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# EXECUTIVE SUMMARY

Research Objectives  
TheIndependent Communications Authority of South Africa seeks to;  
·Determine the current levels of satisfaction amongststakeholders  
·Determine stakeholder satisfaction with the ICASABrand  
InsedluBusiness Companion understands the vision and mission of ICASA hence theincorporation of values such as ethics, congruency of goals, organizationalstructure and policy implementation will be incorporated into theResearch Instrument. In addition to these factors, the stakeholder perceptionsurvey is expected to measure performance and perception in terms of thefollowing:  
i.Obtain baseline data onthe stakeholder understanding of the role of ICASA in addressing its mandate  
ii.Obtain baseline data on stakeholder perceptionof types and quality of services (including parameters such as accessibility,adequacy, responsiveness, sustainability, reliability, feedback etc) offered byICASA.  
iii.Obtain recommendations andinputs from stakeholders on how to better address their needs  
iv.Document both the bestpractices and areas where more attention needs to be given  
v.Facilitate specificactions to maintain good performance and address areas where performance gapsare noted  
  
Our methodology and Implementation Approach  
The Initiationmeeting between the service provider and ICASA will be the starting point ofthe project. ICASA will have the opportunity to capture revisions on themethodology and the implementation schedule. Both the Quantitative and Qualitative methods of research will be adoptedinto the project.   
QuantitativeResearch quantitativeresearchis the systematic empirical investigation ofobservable phenomena through statistical, mathematical or computationaltechniques. Quantitativedatais any data that can measured numerically. Insedlu Business Companionunderstands that a broad study as this, involves a greater number of subjects(as far stakeholder perception surveys are concerned), and will enhance thegeneralization of accurate results. Our approach of the study will describe howeach of the research questions affect all levels of stakeholders.  
The Quantitative study willcomprise of objectively and randomly selected focus groups from the sampleframe. These focus groups will be conducted in the very Institutions with thepresence of the ICASA steering committee. The discussions will be facilitated byour lead researcher. The facilitator will use the standard questionnaire   
The service provider togetherwith ICASA’s steering Committee will have interim progress Report meetings wereproceedings and finding will be discussed to as to produce a well-constructedand informed analytical Report. If appropriate to the aim the key findings willbe paired with policy recommendations or actions to be taken in practice inorder to inform due research linked to the study’s limitations or any remaininggaps that were not addressed.  
ICASA will be expected tosubmit certain documentation that will aid the service provider in terms of aknowledge base that will inform our approach and implementation plan to thesurvey as well as information for the Field Research Team. The documents toreview will include the following;  
·Stakeholder Policies underICASA  
·ICASA Legislative mandates  
·Research Unit forLanguages and Literature  
·Centre for CommunicationImpact (South Africa)  
  
Qualitative Study  
The strength of qualitativeresearch is its ability to provide complex textual descriptions of how peopleexperience a given research issue. It provides information about the “human”side of an issue which is often contradictory to behaviours, beliefs, opinions,emotions, and relationships of individuals. Insedlu Business Companion understandsthe effectiveness of this study is in the identification of intangible factorssuch as social norms, socioeconomic status and/or ethnicity plays in astakeholder environment. With this understanding, our approach will help theICASA interpret and better understand the complex realities of its different stakeholdersthroughout the country while identifying the implications of the quantitativestudy.   
  
Initiation meeting-The study will commence witha kick off meeting where the service provider and ICASA’s steering Committeewill revise the following;  
I.Thesample and the sampling Framework  
II.Thedata collection instruments (hardcopy and softcopy formats)  
III.Fieldworkerslist   
IV.FieldworkSchedule  
V.ProjectImplementation Plan  
VI.ResearchInstrument or Questions  
The initiation meeting willgive a direct effect into the following stages of the project. As soon as thedraft questionnaire has been approved, Training of the Research Team willcommence alongside the desktop research. This process will take a total of 6working days. The research team will get a chance to pilot the researchinstrument in the Gauteng Province on all respondents. This will give feedbackto the effectiveness of the questionnaire and inform the project timelineimplementation plan.  
  
Research Instrument Development- The service provider willincorporate the following Research Questions into the Instrument;  
i.Numberof interactions with ICASA  
-Howoften do stakeholders interact with ICASA  
-Whichstakeholder types interact most with ICASA  
-Reasonswhy certain stakeholders do not interact with ICASA  
ii.Satisfactionwith certain interaction channels and policy delivery methods  
-whois dissatisfied  
-ratingof policy delivery: which stakeholders are satisfied or dissatisfied  
-qualitativereplies regarding policy delivery  
iii.Reasonsfor contacting ICASA  
iv.Importanceof aspects and their rating based on experience  
  
Research Team- The research team will include three Research Leaders and seven fieldworkers. These will be separated into two teams, Team A and Team B. Theteams will conduct a pilot study in Gauteng and separate to different Provincesas soon as the Research Instrument is finalised.   
   
Data Collection methodology-Data will be collected using the following methods;  
I.Faceto face in-depth interviews  
II.FocusGroups  
III.TelephonicInterviews  
These methods will be usedin the context of open ended questions that will aim to find the following:   
·describethe levels of interaction and levels of satisfaction of ICASA’s stakeholders  
·explainrelationships within ICASA’s Internal and external stakeholders  
·Explainlevels of interaction amongst ICASA’s stakeholders in the same and/or differentgeographical orientations, within the same Province and amongst differentProvinces.  
   
  
   
   
   
   
TYPE OF RESPONDENT   
   
   
   
   
   
   
Internal   
   
External   
   
   
Face to face Interviews   
   
Board of Directors   
   
Radio Stations, Film Foundations, TV Stations, Film Commissions   
   
   
Telephonic Interviews   
   
Radio Stations   
   
Radio Stations   
   
   
Focus Groups   
   
ICASA management and employees   
   
ICASA clientele, Investors, Suppliers   
   
The sample for External Respondents willinclude the following ;  
·CellC,Vodacom, Telkom, MTN,   
·MultiChoice, Junk Mail Digital, Gateway, Naspers, GalloRecord, Afrihost,Primedia  
·SASFED,SABC, ETV, Gauteng Film Industry, Young Producers Organisations, the DTI, CapeTown Film Commission  
  
Sample Size- From the total sample size,the service provider will draw up a sample size per province as follows;  
Note: the sample size will bedetermined by the final stakeholder database from ICASA.  
   
  
   
   
Province   
   
Stakeholders   
   
   
   
Geographical Orientation   
   
   
   
Total Sample Size   
   
   
   
   
Internal   
   
External   
   
Rural   
   
Urban   
   
   
   
   
Gauteng   
   
10   
   
10   
   
10   
   
15   
   
55   
   
   
Mpumalanga   
   
10   
   
10   
   
6   
   
8   
   
37   
   
   
Free State   
   
10   
   
10   
   
5   
   
8   
   
34   
   
   
Limpopo   
   
10   
   
10   
   
6   
   
8   
   
34   
   
   
North West   
   
10   
   
10   
   
5   
   
10   
   
35   
   
   
Northern Cape   
   
10   
   
10   
   
5   
   
10   
   
35   
   
   
Western Cape   
   
10   
   
10   
   
10   
   
30   
   
60   
   
   
Eastern Cape   
   
10   
   
10   
   
10   
   
20   
   
55   
   
   
KwaZulu Natal   
   
10   
   
10   
   
10   
   
20   
   
55   
   
   
Total Sample Size   
   
   
   
   
   
   
   
   
   
400   
  
Preliminary Fieldwork Report- InsedluBusiness Companion will laise with ICASA’s Steering Committee on how toschedule Interim Progress Report Submissions and Meetings. The Preliminaryfieldwork report will be conducted 10days after the commencement of thefieldwork. The fieldwork supervisors will update the Steering Committee on thestatistical progress of the fieldwork, inform on challenges and successes andin essence report on the progress made in terms of the Deliverable Timeline.There will be two interim progress report meetings throughout the project.  
Data analysis and reporting-InsedluBusiness Companion will conduct more Interim Progress Report meetings with theICASA’s Steering Committee as the analysis process is underway. Qualitative researchis especially effective in obtaining culturally specific information about thevalues, opinions, behaviours, and social contexts of particular populationshence our data will be analysed and refined through the SPSS method of analysis

# COMPANY BACKGROUND

Insedlu is a proficient and skills endowed Business Consulting firm that was founded in 1997 but started formally operating in 2002. Insedlu is accredited by many development agencies including; SEDA, Gauteng Enterprise Propeller, Productivitysa, thedti (BBSP) and National Youth Development Agency. Since it opened its doors to consulting in 2002, Insedlu executed many small to medium sized projects and linked SMMEs to a plethora of opportunities both in the public and private sector. Insedlu is able to offer a holistic range of products to its clientele by having specialised departments; namely Accounting, Training, Business Development, and Project Management and Research. Some of our major clients are tabulated below.

# Table 1: Major Corporate Clients

## **Mission Statement**

“To create a new wave of innovative entrepreneurial development by constantly improving on business development offerings that meet international best practice; to this end Insedlu works hand in glove with major development agencies, financial institutions and educational institutions in designing friendly, affordable and high quality services.”

## **Insedlu Business Companion Service Offering:**

* Business Research
* Enterprise Development
* Business Turnaround

## **HEAD OFFICE**

Orange Grove

Johannesburg

2192

TEL: 011 6405899 / 6299 FAX: 086 583 5215

CEL: 0826766262

EMAIL: [admin@insedlu.com](mailto:admin@insedlu.com) CC: mthan@insedlu.com

**PURPOSE/AIM OF THE PROJECT**

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Mpumalanga 10 10 6 8 37  
Free State 10 10 5 8 34  
Limpopo 10 10 6 8 34  
North West 10 10 5 10 35  
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Western Cape 10 10 10 30 60  
Eastern Cape 10 10 10 20 55  
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**RELEVANT PROJECT REFERENCES**

* 1. **DELIVERABLES**

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Mpumalanga 10 10 6 8 37  
Free State 10 10 5 8 34  
Limpopo 10 10 6 8 34  
North West 10 10 5 10 35  
Northern Cape 10 10 5 10 35  
Western Cape 10 10 10 30 60  
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# PROJECT COST PLAN AND TIMELINE

**PROJECT TEAM AND RESEARCH TEAM MEMBERS**

# WHY CHOOSE INSEDLU BUSINESS COMPANION

When comparing our capabilities to those of competitors the benefits of choosing Insedlu are

Our ability to conduct research survey in provinces like the Eastern Cape Mpumalanga and Gauteng demonstrates our ability to conduct National surveys.In addition to the email and telephonic interview methods required Insedlu will conduct 100 face to face interviews with school principals so as to gather information more accurately.Our field workers data collectors have the ability to conduct interviews in local vernacular languages.We conduct various surveys on a continuous basis with tangible results for the clients and therefore we are well positioned to do the same for The Competition Commission since we have gained formidable skills to conduct any research project with the required precision.The use of tablets CAPI and CATI to conduct surveys will not only accelerate the data collection processes but it will ensure quality data collection and analysis.Our Project Leader is a PhD holder who has made a mark in the fields of research academia policy formulation and strategy development for both private and public entities.

# BLACK ECONOMIC EMPOWERMENT

«BBBEE»

# PROJECT RISK ANALYSIS

«PROJECTRISK»

# INSEDLU RESOURCE CAPABILITIES

|  |  |  |  |
| --- | --- | --- | --- |
| **Resource** | **Quantity** | **Owned** | **Hired** |
| Full-time staff | 8 | n/a | n/a |
| Associates | 10 | n/a | n/a |
| Office with 2 training rooms | 1 | Yes |  |
| Service vehicles | 4 | Yes |  |
| Computers and laptops | 10 | Yes |  |
| Overhead projectors (Proxima) | 2 | Yes |  |

# CONCLUSION

INSEDLU BUSINESS COMPANION CC is confident that our proposal conduct a stakeholder perception survey to assess the current levels of satisfaction with ICASA service and also with the Brand. We sincerely hope that you will consider us as the preferred service provider and allow us to enter into a mutually beneficial relationship. We are available to answer any questions you may have and look forward to discussing this opportunity further.

After reviewing this document, the following steps should be performed in order to come to a final agreement

- Calling us for a face to face interview

- Counter proposal or approval by ICASA

- Negotiation of fees, terms, clauses and conditions

We declare this offer to be binding and free of errors or omissions. Due diligence has been performed in order to ensure compliance with your requirements and particular situation. We agree to hold our proposal open for acceptance until

Thank you for your interest.

Sincerely,

Dr Mtha Ncube

**Chief Executive**

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