



Request for Proposal

Open Tender for
A Comprehensive Evaluation of European Union (EU) Markets
for Jamaican Exports under the
CARIFORUM/EU Economic Partnership Agreement

C/o Jamaica Trade and Invest (JTI/JAMPRO)
18 Trafalgar Road

Kingston 10

March 2010

Table of Contents

Instructions to Tenderers

1. Services to be provided.....	3
---------------------------------	---

2. Timetable	3
3. Content of tenders	3
4. Period during which tenders are binding.....	4
5. Additional information before the deadline for submission of tenders.....	4
6. Submission of tenders.....	4
7. Alteration or withdrawal of tenders.....	5
8. Costs for preparing tenders.....	5
9. Ownership of tenders.....	5
10. Evaluation of tenders.....	5
11. Signature of the contract.....	6
12. Cancellation of the tender procedure.....	6
13. Duration.....	6

Annex A – Terms of Reference

Instructions to Tenderers

In submitting tenders, tenderers must respect all instructions, the Terms of Reference, contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified will lead to the rejection of the tender.

1. Services to be provided

Jamaica Promotions Corporation (JAMPRO) requires a consultant to carry out a comprehensive assessment of market entry requirements of selected European countries to which Jamaican goods may be exported under the existing CARIFORUM/EU Economic Partnership Agreement (EPA).

These services may be provided by an individual consultant or firm. Further details of the services required are outlined in the Terms of Reference, Scope of Work, Appendix A. Interested parties are invited to submit a detailed Proposal for the provision of the services required which will form the basis for contract negotiations and ultimately execution of a signed contract with the selected consultant/firm.

2. Timetable

ACTIVITY	DATE
Deadline for requesting any clarifications	Tuesday, March 16, 2010 4:00 pm
Deadline for submission of tenders	Tuesday, March 23, 2010 2:00 pm
Tender Opening Session	Tuesday, March 23, 2010 2:15 pm
<i>Successful Tenderer will be officially notified within one week of tender closing.</i>	

All tenderers are invited to the tender opening session to be held in the Training Room at JTI.

3. Content of tenders

Tender Documents

Each tender must comprise of a Technical offer and Financial offer and these must be submitted in separate envelopes (see Section 6). The Financial offer must be a detailed budget or an indicative break-down of costs covering the specific deliverables as discussed in Section 3, Scope of Work, in **Annex A**.

The Technical Proposal should include a written technical brief outlining an approach to the project and execution.

Government of Jamaica Procurement Guidelines have precise qualification requirements for this tender. You will be required to provide the following:-

Tax Compliance Certification

- Local tenderers **must** submit a copy of their valid Tax Compliance Certificate (TCC).

National Contracts Committee Registration

- Local tenderers must be registered as service providers with the NCC.

Language of Tendering

- All tender documents are to be prepared and submitted in the English Language.

4. Period during which tenders are binding

Tenderers are bound by their tenders for 90 working days after the deadline for the submission of tenders. In exceptional cases, before the period of validity expires, Jamaica Trade and Invest may ask tenderers to extend the period for a specific number of days, which may not exceed 30 working days.

5. Additional information before the deadline for submission of tenders

Tenderers may submit questions in writing to the following address up to 5 working days before the deadline for submission of tenders to:

Suzette Hudson
Manager | Business Analysis and Research | Jamaica Trade and Invest (JTI/JAMPRO)
18 Trafalgar Road | Kingston 10
Fax: 978-7855 | Email: shudson@jti.org.jm

Any clarification of the contents of this tender dossier by the JTI will be communicated simultaneously in writing to all the tenderers at least 3 working days before the deadline for submission of tenders. No further clarifications will be given after this date.

Individual meetings with the tenderers will not be accommodated.

6. Submission of tenders

Tenders must be submitted along with the original and 4 duplicate copies using the **double envelope system**, i.e., in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words "**Envelope A - Technical Proposal**" and the other "**Envelope B - Financial Proposal**".

Tenders must be submitted to Jamaica Trade and Invest (JTI) at 18 Trafalgar Road, Kingston 10, and placed in the tender box located in JTI's lobby no later than 2:00 pm on **Tuesday, March 23, 2010**. The outer envelope must carry the full name and address of the tenderer. **Any infringement of these rules (e.g. references to price in the technical offer) is to be considered a breach of the rules, and will lead to rejection of the tender.**

#	Criteria	Score
	<ul style="list-style-type: none"> • <i>Responsive proposals should provide straightforward, concise information that satisfies the requirements of the client.</i> • <i>Emphasis should be placed on conformity to the instructions - specifications, completeness and clarity of content.</i> 	<p>- 3</p> <p>- 2</p>
ii.	<p>Capability & Capacity -</p> <ul style="list-style-type: none"> • <i>Consultant's depth of international experience and experience specific to the EU market in the area and that of their resource personnel in supplying similar services to other organizations and jurisdictions.</i> • <i>Qualifications and Technical competence of the Consultant to be assigned to this contract.</i> • <i>Demonstrable experience of other key personnel to be assigned to this contract</i> 	<p><u>45</u></p> <p>- 25</p> <p>- 10</p> <p>- 10</p>
iv	<p>Performance</p> <ul style="list-style-type: none"> • <i>Past record of performance on contracts with Government Agencies and private sector with respect to such factors as cost effectiveness, quality of work, ability to meet schedules and complete services in a timely manner.</i> <p><u>Tenderers are therefore required to provide 3 references to demonstrate their performance.</u></p>	<p>15</p>
	TOTAL TECHNICAL	100

- The Agency with the highest scoring Technical Proposal will be engaged in negotiations on their submitted Financial Offer. Where both parties are unable to arrive at an agreement on budget areas, Jamaica Trade and Invest will commence discussions with the Agency posting the second highest score, or with other Agencies based on their scores in descending order until an agreement is reached
- Jamaica Trade and Invest reserves the right to request clarification with regard to the proposals submitted.

11. Signature of the contract

The successful tenderer will be informed in writing that their tender has been accepted. The contract shall commence within four (4) days of notification of acceptance. Both parties shall sign the contract prior to commencement.

The other candidates will be informed in writing that their tenders were not accepted.

12. Cancellation of the tender procedure

In the event of cancellation of the tender procedure, tenderers will be notified in writing of the cancellation. Cancellation may occur where:

- the tender procedure has been unsuccessful, that is, no technical or financially worthwhile tender has been received or there is no response at all;
- the economic or technical data of the project has been fundamentally altered
- all technically compliant tenders exceed the financial resources available
- there have been irregularities in the procedure, in particular where these have prevented fair competition

NB. The publication of a Request for Proposals (RFP) does not commit Jamaica Trade and Invest to implement the project announced.

13. Duration

The Consultancy shall be executed over a period not exceeding **thirteen (13) weeks**.

EXECUTION OF EUROPEAN UNION (EU) IN-MARKET RESEARCH

1.0 BACKGROUND

Jamaica has been trading with Europe from as far back as the 1800's. Since then, the nature and the scope of that trading relationship have changed. Once restricted to trade in bananas, sugar and slaves with the United Kingdom (UK) and Spain, the country now trades a wider cross-section of non-traditional goods, including bauxite and alumina, coffee and cocoa, among other products, with an increased number of member states of the European Union (EU). Beginning January 1, 2009, under an Economic Partnership Agreement, Jamaica and the other member states of CARIFORUM are able to trade directly with the 27 countries of the EU under a free trade arrangement. The EPA allows reciprocal access to markets at preferred rates relative to third party countries.

For 2005, Jamaica exported J\$22.8 billion of goods to Europe (with over 80% of our exports going to the UK market). This is a 76% increase over exports to the EU market in 1998, when the country exported J\$12.9 billion to that region. Despite the increase in exports over the seven year period, the potential for increased exports to Europe is significant. A detailed market research would provide critical information that would allow for increased export sales, that is, information on customer needs, potential target markets and the best methods of reaching the target groups. This information would also be required to develop short and mid-term goals for exports, particularly in the context of the implementation of the National Export Strategy (NES) and JTI's market penetration activities to Europe.

With regard to the NES, JTI plays an integral part in the development of the export sector, as is demonstrated in the agency's role in driving domestic trade policy, as well as its trade promotion mandate. The organization is one of the key agencies involved in the development of Jamaica's NES. The NES is a comprehensive strategy map that seeks to effectively align the initiatives of key export stakeholders in an effort to increase the competitiveness of Jamaica's exports and ensure the sustainable development of the nation's export sector. The organization's promotional activities are executed with a view to increasing market access and market penetration for local enterprises, attracting high-impact investment projects that will ultimately enhance the export of goods and services and encouraging strategic alliances and joint ventures to improve the competitiveness of local enterprises. To this end, the organization provides a critical link between Jamaican suppliers and external markets.

In order to develop and strengthen the links between Jamaican suppliers and markets in the EU, JTI proposes to contract a consultant to conduct detailed in-market research in the upcoming months. The incumbent will report to JTI's Manager of Business Analysis and Research Unit and will work closely with the Manager, Export Promotion. These terms of reference will serve as a guide to the selection and work of the consultant contracted for the project.

2.0 OBJECTIVES

2.1 Overall Objectives

The overall objective of the consultancy is to (1) identify the most suitable EU markets for export opportunities for Jamaican products under the EPA and (2) to conduct detailed in-market research into the identified countries for the purpose of informing market penetration activities.

2.2 Specific Objectives

The specific objectives of the research will be to:

- Provide a report on seven (7) of the most suitable EU markets for Jamaican products that are ready for export, under the EPA.
- Provide a comprehensive assessment of these strategic EU markets for access by Jamaican exporters, including a profile of the potential target market, highlighting the standards and other requirements for market entry, detailing the barriers to entry to that market by product (tariff and non-tariff barriers), specifying the best supply chains, distribution channels and transportation modes for the market, and providing guidelines for the development of a marketing plan for the identified markets.

3.0 SCOPE OF WORK

Specifically, the Consultant will be charged with:

- A. Identifying the top seven (7) EU countries (including traditional and continental markets) to be targeted by Jamaica. A comprehensive country report should be presented, with justifications for the selected markets presented. To assist in the selection of these countries, JTI will provide the successful candidate with a comprehensive list of Jamaica's export ready industries and in some

cases, products. The report should provide a detailed profile of the market (to include but not be limited to: market demographics; economic information, trade profile, market segments/structure of the market, among others). This report should also provide information on potential growth sectors/markets in the EU that Jamaica may consider for targeting in the medium to long-term. The selected countries must be approved by JTI prior to the execution of Phase B of this project.

B. A comprehensive market assessment that:

1. Provides a detailed profile of the potential target market and consumer profiles which identify consumer needs and wants. Market research will be conducted to provide answers to the following questions, among others: Who buys the product? Where do they live? What income levels are in the market? What is the age pattern in the market? What are the similarities and differences between Jamaica's products and customers and competitors' products and customers? When do customers buy? Are there seasonal factors? What do customers buy? Can complementary products or services be offered? Where do customers buy? How do customers buy? Cash, credit, etc.? Why do customers buy? Convenience, price, quality, reputation, location, selection, brands, impulse, etc.?

Answers to these questions will help identify target markets, specific products and advertising efforts. Other critical demographics to be gathered include, gender, race, marital status, education, occupation, home ownership, number in the household and age of the home. This information will help determine whether a market segment is large enough to be profitable. It will also allow the organization to determine whether the product to be provided meets consumer needs. The methodology for collecting this information should include the random sampling of potential consumers in a given region, with the use of face-to-face interviews and/or telephone or mail surveys.

The Consultant is required to submit the draft survey instruments to JTI for final approval once the Project has been assigned.

2. A detailed report on the market access requirements by country for specific Jamaican products and product categories identified by JTI as ready for export. This report should include information such as import requirements (both general and product specific, tariff and non-tariff barriers), customs and transportation related issues, quality and standards for market entry, among others. Recommendations on the most suitable market penetration strategy should also be provided given the identified barriers to entry.

3. Information on the structure of the trade and the most appropriate supply/distribution channels by product and market, with information on competitor prices. In providing information on supply/distribution channels, case studies may be used where possible.
4. A guide/recommendations made on the most suitable marketing technique for reaching each consumer group as well as guidelines for the development of a marketing plan for each target market.

The following outputs are also required:

- Desk research on the target markets
- In-market research on target markets: This includes the administration of questionnaires to a random sampling of potential customers (mail, email, telephone calls, face-to-face interviews).
- Collation and presentation of information gained from administration of questionnaires.
- Analysis of information gleaned from the survey, that is, the development and submission of a draft report with findings. The report should present the results using, where necessary, charts and summary data tables and should provide a list of any relevant comments made by interviewee. The results should be analysed and conclusions and recommendations provided.
- Information on the market access requirements by country for specific products identified by JTI as ready for export; the most appropriate supply/distribution channels by product and market; competitor prices and a guide/recommendations on the most suitable marketing technique for each consumer group.
- This report should also include recommendations and guidelines for the development of a marketing plan for the identified markets.

Regular progress reports to the Manager, Business Analysis and Research, as per an agreed schedule.

4.0 DURATION AND SCHEDULE

The duration of the contract shall be **thirteen (12) weeks**, commencing 05 April, 2010. The tasks above are of an urgent nature and must be completed within the specified time.

5.0 CONTRACTOR'S RESPONSIBILITIES

- Provide all relevant background information and access to information available internally related to the assigned activities.
- Provide list of export ready industries and products
- Provide feedback as necessary
- Sign off on all expenditure
- Monitor progress via interfaces with the Consultant

6.0 MANAGEMENT AND REPORTING

The Supervisor for this contract is Jamaica Trade & Invest (JAMPRO), through the Manager of Business Analysis and Research, who will provide the general oversight of the Project. Final approval of the deliverables resides with the President, Jamaica Trade and Invest.

7.0 DELIVERABLES

- An agreed, detailed work plan three (3) working days after signing the contract (to be submitted in hard copy and electronically via e-mail)
- Draft and Final Survey instruments (the latter should include feedback from the Manager, Business Analysis and Research) (to be submitted in hard copy and electronically via email)
- Survey data in an agreed format
- A draft and final written report (**Report 1**) identifying the top seven (7) countries (including traditional and continental markets) to be targeted by Jamaica with justifications for the selections made (to be submitted in hard copy and electronically via email). This report should also provide information on potential growth sectors/markets in the EU that Jamaica may consider for targeting in the medium to long-term.

- A draft and final written report with survey findings (**Report 2**). This report should be provided electronically in Microsoft Word. The report should present and analyse the results using, where necessary, charts and summary data tables and should provide a list of any relevant comments made by interviewees.
- A draft and final written report (**Report 3**) detailing the market access requirements by country for specific products identified by JTI as ready for export; information on the most appropriate supply/distribution channels by product and market; information on competitor prices and a guide/recommendations on the most suitable marketing technique for each customer group. This report should also include guidelines for the development of a marketing plan for the identified markets.
- Presentation made to JTI upon submission of the aforementioned draft report.
- Three (3) hard copies and an electronic copy of all three (3) reports must be submitted.

All final reports should incorporate feedback from the Manager, Business Analysis and Research. Satisfactory completion and submission of deliverables and acceptance of the same by JTI's Management will be taken as indicators of the successful completion of the Project.

8.0 PROFILE OF THE CONSULTANT

The Consultant should have:

- At least five years of experience in the conduct of in-market research. Experience in conducting in-market research in the EU would be an asset.
- Expertise in product and market development as well as market analysis
- Knowledge of products from Jamaica

9.0 COMPENSATION

The payment structure will be as follows:

- 15% upon receipt and acceptance of an agreed work plan

- 20% upon receipt and acceptance of Report 1
- 25% upon receipt and acceptance of Report 2
- 40% upon receipt and acceptance of Report 3

Please note that an invoice will be required for each payment.