



## **QMS Shopper & Grocery Insights in Scotland & GB**

### **Specification of Requirements (Ordered Services)**

#### **Purpose**

Quality Meat Scotland is looking to award a contract for the provision of the Retail Trade Research to commence on 1<sup>st</sup> May 2019 for three years.

#### **Background**

##### **Quality Meat Scotland**

Quality Meat Scotland (QMS) is Scotland's red meat development body. A Non-Departmental Public Body (NDPB) since 1<sup>st</sup> April 2008, QMS has a remit to shape a sustainable and prosperous Scottish red meat sector.

QMS activities range from helping the industry improve their methods of production and quality of products to increasing consumer awareness and demand for Scotch Beef, Scotch Lamb and Specially Selected Pork in the UK and abroad.

Retail trade research is needed to fulfil this mission. Retail Trade research covers the evolution of red meat products through different retail trade sectors within the GB. The aim of this project is for the QMS marketing team to have access to regular, robust information regarding our current and potential markets.

#### **Aims and Objectives**

The research will supply QMS with the following information:

- Volumes and values of sales, frequency of purchase, household penetration, average weight or purchase (£/kg), average price per kg, Demographic profiles (age, household size, household composition, social class, region, life stage) for:
  - Fresh beef,
  - Fresh lamb,
  - Fresh pork,
  - identified fresh beef from Scotland
- with as subdivisions:
  - Frying
  - Boiling
  - Stewing
  - Mince
  - Other
- Region: Scotland, GB and South East England (including Greater London)
- Periods: 4, 12 and 52 weeks to show the evolution of the above matrices over time.

- Shares of market of the main retailers for all the different products with the frequency, region and periods as listed above

### **Outputs**

6 reports per year with an annual knowledge driven analysis and presentation of the retail market.

### **Delivery Timescales**

Tenders to be received no later than the 12<sup>th</sup> April 2019 to [kfox@gmscotland.co.uk](mailto:kfox@gmscotland.co.uk)

### **Period of Contract**

The Contract will commence on 1<sup>st</sup> May 2019 for a period of 3 years or until it is sooner terminated on the expiration of 30 days notice given by Quality Meat Scotland.

### **Client**

Kirsty Fox, Marketing Manager, Quality Meat Scotland.

### **Management Information / Reporting requirements**

Please include in you tender the following points:

- Ways to deliver the project as listed above
- Size of the database you are offering for the research
- Mode of recruitment of the database
- Estimated timings involved in research and analysis
- Mode of interview or collect of information
- Ways and support to report conclusions to QMS
- Possibility to do a yearly presentation on the research conclusions to QMS and/or the industry if required
- Team handling the research
- Previous experience of the team
- To demonstrate robustness of the company
- Price (excluding VAT) for the whole project
- Payments conditions
- Quote option to get detailed analysis of the results

### **Invoicing procedures**

Each invoice must bear the purchase order number issued by Quality Meat Scotland. Invoices should be received within one month of each report being issued to Quality Meat Scotland.

## **Tender Response Requirement:**

In responding to this request for a technical proposal the supplier must include as a minimum:

- a proposal demonstrating how the service will be delivered, in a timely manner, how tenderers will ensure that the quality of the work meets the Ordered Services requirements, and how customer satisfaction will be assured at all times;
- details of the proposed personnel to deliver the specific requirement i.e. skills and experience detailed in tailored CVs, and, other than for the sole trader contractors, if any individual proposed is a sub contractor of the contractor (often termed an “associate”). If sub contractors are proposed, their details/CVs etc should be evaluated in the same way as for the framework contractor’s directly employed personnel;
- details of any constraints and risks, with proposals for over coming these risks;
- a declaration that no conflict of interest exists if awarded a contract
- pricing schedule
- Details of any value for money savings achieved e.g. Company Rate card less actual contracted rate multiplied by the number of hours.

## Schedule 2

### Technical proposal -

Tenderers are requested to provide the following information: -

- Details of your organisation's experience which you consider is relevant to providing the requirement as outlined in the specification at Schedule 1. (overall weighting 50%)
- General understanding of the requirement, demonstrable availability of suitably qualified and experienced staff to meet the Ordered services outputs (overall weighting 30%);
- Total tender cost ex VAT (overall weighting 20%)