly owned by the University of Namibia (“UNAM”). The organization is undergoing a branding initiative and requires a brand manual to ensure consistency in brand messaging and visual identity for IHT rebranding for Casa Blanca Hotel Pension (“Casa Blanca”). With regard to Casa Blanca, it is expected that the existing brand remain the identity of the entity but just giving it new touch across all its brand material.

### 3 DURATION OF THE SERVICE

The contract is valid for 2 months and may be extended for a further period as mutually agreed, depending on the performance of the service provider and requirement of work.

### 4 SUBMISSION REQUIREMENTS

Any individual/company interesting in providing the service should fulfil the following as part of the submission:

#### 4.1 Technical proposal - 1 hard copy

The Technical Proposal should be submitted in the form of one hard copy which should be placed in a sealed envelope super-scribed as “TECHNICAL PROPOSAL” and contain the following:

- a) Relevant experience and capability with respect to scope of work including previously done sample work in these specific areas.
- b) A detailed work schedule and timeline to produce deliverables.
- c) Understanding of the scope of work.
- d) Knowledge of the company act as well as requirements and legislative structures/frameworks governing Private Companies.
- e) Contactable references of clients worked for in the last 3 years with scope of work for each of the clients.
- f) Company/Designer Profile: Profile of the entire team including servicing, strategy, creative, digital managing the mandate, with relevant educational background, experience, and credentials.
- g) Office location within Windhoek would be an added advantage.
- h) Company founding or registration documents.

#### 4.2 Financial Proposal - 1 Hard Copy

- a) The Financial Proposal should be submitted in the form of one hard copy which should be placed in the same sealed envelope with the technical proposal clearly indicating “FINANCIAL PROPOSAL”.

- b) The Financial Proposal should contain the offer including the professional fee (VAT inclusive).
- c) Bidders are required to provide a detailed and comprehensive price proposal i.e.; all costs associated with the bidder's proposal must be clearly specified and included per line item as per deliverables and or sub deliverables. **No lump sump costing for the total proposal will be accepted if not specified.**
- d) All prices must be VAT Inclusive and must be quoted in Namibia Dollar (NAD). The financial proposal should be valid for a period of 90 days from the bid submission date.

## 5 COMMUNICATION DURING TENDER PROCESS

All enquiries may be only directed in writing (e-mail) to the following address:

Email: [inceptus@unam.na](mailto:inceptus@unam.na)

Telephone: +264 61 206 4364

When making written enquires, the bid number must always be referred to in the subject line of the email or letter. Telephonic enquiries will not be considered. Where Inceptus see fit and where applicable, responses to queries may be distributed to all interested bidders.

The bidder must make enquiries, preferably by e-mail not later than **Friday, 10 March 2023 @ 10h00am.**

## 6 RFQ RESPONSE, SUBMISSION FORMAT AND TIMELINES

In responding to this request, we request the following information:

### 6.1 RFQ Response:

- a) A company profile detailing the mission and values of your organisation, proven track record and details of experience in brand development and corporate identity design services.
- b) A detailed methodology to be used for this assignment, including a description of how your firm will approach the development of brand manual and corporate identity for IHT and Casa Blanca.
- c) A business continuity plan in the event of significant system lapse, process failures and/or human resource risks while the required services are not delivered. NB: Only applicable to sole proprietors.
- d) Detailed and current CVs of key personnel (minimum 2 personnel on different and relevant seniority levels) that will be assigned to the project, including defined roles and responsibilities. The CVs must be supported with proof of relevant experience and/or adequate qualifications.
- e) At least three (3) references from clients for whom the bidder has provided similar services together with traceable contact details as well information on whether your firm/entity currently provide similar services to any related industry, company or institution.
- f) Detailed fee proposal/quotation for the year 2023, with whatever guarantees can be

given regarding increases in future years, including a preferred pricing model and payment terms.

## 6.2 Submission Format

- a) Two (2) hard copies of the entire RFQ Response and each containing the technical proposal and fee proposal/quotation in the same document. One marked original and the other copy and submitted in one enveloped.
- b) One (1) soft copy of the entire RFQ Response on a USB Drive in PDF Format only and must be properly indexed, readable and capable of being opened, and submitted in the same envelop referred to in paragraph (a) above.
- c) All RFQ response pages should be numbered consecutively from beginning to end and there should be a detailed index to the entire RFQ response.
- d) The bidder shall be required to provide a signed covering letter confirming the accuracy of the amounts presented in response to RFQ.
- e) The Language of the RFQ response must be English and any printed literature submitted with the RFQ response must also be in English.

## 6.3 Timelines

**BID CLOSING DATE: FRIDAY, 03 MARCH 2023 @ 10h00am**

## 6.4 Delivery of RFQ Document

The RFQ Response, must be submitted to Inceptus during office hours (07h30-16h30) and by not later than the time and date stipulated on the covering page of this document (RFQ), at the following address:

### THE TENDER BOX

Inceptus Holding (Pty) Ltd Offices  
Old Library 1st Floor  
University of Namibia (Windhoek Main Campus)  
Contact: +264 61 206 4364

**NB: DO NOT SUBMIT IN THE UNAM TENDER BOX AS THIS WILL RESULT IN YOU BEING DISQUALIFIED.**



## **SECTION B: TERMS OF REFERENCE**

### **1. Introduction**

The purpose of this project is to develop a comprehensive brand manual for Inceptus Hospitality and Tourism (Pty) Ltd (“IHT”) including Casa Blanca Boutique Hotel Pension (“Casa Blanca”). The brand manual will serve as a guide for maintaining consistency and integrity in the organization's brand identity across all communication channels.

### **2. Background**

Inceptus Hospitality and Tourism (Pty) Ltd is a subsidiary of Inceptus Holding (Pty) Ltd (“Inceptus”) which is wholly owned by the University of Namibia (“UNAM”). The business is responsible for growing and managing the hospitality and tourism commercial activities of the shareholder. IHT manages Casa Blanca which is situated in Windhoek, Pioners Park and it is expected that IHT has its own brand identities as well as the Casa Blanca. The organization is undergoing a branding initiative and requires a brand manual to ensure consistency in brand messaging and visual identity for IHT rebranding for Casa Blanca. With regard to Casa Blanca, it is expected that the existing brand remain the identity of the entity but just giving it new touch across all its brand material.

### **3. Scope of Work**

The successful firm or individual will be responsible for developing a comprehensive brand manual for the hospitality business. The brand manual should include the following components:

- a) **Brand Strategy:** Develop a brand strategy that defines the organization's brand positioning, target audience, brand personality, and key messages.
- b) **Visual Identity:** Develop a visual identity that includes a logo, color palette, typography, and imagery guidelines.
- c) **Brand Messaging:** Develop brand messaging guidelines that outline the tone of voice, key messages, and brand language.
- d) **Brand Application:** Develop guidelines for the application of the brand across all communication channels, including print and digital media, advertising, social media, signage, and packaging.
- e) **Brand Standards:** Develop brand standards that define the dos and don'ts of brand application to ensure consistency in brand identity.

#### **3.1 Specific services**

##### **a) LOGO DESIGN**

The logo design should have a creative process to conceptualize and bring a strikingly notable identity mark by using one or more combinations of images, shapes, colours and stylized fonts to communicate some of the core objectives. The identity mark should be practical and appropriate with a distinctive and simple in form.

The final design work should possess the following qualities of an effective identity for Logo:

- i. The Logo design should be simple in form.
- ii. It should be a creatively designed to bring a recognizable effect in its relatedness with Inceptus Tourism value.
- iii. The design concept should be timeless to stand the test of time.
- iv. It should be versatile enough to work across a variety of media and application and designed by a vector based graphic software/tool to ensure scale without distortion.
- v. It shouldn't be a copy/a replica of any form.

Upon selection of successful bidder. The bidder should submit a minimum of Three (3) different logos should be submitted for IHT to deliberate from. Graphic service provider should be willing to accept comments and correction based on feedback being provided and should specify number of reverts after initial logo designs have been submitted.

#### **b) CORPORATE IDENTITY (CI)**

Corporate Identity or Style Guide: a comprehensive rulebook with all specification related to the logo design and appropriate usage. The proposed scope of services for the selected individual/marketing agency shall include, but not limited to:

- i. Design of our new Brand logo, tagline and comprehensive Visual Identity guidelines, including digital assets like website:
  - The Actual Logo Design: the actual logo design with
  - The main colour and alternative logo colours codes
  - The design of the Logo in transparent background
  - The design of a logo in different angle (perspective) as well as do's & don'ts
  - The logo in different formats EPS, PNG, JPG, JPEG, PDF and in a design application format.
  - Colour Palette/Scheme: The list of combination of colour codes for the logo to appropriately be applied as a background as well as the actual logo colour.
- ii. Design of templates of the following assets:
  - Marketing material (leaflets, flyers, posters, banners, social media posts and related materials.)
  - Product collaterals (Clothing, Building and way finding Signage, Vehicle Branding and related paraphernalia)
  - Office Stationery (Business cards, letter heads, envelopes, PowerPoint template etc.)
- iii. Typography: A customizable fonts appropriate for the logo created as well as font size.
  - Primary: the most recognisable and frequently used font
  - Secondary: a supplementary font to the primary font
  - Web safe default: a backup font that displays when a digital device doesn't support the specified font.

#### **4. Deliverables**

The successful firm or individual will be required to deliver the following:

- a) A comprehensive brand manual that includes all of the components listed in Section 3 including all other relevant information.
- b) A final report that summarizes the key findings, conclusions, and recommendations of the brand manual.
- c) A presentation(s) to the IHT board as well as hospitality business's management team that outlines the key elements of the brand manual.

## 5. Timeline

The timeline for this project is as follows:

- a) RFQ Issuance: [Monday, 06 March 2023]
- b) RFQ Response Deadline: [Friday, 17 March 2023 at 10h00]
- c) Proposal Review: [Monday, 20 March 2023]
- d) Presentation/clarity (Only successful companies/individuals): [Thursday, 23 March 2023]
- e) Award Notification: [Monday, 27 March 2023]
- f) Contract Signing: [Friday, 31 March 2023]
- g) Project Start Date: [01 April 2023]
- h) Final Deliverables Due: [31 May 2023]

## 6. Proposal Requirements

Interested companies or individuals should submit a proposal that includes the following:

- a) Cover Letter: A brief cover letter that includes the firm's or individual's contact information.
- b) Executive Summary: A one-page executive summary of the proposed approach to developing the brand manual.
- c) Methodology: A detailed description of the proposed methodology for developing the brand manual, including a work plan and timeline.
- d) Project Team: A description of the project team, including resumes of key personnel.
- e) Relevant Experience: A list of relevant experience in developing brand manuals, including examples of previous work.
- f) Costing/Budget: A detailed budget that includes all costs associated with developing the brand manual. Each activity must be costed separately and an overall project cost.
- g) References: Five (5) references from clients that you successfully completed the task.

## 7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- a) Methodology (15%)
- b) Project Team (25%)
- c) Relevant Experience (25%)
- d) Budget (25%)
- e) References (10%)

## 8. Submission of Proposals

The RFQ Response, must be submitted to Inceptus during office hours and by not later than the time and date stipulated on the covering page of this document (RFQ), at the following address:

### THE TENDER BOX

Inceptus Holding (Pty) Ltd Offices  
Old Library 1st Floor  
University of Namibia (Windhoek Main Campus)  
Contact: +264 61 206 4364

## 9. Questions and Clarifications

Questions and requests for clarification should be submitted in writing to [inceptus@unam.na](mailto:inceptus@unam.na) by not later than **Friday, 10 March 2023 @ 10h00am.**