

Request for Proposals (RFP)

“Sales Representative Program”

1. Background

The National IT Industry Promotion Agency (NIPA) of Republic of Korea is a non-profit government agency affiliated to the Ministry of Science and ICT in which is responsible for providing support to IT enterprises and professionals. Korea IT Cooperation Center (KICC), in Singapore, which opened on July 11, 2014, serves as National IT Promotion Agency (NIPA)’s strategic hub for boosting vigorous business opportunities between South Korea and ASEAN countries in the ICT industry.

2. Introduction

Collaboration and Innovation does not happen accidentally, it has to be nurtured and driven in the right ecosystem. Just as every forward looking organization would take a pragmatic and structured approach to identify and support Collaboration and Innovation. 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.

KICC initiated a fixed-term sales representative program to request proposals from qualified **Sales Representatives** to support Korean ICT SMEs to increase their market shares and sales revenue in the ASEAN market.

- KICC will provide a 100% matching fund ranging from SGD 10,000 to SGD 12,500 per one (1) consortium which consists of Korean ICT SME (consisting of 1 Vendor) with a Sales Rep team (1 Reseller)
- Final selection to be decided by judges and min. six (6) to max. eight (8) consortiums will be selected for this program.

3. Business Proposal Requirements (minimum requirements to submit)

- **Profile and Qualifications**

- a. Provide a brief description of your organization and business profile (e.g. Corporate Background, Product & Services and Recent Achievements)
- b. Provide examples of relevant experiences, track records and successful case studies

- **Experience and ability to perform the project**

- a. Provide and explain how does your organization value-add to this consortium and to achieve sales targets

* Select one 1 Korean ICT SME (Vendor) with 1 Sales rep. (Reseller) to form per one consortium.

- b. Provide the signed MOUs, LOIs, contract samples or any copies of evidential contractual documents between the sales rep (Reseller) and Korean SME (Vendor)

- c. Provide min. 2 professionals in your organization: 1 marketing/sales expert and 1 technical consultant/ presales (Please provide their CVs for all proposed professionals).

- d. Provide a detailed business proposal, especially in market analysis, promotion and marketing & sales strategies with the intention of achieving the sales targets or outcome (which will be required, discussed and approved by Vendors, Resellers and KICC) i.e. Purchase Orders, Delivery Orders, or Approved Proof of Concepts up to SGD XXXX). The followings must be included in the proposed plan:

- 1) Go-to-Market Strategy
- 2) SWOT, Detailed Market Analysis
- 3) Analysis of Competitors' Landscape
- 4) Marketing plans, Sales Strategies, Channel Distributions, etc
- 5) Timeline to achieve the goals and objective
- 6) Discussion and Approval of Final Outcome (Signed off Approval)

- e. **Submission Deadline: 18th March 2019, SGT 18:00hrs**

4. Project Period & Support Funding:

- a. **Project Period:** 1st April 2019 – 30th November 2019 (7 months)
- b. **Support Funds:** Range from SGD 10,000 to SGD 12,500 (In 3 payments period)
– Depending on the final number of consortiums selected.
- c. **1 Consortium:** Consist of one (1) Korean Vendors to one (1) local Reseller

5. KICC Support Fund: Performance, Activities & Conditions

| 1 st Payment | 2 nd Payment | 3 rd Payment |
|---|--|---|
| 30% (SGD 3,750) Activities: Signed MOU / LOI or any contract Selection of Korean vendor by Resellers Signed on KICC Agreement with Selected Resellers Revised and fine-tune the business plans with SWOTs, Support Plans, Market Analysis & allocated budget planning by Resellers Discussed on Final desired outcomes with Resellers, Vendors and KICC | 30% (SGD 3,750) Activities: Achieved of customized Sales Kits, localized marketing collaterals, initial trainings, end client meetings, achieved customized proof of concepts, achieve required certs. and demo kits Crystallize plans on the delivery, implementation, distribution channels, Project Management etc Advisory on the local market exhibitions or tradeshows Advisory on the improvements on products and services | 40% (SGD 5,000) Activities: Advisory on the improvements on products and services Update Sales engagement and Sales Pipeline Management Progress Plans for re-contractual terms with Vendors under Commercial Agreement |
| Conditions: Evident in form detailed market analysis, sales strategies and marketing plans with allocated budgets plans Evident of all signed contracts as per key activities above Crystallize "Go to Market" Plans, Sales Strategy and Delivery Discuss and Signed off Approval desired outcome for this program by relevant parties Allocated in the budget plan for Resellers to travel plans to Korea (Actual meeting to be held by the end of May) as per on #6 has to be submitted | Conditions: Evident in form of receipts, pictures to demonstrate execution of marketing plans in the 1 st Quarterly progress reports Justify the Sales Plans in distribution, sales funnel, sales pipelines visibility and velocity Allocated Vendors Travel plans to your vicinity (Budget by Vendors) Arrange Vendors visit to end clients by Resellers (Budget by Vendors) Verify checks on the signed of Approval Final Outcome | Conditions: Any evident in form of contractual documents to demonstrate successful outcome Achieve Approved desired outcome for this program *Submission of all Quarterly progress reports as per on #7 has to be submitted to KICC |
| *Paid upon Submission of detailed business plans with budget plans and above A&Cs | *Paid upon Submission of 1 st Quarterly report and above A&Cs | *Paid upon Submission of Final report and above A&Cs |
| Deadline: 27 May 2019 | Deadline: 23 Sep 2019 | Deadline: 29 Nov 2019 |

6. Updated and Detailed Business Proposal (Selected Resellers)

- Revised and Fine-Tune the Business Plans (SWOTs, Market Analysis, Support and Sales plan, Distribution & Delivery, Implementation... etc.)
 - Itemized with details on Marketing Activities and Timeline-Budget plan* (Indicated all travelling plans, trainings, customers meetings, conferences, seminars with all activities tied to a budget...etc)
 - List all changes to Market Analysis with respective to Products & Services (Using the SWOT, analysis the market situation and landscape with the vendors' products, highlight the critical obstacles and milestones)
 - List any additional supported required from Vendors (Pricing, promotion, Distributions, product support, prdt. certifications, product localization, technology adoption, intellectual property, regulatory, need for OEM... etc)

- Signed off Approval, Crystallize "Go to Market" Plans, Sales Strategy and Distribution
 - ** Signed of Approval on Final Outcome by Vendors, Resellers and KICC
 - Review and justify the sales plan to achieve the desired outcome
 - Identification of customer segmentation, industries, verticals and target clusters, deal size, sales cycles, product offering... etc
 - Crystallize all leads to sales funnels, sales pipelines visibility and velocity.
 - Plans for possible deployment of proof of concepts (POCs)
 - Review to improve sales distribution or channels distributions

* Detailed Budget Plan needs to be tally with Marketing Activities and Expense (e.g. travelling cost, labor costs, receipts, marketing costs, product certifications...etc)

** Discussed and Signed of Approval on Final Outcome needs to be completed before 27 May 2019

7. Quarterly Progress Report*

- New marketing collaterals developed (inclusive but not limited to e-DM, Manual, Brochures, websites, etc.)
 - localized language (Thai, Malay, Bahasa, English)
 - customized based on the local culture
- Feedback on market situation
 - Competitor Analysis Report (Updates on Pricing, Product Features, Channel Distribution, Promotion and Technical Support...etc.)
 - Suggestions to improve sales funnels, sales channels... etc
 - Any Support required from Vendors
- To organize marketing activities for leads generation. The following activities can be qualified as the marketing activities:
 - Participated in K-Solution Fairs which is organized by KICC
 - Closed forums or seminars that promote the product solutions of the Korean SMEs (Vendors) to the end clients. This type of seminar is meant to generate business opportunity, demonstrate proof of concepts, or discussion of technology thoughts-leadership in the closed up forums.
 - Local trade conferences/events that help to generate business opportunity.
 - Meeting with potential clients or end users who are relevant to the Korean SMEs (Vendors) and present solutions or technical demonstrations.
- Overall Marketing Achievements: Create new positive business opportunities through the whole marketing project (through press releases, networking, increasing brand/product awareness, better understanding of each markets in SG/MY/TH/IND)
 - Promotion marketing, Technology transfer and training, etc (Targeted Clients' Events, Closed Forums or Seminars, etc)
 - Technology transfer and Key demonstration in forums (Proof of Concept, deployment to customers' sites and demo., etc)
- MBO: Achievement of sales over SGD XXX or XXX number of POCs
 - Deliverables: Purchase order, delivery orders, media reports, and scanned copies of contractual documents.
 - To achieve at least 1 approved projects (either end customer approved POCs or 1 actual deployed projects) for each Korean SMEs.

* Detailed Progress Report will require physical evidence to be recorded based on the budget plans in #6 (e.g. Pictures, receipts, copies of invoices, tied to marketing activities budget or Sales Purchase Orders, Delivery Orders, Client Approved POCs...etc)

8. Timeline and Schedule

| Date | Event |
|---|--|
| 1 st Feb – 18 th Mar 2019 | RFP Solicitation Process for Resellers |
| 13 th , 15 th , 18 th , Feb 2019 | RFP Briefing @ various dates /locations |
| 1 st – 18 th Mar 2019 | Submission of Business Proposal with MoUs |
| 25 th Mar – 1 st April 2019 | Announcement of Selected consortium & Signing Agreement |
| 27 th May | Submission of Revised Business Plans and Signed off Approval |
| End of July and Nov | Submission of Quarterly Progress report |
| 27 th May 2019 | Deadline for Stage 1's claim |
| 17 th June 2019 | Informal Review with Vendors and Resellers |
| 23 rd Sep 2019 | Deadline for Stage 2's claim |
| 14 th Oct 2019 | Informal Review with Vendors and Resellers |
| 29 th Nov 2019 | Submission of Final Report and Final Claim |

9. Evaluation Criteria *(Min. up to 6 consortiums to be selected)*

Evaluation of submitted proposals performed under the following criteria:

- ◆ Relevant experience and qualifications of the Sales Rep. team
- ◆ Proposed business strategy and methodology
- ◆ Project schedule, market analysis and “GTM” planning
- ◆ Ability to communicate with KICC staff in English
- ◆ Overall evaluation of team's ability to accomplish the project
- ◆ Understanding of this program objectives/ scope/ completeness or proposal

| Key components | Description | Weightage |
|--|--|-----------|
| Relevance Business | Understand Vendors' businesses and proposed businesses plan by Resellers and experiences | 20% |
| Business Feasibility, Capabilities Check and Business Strategy | Expertise and capabilities checks and proposed market strategy based on the both businesses | 30% |
| | Business Strategy and specific actions plans | 20% |
| | Detailed information about 2 dedicated personnel | 10% |
| Technology and Market Entry Considerations | Technology and Market entry considerations | 10% |
| | Feasibility checks on the compatibility of technology and businesses in the overall consortium | 10% |
| | Total Components Scores: | 100% |

10. RFP Briefing

Briefing session for RFP will be held on **13th Feb 2019 (Wednesday)** and **15th Feb 2019 (Friday)** at **SGT 14:00hrs** at the respective venues:

**Korea
IT Cooperation Center
Singapore**

8 Shenton Way, #04-01 AXA Tower
Singapore 068811

SGTECH

79 Ayer Rajah Crescent #02-03/04/05
Singapore 139955

11. Submission Deadline:

Prospective vendors may submit electronically by email. Timeline for submission of business proposal is **by 18th March 2019 (Monday), SGT 18:00hrs**.

Proposals may be sent electronically to Ms. Lee Yvonne, Marketing Manager of KICC and Mr. Calvin Siew, Program Manager of KICC: yvonne.lee@kicc.sg and siewcl@kicc.sg

12. Selection and Notification

Notification will be sent to the shortlisted Sales Representative in writing via email.