



REQUEST FOR QUOTATION (RFQ): PROVISIONING OF MARKET RESEARCH SERVICES FOR THE .ZA DOMAIN NAME AUTHORITY ON THE DOMAIN NAME SYSTEM (DNS) INDUSTRY AND BUSINESS IN SOUTH AFRICA

Ref Number	RFQZA2021/02
RFQ Scope	Provisioning of Market Research Services
Issue Date	19 November 2021
Non-compulsory Briefing Session	23 November 2021
Closing date for Submission	29 November 2021
Physical Address	44 Grand Central Blvd, Sanofi House Halfway house, Midrand
The Zoom link will be shared with interested parties upon receipt of confirmation to attend the briefing session. Confirmations are to be sent to info@zadna.org.za before 17h00 on Monday, 22 November 2021 .	
Inquiries	zadnafinance@zadna.org.za info@zadna.org.za
All inquiries should be in writing.	

Date of Issue: 19 November 2021

Submission Deadline: 29 November 2021

Non-Compulsory briefing: 23 November 2021 at 10h00

1. Reference Number: BACKGROUND

ZADNA is a not-for-profit company established in terms of section 59 of the Electronic Communications and Transactions Act, 2002 (Act 25 of 2002). ZADNA's mandate is to regulate the .za namespace and ensure its efficient use, management and administration. ZADNA is accountable to its members and the South African Department of Communications and Digital Technologies (DCDT).

ZADNA invites interested service providers to submit a quotation for conducting a market study on the .ZA domain namespace market and stakeholders. The purpose of this research is to clearly understand South Africa's domain name industry, the ecosystem's strengths and weaknesses and develop recommendations on how to advance the industry and add depth to the emerging opportunities.

In addition, the study will apply various research methodologies, including an in-depth qualitative and quantitative data analysis coupled with desk research and present key insights and trends about the South African domain name market and stakeholder, registrants, registries and registrars market share. The study should also collect data on usage and growth comparison between .ZA country-code level domain and its competitors. The study's findings and recommendations will provide ZADNA with insights into the market needs and enable the organisation to identify the market gaps for future business strategies.

This study will collect and analyse data on the .za brand, its competitors and users, and key stakeholders of the .za namespace. The final analysis should present ZADNA with learnings about the market it serves.

2. SCOPE OF WORK

In pursuing a comprehensive quotation for this service, ZADNA emphasises several key-value components, such as knowledge and experience with similar processes, demonstrated practices, and the ability to coordinate within the guidance provided in these terms of references (TOR). Additional thoughts and suggestions are always welcome.

The 2020 – 2025 strategic plan of ZADNA identified four critical areas of interest as strategic priorities for South Africa. Two of them, Capacity Building and Outreach and growing .ZA domain name extensions and assessing the various areas of opportunities available to further develop the South African domain name industry.

Interested service providers must make submissions in line with the terms of References (TOR) and demonstrate knowledge and experience in the following requirements:

- At the very least, the research will: Describe the best business and industry practices that impact the growth of the domain name market in South Africa.
- Identify the business opportunities in South Africa's domain name industry, and;
- Make recommendations on improving the sector and what business models can be implemented throughout the entire industry value chain.
- Identify key problems and defining objectives of the study
- Develop an approach to the problem and present the research framework for consideration
- Develop a research design and present a detailed procedure for obtaining the required data
- Develop a design study that will the interest, determine possible answers and provide information for immediate, short and medium plan decision making
- Develop and present methods of collecting data
- Collect data from Registrants and present insights for business and marketing strategy
- Collect data from South African businesses and present insights for business and marketing strategy
- Collect data from Registries, Registrants and Reseller, and present insights for channel partner management
- Collect data from key Stakeholders, Partners and Industry Influencers, and present insights for stakeholder management
- Collect data on ccTLDs and gTLDs market
- Analyse and interpret collected data
- Present a market study report and present insights for business and marketing strategy
- Examine the market segmentation of the domain name industry in South Africa
- Examine the broader South African Internet and e-commerce ecosystem and share competitor analysis including elements on the overall evolution of the domain name industry.

Structure of the Study

The research should be divided into three sections:

1. Evidence: This section should include information on all the aspects described in the Scope of the Study section above.
2. Research Analysis: This section must provide an in-depth analysis of the data gathered, as well as show comparisons between the various data sets.
3. Conclusions: The report must provide suggestions and recommendations on how to grow the industry in the region based on the findings from analysing the data collected.

Deliverables and Milestones

For the study, the following deliverables and milestones have been established.

1. Initial report
2. Methodology Evaluation
3. The study's draft final report
4. The Final Report

ZADNA will verify, review, and approve all of the above deliverables. The study's final report, as well as any attached results, will be submitted in English.

Projects Timelines

RFP Published	19 November 2021
Contractors to submit any questions to ZADNA via email	zadnafinance@zadna.org.za
Contractors to submit complete proposals	29 November 2021
Final evaluation, contracting and award	01 December 2021
Contractor delivers first draft of the market study	22 December 2021
ZADNA provides feedback on the first draft and circulates with members and stakeholders for further feedback	28 December 2021
Contractor revise report-based on feedback provided and delivers the final report of the study	20 January 2022

.ZA Research study market:

- .za members
- .za Registries
- .za Registrars and Resellers (Internet Service Providers)
- .za Registrants (Domain Name Holders)
- ZADNA stakeholders and partners
- South African businesses

Interested parties are encouraged to join a non-compulsory briefing scheduled for 23 November 2021 at 10h00

THE FOLLOWING MINIMUM REQUIREMENTS WILL APPLY:

1. Portfolio of the work produced by the service provider in line with the abovementioned requirements
2. A minimum of 3 References with contact numbers and email contact
3. Proof of registration with CSD (supplier number and reference number)
4. Tax Compliant Status
5. Proof of BBBEE level
6. Quotation for rendering market research services

ALL SUBMISSIONS MUST BE SENT VIA EMAIL TO THE FOLLOWING EMAIL ADDRESSES: zadnafinance@zadna.org.za

.zadna is not propelled to commission these services and reserves the right not to appoint.