

REQUEST FOR TENDER

TO CONDUCT

IN STORE PRODUCT

DEMONSTRATIONS IN BELIZE

(Tender No. 01/2016)
Caribbean Premier Products Limited
963 Forest Drive
Belmopan
BELIZE
TEL: (501)822-2200
Contact Email: andremahmud@gmail.com
Date: November 4, 2016

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PART 1: GENERAL TERMS & CONDITIONS

1. THE COMPANY

Caribbean Premier Products Limited is a registered private beverage manufacturer in Belize since 2009. The company owns the following brands of beverages:

Froot Blasts – non carbonated fruit-flavored beverage
Cool Delight – non carbonated fruit-flavored beverage
Caribbean Sunrise – Juice drinks containing real fruits
Pure Nature MD – Fruit Juices for dietary intervention of diabetes.

Currently, the company's products are for the Belize market. The company wishes to market these products to the Caribbean, North America and Europe.

CONTACT PERSON:

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2. GOALS OF THIS TENDER

The objective of this tender is to solicit proposals from interested bidders for participation in a bid process for selection of a Marketing Agency, capable of executing In-store Product Demonstrations in Belize for a cold served beverage in at least 20 locations countrywide.

This Request for Tender (RFT) document provides the scope, pre-qualification criteria, bidding terms & conditions and suggested response format.

3. TENTATIVE CALENDAR OF EVENTS

The following table enlists important tasks and timelines for completion of bidding activities:

TASK	DATE
Tender Advertisement	November 4th, 2016
Tender Closing Date	November 25th, 2016
Bidders Presentation/ Site Visit	November 28th, 2016
Complete tender evaluation	November 29th, 2016
Completion of approval process	November 29
Notify unsuccessful bidders	November 29
Signing of Agreement	November 30
Start Implementation	To be determined!

4. AVAILABILITY OF THE RFT DOCUMENT

The RFT document can be downloaded from the following websites:

www.cooldelight.com

The bidders are expected to examine all terms & conditions and specifications in the RFT document. Failure to furnish complete information as mentioned in the RFT document or submission of a proposal not substantially responsive to the RFT document in every respect will be at the bidder's risk and may result in rejection of the proposal.

5. BIDDER'S PRESENTATION/SITE VISIT

CPPL may host a bidder's presentation/site visit as per the schedule given in Section 3.0 above. A representative of the bidder may attend the presentation/site visit at their own expense. The presentation/site visit will provide each bidder with an opportunity to seek clarifications regarding any respect of the tender and the project. The venue and time of the presentation/site visit be at the CPPL address:

963 Forest Drive, Belmopan, Belize, Central America between the hours of 8:00 am to 5:00 pm (GMT-6).

6. VENUE AND DEADLINE FOR SUBMISSION OF PROPOSALS

Signed electronic PDF versions of the proposal (s) shall consists of two separate proposals, namely: Technical Part & Financial Part, must be received via email to: andremahmud@gmail.com by 2:00 pm (GMT-6) on November 25, 2016.

PART 11: SCOPE OF SERVICES

7. GENERAL BACKGROUND

CPPL intends to produce and market a natural dietary beverage supplement to be consumed as part of a dietary intervention program for the management of diabetes, obesity and hypertension. Details of the supplement will be provided after the successful bidder has signed a contract with CPPL.

8. SCOPE

To organize and execute in store product demonstrations at various locations for our product, countrywide.

9. TERMS OF REFERENCE

The Terms of Reference for the Marketing Agency or Marketing Expert will include the following:

- a. To recruit, hire and educate team members about the product features and key selling points.
- b. To maintain team identity with branded uniformed T-shirts.
- c. To conduct a series of in-store product demonstrations in at least 20 locations in Belize.
- d. To brand sampling location with company issued material.
- e. To construct feedback forms and summary report for each session to include the following information:
 1. Number of persons surveyed, age, sex, education.
 2. Positive or negative product perception on a 7-point hedonic scale: Taste, Aroma, Texture, Mouthfeel, Color & Sweetness.
 3. Willingness to purchase product and price perception

4. Perception of novelty of the product and other desirable fruit flavours.
- f. To use qualitative data visualization to effectively convey understanding of the information.

10. TIME FRAME

The time period for the completion of the in-store demonstrations may be up to a maximum of two months from start date.

PART 11: BIDDING TERMS & PRE-QUALIFICATION CRITERIA

11. CONDITIONS UNDER WHICH THIS TENDER IS ISSUED

- a. This tender is not an offer and is issued with no commitment. CPPL reserves the right to withdraw the tender and change or vary any part thereof at any stage. CPPL also reserves the right to disqualify any bidder, should it be so necessary at any stage.
- b. Timing and sequence of events resulting from this tender shall ultimately be determined by CPPL.
- c. No bidder nor any of the bidder's representatives shall have any claims whatsoever against CPPL arising out of, or relating to this tender or these procedures.
- d. Tenders lodged after the tender closing date and time will be deemed late and will not be considered.

12. RIGHTS TO THE CONTENTS OF THE PROPOSAL

For the all bids received, the proposal and accompanying documentation will become the property of CPPL and will not be returned. CPPL is not restricted in its right to use or disclose any or all of the information contained in the proposal (s) and can do so without compensation to the bidders. CPPL shall not be bound by any clause in the proposal indicating confidentiality or restriction in its use or disclosure of any part or whole of the contents of the proposal (s).

13. ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

By submitting a proposal, each bidder shall be deemed to acknowledge that it has understood and accepted all terms, conditions and limitations of all sections of this RFT document.

14. EVALUATION OF PROPOSAL

Only proposals that fully satisfy all the requirements specified in this RFT document shall be evaluated.

15. LANGUAGE OF PROPOSAL

The proposal and all required documents shall be written in English and where translation is required, a certified copy of the original document shall also be included.

16. ELIGIBILITY OF CRITERIA

The Marketing Research Organization or Marketing Expert who will be engaged should have proven mix of skill and expertise in Quantitative & Qualitative Research and Data Analysis. He must meet the following minimum criteria.

- a. Must have participated in at least two (2) such similar projects.
- b. Must have a minimum of five (5) years professional experience as a Marketing Expert.
- c. Must possess a minimum of a Bachelor Degree in Marketing or Business Administration from an accredited institution.
- d. Provide a Resume and copy of certificates stated above.

17. PROPOSAL SUBMISSION

Bidders should submit their proposals consisting of two (2) separate proposals identified as Technical and Financial:

- a. Technical Part – This part should be prepared considering the Brief Summary of the Consultant, Terms of Reference, Detailed Approach, Implementation Schedule & Deliverables, and Time-Frame.
- b. Financial Part – This part should be quoted in US\$ and should be itemized in detail and inclusive of all taxes. The quote should include consultancy fees daily rate, Expenses such as Travel, Boarding & Lodging, Local Transportation, etc. Include the number of visits, manpower and supplies required.

18. LATE TENDERS

Tenders lodged after the closing time will be deemed late and will not be considered.

19. ACCEPTANCE OF TENDERS

CPPL is not bound to accept the lowest priced tenders or any tender. Tenders not accepted will be notified by email. CPPL reserves the right to negotiate with other tenderers in the event that a contract cannot be successfully obtained with the preferred tenderer.

PART IV: TENDER ADVERTISEMENT

20. Procurement Notice as it appeared in the Belize Times Newspaper and Cool Delight websites:

Procurement Notice

Country of project: BELIZE

Funding source: IDB

Project: IN STORE PRODUCT DEMONSTRATIONS IN BELIZE

Title: ALL NATURAL TROPICAL FRUIT JUICES FOR DIABETICS

Business Sector: CONSULTANCY SERVICES

Project ID No.: BL-CC4037

Grant No.: ATN/CJ-12159 & ATN/CF-12160

Bid No.: TENDER 01/2016

Deadline: November 25, 2016

*** Content**

Request for tenders to conduct and execute (and analyze the results of) in-store product demonstrations in at least 20 locations countrywide. Interested bidders may download the Request for Tenders document from the following website:

www.cooldelight.com

*** Contact Info**

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“Compete Caribbean is a US\$40-million private sector development program jointly funded by the Inter-American Development Bank (IDB), the United Kingdom Department of International Development (DFID) and the Canadian International Development Agency (CIDA) (now called, Department of Foreign Affairs, Trade and Development of Canada (DFATD), to provide technical assistance grants and investment funding to support productive development policies, business climate reforms, clustering initiatives and Small and Medium Size Enterprise (SME) development activities in 15 Caribbean countries. Projects in the Organization of Eastern Caribbean States (OECS) are implemented in collaboration with the Caribbean Development Bank.”