

Tender Notice

Sub: Invitation of quotations to undertake a comprehensive study and provide inputs for devising market strategy titled “ **Market research and Strategy on Jowar Food Products – Consumer Acceptance, profiling, segmentation, positioning and communication strategy**”

Sealed Quotations (in separate envelopes for Technical and Financial bids placed in a single outer envelop) are invited from reputed consultants to undertake a comprehensive study as stated above. The terms of reference for the proposed study are given in the attachment.

The last date for receipt of quotations in hard copies is 20 August 2010 by 5.00 PM.

Encl : Terms of Reference: “*Market research and Strategy on Jowar Food Products : Consumer Acceptance, profiling, segmentation, positioning and communication strategy*”

Terms of Reference: “Market research and Strategy on Jowar Food Products : Consumer Acceptance, profiling, segmentation, positioning and communication strategy”

Directorate of Sorghum Research (DSR), Rajendranagar, Hyderabad has initiated a project on “Creation of demand for Millet foods through Production to Consumption System Value chain” under the financial assistance of ICAR / NAIP. The project is being implemented under Public Private sector Participation (PPP) in consortium by DSR with ITC Limited - Agri Business Division (ABD), National Institute of Nutrition (NIN), Acharya NG Ranga Agricultural University (ANGRAU) and implemented over 5 year period.(Dec 2007 till Mar 2012).

The objectives of the project broadly are:

- ◆ to enable market driven millet production for specific end uses,
- ◆ fine tuning of technologies for development of millet food products and scaling,
- ◆ test for nutritional evaluation and safety of selected millet foods,
- ◆ assess consumer acceptability, price & market strategies
- ◆ develop appropriate strategies to promote & popularize millets with innovative approach for commercial exploitation.

As part of the project, ITC Limited ABD representing the consortium proposes to appoint consultants to undertake a comprehensive study and provide inputs for devising market strategy titled “ **Market research and Strategy on Jowar Food Products – Consumer Acceptance, profiling, segmentation, positioning and communication strategy**”

Quotations are invited from the consultants to undertake the market research and suggest marketing strategy as stated above. The consultants are to provide the following in **two separate sealed envelopes**;

1. **Technical bid** : The technical bid comprising of Profile of the consulting firm, names and bio data of lead consultant/s, projects undertaken earlier (specifically in market research of food products), research approach and methodology, timelines and deliverables.
2. **Price quotation** : Consultancy charges in INR and the terms of payment. The quote should be inclusive of all expenses incurred towards the undertaking of the study i.e., consultancy, travel and documentation etc. Taxes as applicable will be extra. Please refer to paragraph no. 9 in Terms of reference attached.
3. These two envelopes should be placed in a sealed outer envelop and addressed to General Manager (Commodities) & Co PI, ITC Ltd – Agri Business Division, # 31, S.D. Road, Secunderabad 500 003.

4. The last date to receive the same in hard copies is 14 August 2010, 5.00 PM.

TERMS OF REFERENCE

1. Objectives :

- To conduct market research including test marketing for acceptance of identified Jowar food Products, the attributes of product preferences for the following products;
 - Branded category –
 - Jowar Multigrain atta
 - Jowar Vermicelli
 - Jowar rich Biscuits
 - Non Branded category –
 - Jowar Suji and
 - Jowar Flakes / Poha
- Consumer survey to understand the consumer behaviour of acceptance of the products cited above, consumer profiling with delineation of specific target segment in selected Tier I and Tier II cities
- Advise positioning of the food products for identified segments and
- Provide inputs on branding, communication, pricing, distribution strategies.

2. Approach:

The market research shall encompass identifying the target segment and locations in specific markets and conduct test marketing with acceptance levels of specific consumers.

Conduct test marketing of the products to understand the consumer behaviour with quantitative and qualitative components of product attributes, sensory attributes and market analysis for the same.

Assumptions made by the consultants with logic have to be elaborated.

3 Research Methodology:

The consultants should briefly explain;

- Process, sample size etc
- Location selection City wise
- Target segments
- Test marketing – sample size of product, frequency, etc
- Statistical analysis etc

4. Study Regions:

Primary survey for selected commodities shall cover the following cities :

Branded category			Non Branded category	
Multigrain Atta	Vermicelli	Jowar rich Biscuits	Suji	Flakes / Poha
Hyderabad	Hyderabad	Hyderabad	Hyderabad	Hyderabad
Pune	Pune	Pune	Pune	Pune
Delhi	Delhi	Delhi	Delhi	Delhi

5. Service deliverables:

The consultants to provide detail deliverables as per the objectives set in paragraph 1 above.

The study should be completed and the report submitted within 8 to 10 weeks from the date of commissioning.

7. Evaluation process :

A weightage of 75% for financial bid and 25% for Technical bid will be considered for selection of the consultant. The parameters for assigning points on technical bid will include ;

Consultant's specific experience	20 points
Methodology	50 points
Key personnel	30 points
Total:	100 points

8. Operational guidelines:

- i. Appropriate 30 Pictures (hard and soft copies) on consumer testing, testimonials of customers for preferences / product attributes for acceptance to be provided.
- ii. Data compilation and computer entry of data should be in excel format while report in MS Word format –Times New Roman, 12 font size
- iii. Draft report should be discussed with Project Investigator (PI) and Co Project Investigator (CoPI) before finalization the study

- iv. Report should be in 2 formats brief and a detailed one separately, data/tables should be given in annexure and analysed data may be interpreted with figures and tables
- v. Raw data is ICAR/NAIP property and may be handed over before submission of final report.
- vi. **Five hard copies** along with soft copy in CD of the report may be submitted.
- vii. Other operational guidelines may be obtained from PI.
- viii. The analysis and forecast presented are done with utmost sincerity and with proper care, keeping in view the financial implications of the clients.
- ix. The advise/ contents/ research findings communicated through various reports and database by firm analysts is the intellectual property of ICAR/NAIP. Any unauthorized distribution/ sale/ reproduction of such findings is to be strictly avoided and such activity will be subjected to legal proceedings (Civil/Criminal under local jurisdiction – Hyderabad).

9. Terms of payments:

The consultant / service provider should quote the consultancy charges in INR and the terms of payment. The quote should be inclusive of all expenses incurred towards the undertaking of the study *i.e.*, consultancy, travel and documentation etc. Taxes as applicable will be extra.

- i. Payment towards the services may be made in the form of demand draft/ cheque/ RTGS. Service tax will be paid as applicable in addition to the quoted rates as per the statutory regulations.
- ii. TDS if applicable, will be deducted as per prevailing tax laws

10. Warranties: The consultant / service provider hereby warrants that:

- i. It shall comply with the statutes, rules and regulations of duly constituted governmental authorities having jurisdiction over its respective activities and/or having jurisdiction over the consultant / service provider.
- ii. The provision of the Services to the Client will not infringe any right of any third party (including without limitation, any intellectual property right), law, statute, regulation or rule;
- iii. It and its directors, officers, employees, agents, and contractors (“Representatives”) who will provide the Services have the requisite knowledge, skill and expertise to provide the Services in accordance with this Agreement.

11. Confidentiality: The advise/contents/research findings communicated through various reports and database by consultants is the intellectual property of

ICAR/NAIP. Any unauthorized distribution/sale/reproduction of such findings is to be strictly avoided and such activity will be subjected to legal proceedings (Civil/Criminal under local jurisdiction – Hyderabad).

12. Jurisdiction: This agreement shall be construed in accordance with the laws in India. All disputes and matters arising out of or in connection with or touching the provisions of this agreement shall be subject to the exclusive jurisdiction of the courts and tribunals in Hyderabad, Andhra Pradesh.

13. Ethics clause : *“Acceptance / execution of this order shall be deemed to be (a) a confirmation by you that no benefit, either in cash or in kind, has been provided by you to any officer or employee, or any relative / associate of any officer or employee, of the Company / Consortium partner or of any of its associate companies, in order to secure this contract, and (b) an undertaking by you not to provide any benefit, either in cash or kind, to any such officer / employee /relative / associate as reward or consideration either for securing this contract or any other matter relating to this contract.”*

14. ITC – ABD reserves the right to accept or reject the quotations without assigning any reason thereof.