



**REQUEST FOR TENDER/QUOTE
FOR**

**THE APPOINTMENT OF A SERVICE PROVIDER TO PERFORM DEALER SATISFACTION INDEX SURVEY AT THE RETAIL
MOTOR INDUSTRY ORGANISATION FOR A PERIOD OF 3 YEARS.**

**Retail Motor Industry Organisation
P.O. Box 2940 RANDBURG
2195**

TENDER/QUOTE: NADA-DSI

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1. INTRODUCTION

RMI seeks to appoint a professional service provider to perform management of the NADA Dealer Satisfaction Index survey, in line with the scope outlined in the Terms of Reference or another tender/quote document.

This describes the objectives, scope of work requirements, deliverables, roles and responsibilities, and time frame for this project.

2. BACKGROUND

The Retail Motor Industry Organisation is an Employers' Organisation as defined in terms of section 96(7)(a) of the Labour Relations Act, 1995.

This Request for Tender / Request for Quotation is issued to appoint a suitably qualified service provider capable of meeting the organisation's operational and strategic requirements. The procurement process is conducted in line with sound governance principles and responsible financial management practices, ensuring that all sourcing activities are fair, transparent, competitive and cost-effective. By inviting submissions from multiple suppliers, the organisation is able to assess the market objectively and compare proposals on an equitable and consistent basis.

It is a contractual requirement that all work undertaken, including the Dealer Satisfaction Index (DSI), as well as all associated content, data, analysis and outputs, shall remain the exclusive property of the organisation. The appointed service provider shall have no rights of ownership or reuse over the data and may not reproduce, repurpose, repackage, or utilise the information for any purpose whatsoever without the organisation's prior written consent.

3. PURPOSE AND OBJECTIVE

Purpose

- The purpose of this Request for Quotation is to appoint a suitably qualified and independent service provider to design, administer, analyse, and report on the NADA Dealer Satisfaction Index (DSI) Survey on behalf of the National Automobile Dealers' Association (NADA).
- The survey is intended to serve as a credible, confidential, and objective management tool that measures dealer satisfaction across franchised motor vehicle dealers in South Africa.
- The appointment seeks to ensure that the DSI Survey is conducted in accordance with recognised research standards, ethical principles, and best practice methodologies.
- The process aims to maintain the integrity, independence, and credibility of the DSI Survey outcomes for use by NADA, its members, and relevant industry stakeholders.

Objectives

- To obtain an accurate and evidence-based assessment of dealer perceptions relating to original equipment manufacturers (OEMs), importers, and key operational and relationship factors within the retail motor industry.
- To identify trends, strengths, areas for improvement, and emerging risks affecting dealer-OEM relationships.
- To provide reliable data that supports constructive engagement, informed dialogue, and continuous improvement initiatives within the automotive value chain.
- To ensure consistency, comparability, and continuity of DSI results across survey cycles.
- To support NADA's advocacy, policy engagement, and stakeholder facilitation efforts through credible and defensible research outputs.
- To ensure strict confidentiality and protection of dealer participation and survey responses.
- To deliver professional survey analysis and reporting that enables practical interpretation and application of the findings by NADA and relevant stakeholders.
- To reinforce the positioning of the DSI Survey as a non-punitive, trust-based benchmarking and improvement tool that strengthens relationships between dealers and OEMs.

4. INVITATION TO TENDER/QUOTE

Tenders are hereby invited to provide RMI with quotation and project plan for the management of the NADA Dealer Satisfaction Index survey. Closing date for tenders/quotes is 09 October 2026 at 12:00 and should be sent to: Ashley Samuel - ashley.samuel@rmi.org.za

5. SCOPE OF WORK

The appointed service provider will be responsible for the end-to-end planning, execution, analysis, and reporting of the NADA Dealer Satisfaction Index (DSI) Survey.

5.1. Project Initiation and Governance

- Engage with NADA to confirm survey objectives, scope, timelines, and reporting requirements.
- Establish a detailed project plan covering all phases of the survey.
- Nominate a dedicated project manager as the primary point of contact.
- Ensure alignment with NADA governance, research ethics, and confidentiality requirements.

5.2. Survey Design and Methodology

- Review and refine the DSI questionnaire in consultation with NADA, ensuring continuity with previous survey cycles.
- Ensure the survey methodology aligns with recognised market research standards.
- Maintain consistency in scoring structures, weighting, and benchmarking methodologies to allow year-on-year comparability.
- Ensure the survey instrument remains non-punitive and focused on constructive insight.

5.3. Sampling and Target Population

- Confirm the target population, including franchised passenger, light commercial, and commercial vehicle dealers.
- Ensure accurate dealer databases are used, with validation of contact details where required.
- Apply an inclusive approach to maximise participation and ensure representative coverage across brands and regions.

5.4. Survey Deployment and Fieldwork

- Administer the survey using a secure, reliable data collection platform.
- Manage survey distribution, reminders, and follow-ups to optimise response rates.
- Provide helpdesk or support functionality to address respondent queries during the fieldwork phase.
- Monitor response levels in real time and implement corrective measures where participation is low.

5.5. Data Management and Confidentiality

- Ensure all survey responses are treated as strictly confidential and anonymised.
- Implement appropriate data protection measures in compliance with POPIA and ethical research standards.
- Prevent individual dealers from being identifiable in any published outputs.
- Maintain data integrity and security throughout the project lifecycle.

5.6. Data Analysis and Benchmarking

- Analyse survey data using approved scoring and weighting methodologies.
- Produce industry-level, sector-level, and OEM-level insights.
- Identify trends, strengths, weaknesses, and key drivers of dealer satisfaction.
- Benchmark results against industry averages and historical performance.

5.7. Reporting and Deliverables

- Prepare comprehensive written reports for passenger, light commercial, and commercial vehicle sectors.
- Produce executive summaries highlighting key findings and strategic implications.
- Develop presentation-ready outputs suitable for NADA internal use and OEM engagements.
- Support the preparation of awards, rankings, and recognition categories where applicable.

5.8. Stakeholder Support and Engagement

- Support NADA in interpreting survey results for engagement with OEMs and stakeholders.
- Participate in feedback sessions or briefings as requested by NADA.

- Provide explanatory support to reinforce the constructive and non-punitive intent of the DSI Survey.

5.9. Post-Survey Review and Close-Out

- Conduct a post-implementation review with NADA to assess survey effectiveness.
- Document lessons learned and recommendations for future survey cycles.
- Formally close out the project in accordance with agreed governance and reporting requirements.

6. KEY DELIVERABLES AND MILESTONES

Phase 1: Project Initiation and Planning

Deliverables

- Approved project plan outlining scope, methodology, timelines, and responsibilities.
- Confirmed survey governance framework, including confidentiality and data protection measures.
- Finalised survey implementation schedule.

Milestone

- Formal project kick-off and approval of the project plan by NADA.

Phase 2: Survey Design and Preparation

Deliverables

- Reviewed and refined DSI questionnaire aligned with previous survey cycles.
- Documented scoring, weighting, and benchmarking methodology.
- Validated dealer database and confirmed target population.
- Approved survey deployment plan and communication approach.

Milestone

- NADA sign-off on final questionnaire and survey methodology.

Phase 3: Survey Deployment and Fieldwork

Deliverables

- Secure launch of the DSI survey to eligible dealers.
- Ongoing response monitoring and participation tracking.
- Dealer support mechanism to address technical or participation queries.
- Interim participation and fieldwork status updates to NADA.

Milestone

- Closure of the survey fieldwork period with agreed minimum participation achieved.

Phase 4: Data Processing, Analysis, and Validation

Deliverables

- Cleaned, anonymised, and verified survey dataset.
- Calculated industry, sector, and OEM-level scores in accordance with approved methodology.
- Identification of trends, strengths, weaknesses, and key satisfaction drivers.
- Internal validation checks to ensure data integrity and consistency with historical results.

Milestone

- Acceptance of validated survey results dataset by NADA.

Phase 5: Reporting and Outputs

Deliverables

- Comprehensive DSI reports for:
 - Passenger and Light Commercial Vehicle sector.
 - Commercial Vehicle sector.
- Executive summary highlighting key findings and strategic implications.
- Benchmarking outputs comparing OEM performance against industry averages.
- Presentation-ready material for NADA internal use and stakeholder engagements.
- OEM ranking and award support data, where applicable.

Milestone

- Formal submission and approval of final DSI reports.

Phase 6: Stakeholder Support and Engagement

Deliverables

- Briefing support for NADA leadership on survey outcomes.
- Participation in selected feedback or engagement sessions with OEMs, if requested.
- Clarification of results and methodology to reinforce the constructive intent of the DSI survey.

Milestone

- Completion of agreed stakeholder briefings and support engagements.

Phase 7: Project Close-Out

Deliverables

- Post-survey review report outlining lessons learned and recommendations for future cycles.
- Handover of final datasets, reports, and supporting documentation to NADA.
- Formal project close-out confirmation.

Milestone

- Final close-out and acceptance of all deliverables by NADA.



7. TECHNICAL REQUIREMENTS

Service providers responding to this RFQ must demonstrate compliance with the following minimum technical and methodological requirements. Failure to meet these requirements may result in disqualification.

7.1. Research Expertise and Capability

- Demonstrated experience in conducting large-scale, industry-wide satisfaction, perception, or benchmarking surveys.
- Proven track record in survey research within regulated or complex industries, preferably the automotive, financial, or franchised retail sectors.
- Evidence of competence in designing and administering multi-brand, multi-region surveys with statistically robust outputs.
- Ability to manage high participation volumes while maintaining data accuracy and integrity.

7.2. Independence and Objectivity

- The service provider must operate independently and demonstrate objectivity in survey design, data collection, analysis, and reporting.
- No actual or perceived conflicts of interest with OEMs, dealers, or other stakeholders that may influence survey outcomes.
- Willingness to sign declarations of independence, objectivity, and confidentiality.

7.3. Survey Methodology and Design

- Use of a recognised and defensible survey methodology aligned to accepted market research standards.
- Ability to review, maintain, and where necessary refine the existing DSI questionnaire while preserving continuity with prior survey cycles.
- Maintenance of established scoring, weighting, and benchmarking frameworks to ensure year-on-year comparability of results.

- Clear documentation of methodology, sampling approach, and scoring logic.

7.4. Sampling and Data Collection

- Capacity to manage a national dealer database covering franchised passenger, light commercial, and commercial vehicle dealers.
- Ability to validate respondent eligibility and ensure one response per eligible dealership where applicable.
- Experience in achieving high response rates through structured communication, reminders, and follow-up processes.
- Use of secure, stable survey platforms capable of handling large respondent volumes.

7.5. Data Security and Confidentiality

- Strict adherence to confidentiality principles underpinning the DSI Survey.
- Compliance with POPIA and applicable data protection legislation.
- Implementation of secure data storage, access control, and anonymisation processes.
- Assurance that individual dealer responses cannot be identified in any published or shared outputs.

7.6. Analysis, Scoring, and Benchmarking

- Ability to perform detailed statistical analysis in line with approved DSI scoring methodologies.
- Capacity to generate industry-level, sector-level, and OEM-level benchmarking outputs.
- Ability to identify trends, satisfaction drivers, risk areas, and opportunities for improvement.
- Consistent application of weighting structures and index calculations across all survey outputs.

7.7. Reporting and Presentation Capability

- Ability to produce comprehensive, professional, and clearly structured written reports.
- Delivery of executive summaries suitable for NADA leadership and governance structures.
- Preparation of presentation-ready material for internal briefings and stakeholder engagements.
- Ability to support OEM recognition and awards outputs where applicable.

7.8. Project Management and Communication

- Appointment of a dedicated project manager as the primary point of contact.
- Capacity to deliver against agreed timelines and milestones.
- Provision of regular progress updates during fieldwork and analysis phases.
- Responsiveness to NADA feedback and change requests within agreed governance parameters.

7.9. Ethical Standards and Governance Compliance

- Compliance with recognised research ethics standards.
- Commitment to maintaining the DSI Survey as a non-punitive, constructive industry benchmarking tool.
- Willingness to align with NADA governance, procurement, and reporting requirements.
- Full transparency with NADA regarding methods, limitations, and assumptions underpinning the survey.

8. MANDATORY REQUIREMENTS/DOCUMENTS

- Company prospectus and introduction;
- Declaration by designated representative of business indicating the validity of the tender/quote information provided;
- Declaration of bidder's past supply chain management practices;
- Proposed fee structure;
- Proof of belonging to regulatory body if applicable;
- A valid original or certified copy of B-BBEE Status Level Certificate or sworn affidavit must be submitted;
- Bank details and bank confirmation letter;
- Tax clearance Certificate.

9. ADDITIONAL INFORMATION REQUIRED

- Company history and ownership;
- List of major clients with contact information and details;

- Availability of specialized technical resources necessary to tender the services required in terms of the scope of work;
- Overall capacity of the firm;

10. COMMUNICATION AND STATEMENT OF GOOD FAITH AND POPIA

All information provided by the RMI in this RFT/RFQ is offered in good faith. Individual items are subject to change from time to time. The RMI makes no certification that any item is without error. Formal communications regarding changes to this RFT/RFQ may be submitted in writing to the originator for consideration.

Information contained in this RFT/RFQ is provided and must be treated in terms of the Protection of Personal Information Act No. 4 of 2013.

11. PRICING

- Bidders must submit prices exclusive of Vat contained in a detailed cost breakdown schedule. The following should be noted:
- The pricing tariffs quoted shall be firm/fixed for the contract period;
- RMI will only pay upon the acceptance of the work performed by the Executive Committee or their designated intermediary;
- The pricing schedule should be based on the scope of work.
- Annual escalations to not exceed CPI (Consumer Price Index).

12. TIMELINES

The successful bidder will be appointed for a period of 3 YEARS commencing with the effective date of appointment. This contract may be extended, subject to agreement by both parties. The period is subject to annual reviews of performance.

13. PROJECT MANAGEMENT AND PROJECT MONITORING

Ashley Samuel will be the Project Manager for the RMI.

The appointed service provider must submit in writing to the Project Manager the following during the course of the project:

- Staff changes affecting the RMI;
- Significant changes to structure and management of the service provider;
- Any issues which may affect the relationship between the two parties including allegations of misconduct or fraud.

14. INDEPENDENCE AND OBJECTIVITY

In carrying out the work, the appointed service provider shall ensure that staff maintain their objectivity by remaining independent of the activities they assess. The service provider shall:

- Have no executive or managerial powers, functions, or duties except those relating to the service provided;
- Not be involved in the day to day running of the RMI;
- Should indicate any prior relationships between key staff within the RMI and the service provider.

15. PREPARATION AND HANDLING OF TENDERS/QUOTES

The Retail Motor Industry will not be held responsible for any expenditure incurred by a supplier or companies in the preparation and handling of tender documents.

16. DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

(For use only with Tenders/quotes)

- The Standard Bidding Document information (see PP2) must form part of all bids submitted.

- This document serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- The bid of any bidder may be disregarded if that bidder or any of its directors have -
 - a. abused the institution's supply chain management system;
 - b. committed fraud or any other improper conduct in relation to such system; or
 - c. failed to perform on any previous contract.

17. ACCEPTANCE AND SIGN-OFF

This Request for Proposal has been approved by the NADA National Executive Committee and issued in accordance with the RMI Delegation of Authority Framework and RMI Procurement Policy.

Approved by:

Chairperson, NADA National Executive Committee

Name: **Brandon Cohen**

Project Lead

Name: **Ashley Samuel (National Director, NADA)**