

## **Request for Proposals (RFP)**

### **“Sales Representative Program 2022”**

#### **1. Background**

Korea IT Cooperation Center in Singapore (KICC), which opened on July 11, 2014, serves as a NIPA’s strategic hub for boosting vigorous business opportunities between Korea and ASEAN countries in the ICT industry. The National IT Industry Promotion Agency of Korea (NIPA) 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.

#### **2. Introduction**

The delivery of IT applications or services requires a number of 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.

KICC is now soliciting for qualified agency to support and assist Korean ICT SMEs in their business expansion into ASEAN market.

Title : Sales Representing Program 2022

Budget : SGD 60,000 (including GST)

#### **3. Scope of Services**

Key Purpose: Assist 10 Korean ICT SMEs to turn their oversea market development into operational reality.

- Help 10 Korean ICT SMEs to target the right approach for their entry to ASEAN.
- Mentoring of 10 Korean ICT SMEs' market situation and local knowledge in the countries which they are going to work in.
- Identify market opportunities in ASEAN and build a local distributorship or partner program.
- Foster and enable partner sales team to be able to sell to the best of their ability.
- Business matching with marketing partner.

#### **4. Proposal Requirements (minimum requirements)**

##### **a. Company Profile**

- Name of the company, contact person and contact information: provide address, office and mobile number, email address and web address
- Statement of ownership and list the majority and minority owners
- List of subcontractors if applicable. Provide company name, contact person details and intended percentage of work to be performed by any subcontractor and case studies

##### **b. Qualifications**

- Provide a brief description of your company, including its founding and history, number of employees, service areas, and awards or other forms of recognition
- Provide a description of your work process

##### **c. Experience and ability to perform this work**

- Provide examples of relevant work
- Provide minimum of 2 client references
- Provide list of personnel assigned to this project along with their credentials and experience

##### **d. Pricing**

Provide cost of services in details including any possible costs and taxes

- Professional labor costs
- Any promotional materials
- All prevailing taxes

## 5. Payment

Payment %	Payment Requirements
70 %	First payment of 50% within 15 days upon a contract signed
30 %	Paid upon the quantitative evaluation of the target (the received applications is over target) and the qualitative evaluation (including final report) of the performance of the task

\* Marketing agency may counter proposed alternative payment requirements which is subject to KICC's approval.

**Note: KICC also require suppliers to provide surety that the project will be undertaken and completed after partial payment are given in the form of company's Letter of Guarantee and company's cheque of equivalent amount.**

## 6. Evaluation Criteria

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 KICC staff
- ◆ Overall evaluation of team's ability to accomplish the project
- ◆ Understanding of the project objectives/ scope/ completeness or proposal

Proposal	Experience/Reputation	Business Management	Timeline	Pricing
40%	30%	10%	10%	10%

Evaluation criteria and weight for each:

## 7. Submittal

Prospective vendors may submit electronically by email. Timeline for submission of proposal is **by 15<sup>th</sup> April 2022 (Friday), 12pm.**

Proposals may be sent electronically to Ms. Lee Yvonne, Marketing Manager of KICC and Mr. Nam, Deputy Regional Director of KICC: [yvonne.lee@kicc.sg](mailto:yvonne.lee@kicc.sg) and [ignam@nipa.kr](mailto:ignam@nipa.kr)

## 8. Selection and Notification

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