

January 2025

REQUEST FOR PROPOSAL AND QUOTATION

MARKET ACCESS SUPPORT FOR SMES

WHO WE ARE:

Zevoli Growth Partners assists corporates and MSME to unlock 'shared value' through custom built small business development programmes and initiatives that create the gateway to sustained participation in the formal economy for the selected MSMEs.

We focus on MSMEs in rural, peri-urban and township areas, geographies where MSMEs often struggle to transition from development to access to markets as suppliers of corporates with a local presence in the communities in which they operate.

Zevoli is a Level 1 B-BBEE 100% black female owned enterprise that has been operating since 2014.

RFQ INTRODUCTION:

Zevoli Growth Partners endeavours to build a supplier database/panel of suppliers for its programmes. Because we run numerous programmes for multiple clients simultaneously, there is a high need to have a set of service providers that service us and our businesses to an agreed upon standard.

With that said, Zevoli invites qualified service providers to submit quotations for the design and implementation of a **Market Access Support Programme** aimed at assisting Small, Medium, and Micro Enterprises (SMEs) in procuring new business opportunities within their respective sectors. The programme seeks to empower SMEs by enhancing their visibility, competitiveness, and readiness to engage with potential clients, partners, and markets.

SCOPE OF WORK:

The selected service provider will develop and deliver a programme tailored to the unique needs of SMEs. Key activities include:

1. **Market Research and Analysis:**
 - Identifying viable opportunities in the SMEs' sectors.
 - Assessing market trends, demands, and entry barriers.
2. **Capacity Building:**
 - Providing training on business pitching, proposal writing, and sales strategies.
 - Equipping SMEs with tools to enhance their market presence and credibility.
3. **Facilitation of Market Linkages:**
 - Identification of networking sessions, trade expos, and B2B sessions to connect SMEs with potential buyers and partners.
 - Establishing strategic partnerships to enable market entry.
4. **Access to Procurement Opportunities:**
 - Identifying tender and procurement opportunities within the SMEs' sectors.
 - Supporting SMEs in preparing compliant and competitive bids.

5. Marketing and Branding Support:

- Assisting SMEs in developing effective marketing materials and digital strategies.
- Enhancing brand visibility through targeted campaigns.

The training must be tailored to the participants' needs and focus on practical applications to their respective industries or business models.

DESIRED OUTPUT:

The goal of this programme is to enable SMEs to secure procurement opportunities and establish sustainable market connections. Desired outcomes include:

- Increased access to new business opportunities within the SMEs' sectors.
- Enhanced SME capacity to respond effectively to market demands and procurement requirements.
- Tangible results, such as improved business development/sales analytics.

PRICING

- All prices must be per unit/per beneficiary

SUBMISSIONS REQUIREMENTS:

MANDATORY SUBMISSIONS REQUIREMENTS:

1. Business profile or portfolio.
2. Proposal based on the required scope(s) of work.
3. Detailed quotation.
4. Company Registration number.
5. Tax PIN document.
6. Identity Document of the owner/director.
7. BEE Rating Certificate / Affidavit.
8. Bank letter verifying banking details.

SUBMISSIONS MAY ALSO INCLUDE:

1. Business organogram.
2. Assigned team biographies.
3. References.
4. Other documents to showcase capability, capacity, skills and experience.

TIMELINES

1. Proposal and quote submission deadline: **17 February 2025**

2. All responses to this RFP must be submitted via email to procurement@zevoligp.com on or before the submission deadline.
3. Shortlisting: We will contact you if you have been shortlisted. If you are not contacted within 2 weeks after submission, please accept that you have unfortunately not been shortlisted.

Please do not hesitate to contact us if you have any questions or need any additional information.

Thank you and kind regards,