

Request for Proposals (RFP)

“Solution Sales Representative”

1. Background

Jeonju IT & CT Industry Promotion Agency (JICA), which opened on August 21, 2001, serves as a strategic hub for boosting vigorous business opportunities in the ICT industry in Korea. Jeonju IT & CT Industry Promotion Agency (JICA) is a non-profit city agency affiliated to Jeonju city in which is responsible for providing support to IT & CT enterprises and professionals.

2. Introduction

The delivery of IT applications or services requires several elements to come together. Global IT companies offer vertically integrated end to end complete system solutions to their customers. Hence, Korean ICT related SMEs need to work closely together to enhance their competitiveness in the IT market that is dominated by large international companies with vertically integrated product solutions.

JICA initiated a fixed-term sales solution project to solicit proposals from qualified **Solutions Sales Reps** to support Korean ICT SMEs to increase their market shares and sales in the ASEAN market.

- JICA will provide a 100% matching fund up to SGD 25,000 for a consortium consists of Korean ICT SMEs (consisting of 2) with a Sales Rep. team.

3. Proposal Requirements (minimum requirements)

- Profile and Qualifications
 - a. Provide a brief description of your organization
(Corporate Background, Product & Services and Recent Achievements)
 - b. Provide examples of relevant work experiences and case studies
 - c. Business license if any
- Experience and ability to perform the project

- a. Give details how you would form a Korean ICT solution consortium and sales targets *At least 2 Korean ICT SMEs and 1 Sales rep in one consortium.
- b. Provide MOU, LOI, contract samples or any copies of evidential documents between the sales rep and each of Korean SMEs.
- c. Minimum 2 professionals are required: 1 marketing/sales expert and 1 technical consultant/ presales (Please provide their CVs for all proposed professionals).
- d. Provide a strategic plan in details of how you would achieve given sales target of min 2 successful deals (SGD100,000+). The following must be included in the proposed plan:
 - 1) Go-to-Market Strategy
 - 2) SWOT Analysis
 - 3) Analysis of competitor's landscape
 - 4) Marketing plan and timeline to achieve the goals and objective

4. Project Period & Budget

- a. Project Period: June 2018 – December 2018 (~5months)
- b. Budget: SGD 25,000

5. JICA Support Fund: Performance Guarantee Payment terms

1 st Payment	2 nd Payment
60%(SGD 15,000) Only paid upon collaboration efforts between sales rep and Korean SMEs achieved (i.e. training, meetings, marketing efforts, new sales kits, POC or	40%(SGD 10,000) Only paid upon project successful completion in accordance to the contractual agreements (achieved target results). *Important: All the

installation of solutions or demo) Deadline: July 2018	listed items on #6 must be submitted to JICA. Deadline: Dec 2018
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6. Final Review through Monthly Progress Report (in English)

- Current marketing materials developed (not limited to e-DM, Manual, Brochures, websites, etc.)
 - Localized language (English, Thai, Malay, Bahasa, Vietnamese)
- Feedback on market situation
 - Competitor Analysis Report (Pricing, Product Features, Channel Distribution, Technical Support, etc.)
 - Suggestions to improve sales
- To organize marketing activities for lead generation. The following activities can be qualified as the marketing activities:
 - End customer seminar that promote the product solutions of the Korean SMEs. This seminar is meant to generate business opportunity such as POC or actual project.
 - Local trade conferences/events that help to generate business opportunity.
 - Meeting with potential clients are relevant to the Korean SMEs for company and solutions presentations.
- Overall Marketing Achievements: Create new positive business opportunities through the whole marketing project (networking, increasing product awareness, better understanding of ASEAN countries)
 - Technology transfer and training, Promotional marketing, POC
 - Proof of Concept, Install solutions to customers and demo
- Minimum of 2 successful business deals or sales over SGD 100,000
 - Deliverables: Purchase order, media reports, and scanned copies of

contractual documents.

- To achieve at least one project (either POC or actual project) for each Korean SME.

*Detailed Expense of the given fund (labor costs, receipts, copies of invoices, marketing costs, etc.)

7. Tentative Schedule

Date	Event
4th May – 25th June 2018	RFP Solicitation Process
25th June 2018	Submission of Proposal
29th June 2018	Announcement of selected consortium & Contract Signing
End of each month	Submission of an interim/monthly report
16th July 2018	Deadline for 1 st claim
17th December 2018	Deadline for 2 nd claim Submission of Final report

8. Evaluation Criteria (Only up to 2 consortiums to be selected)

Evaluation of submitted proposals performed under the following criteria:

- ◆ Relevant experience and qualifications of the Solution Sales Rep team
- ◆ Project schedule
- ◆ Proposed methodology
- ◆ Ability to communicate with JICA/KICC staff in English
- ◆ Overall evaluation of team's ability to accomplish the project
- ◆ Understanding of the project objectives/scope/completeness or proposal

9. Submission

Prospective vendors may submit electronically by email. Timeline for submission of proposal is by 25th June 2018(Monday), 12p.m. Singapore Time.

Proposals may be sent electronically to Ms. Park, Seoyeon, Mr. Wang, Gado, a Marketing Manager of JICA :

bella@jica.or.kr and wangjiatao@jica.or.kr

Do carbon copy to:

yvonne.lee@kicc.sg and siewcl@kicc.sg

10. Final Selection and Notification

Notification will be sent to the shortlisted Sales Rep in writing via email and phone call.