

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 partnership program across 2 terms of 8 months each, and the 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% support funding ranging from SGD 8,000 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 up to min. five(5) consortiums will be selected for this program.

3. Business Proposal Requirements*

- **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/agreed KPIs

- e. **Submission Deadline: 20th April 2021, SGT 18:00hrs**

4. Project Period & Support Funding:

- a. **Project Period:** 1st May 2021 – 1st December 2021 (1st Term - 8 months)
1st January 2022 – 1st September 2022 (2nd Term - 9 months)
- b. **Support Funds:** Range from SGD 8,000 onwards– Depending on the final number of consortiums selected.
- c. **1 Consortium:** Consist of one (1) Korean Vendors to one (1) local Reseller
- d. **Application:** Each Reseller can select and apply up to 3 consortium. (Final selection based on 1st evaluation)

5. Revised Business Proposal & KICC Agreement:

- 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
 - Crystalize 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
- KICC Agreement to be signed between parties and agreed KPIs by 18th June 2021

* 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 18 June 2021

6. Final 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)
- KPI: 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.

* Final Report will require physical evidence to be recorded based on the budget plans in #5 (e.g. Pictures, receipts, copies of invoices, tied to marketing activities budget or Sales Purchase Orders, Delivery Orders, Client Approved POCs...etc)

7. Timeline and Schedule:

Date	Event
1 st Mar – 20 th Apr 2021	RFP Solicitation Process for Resellers
5 th & 9 th Apr 2021	RFP Briefing @ KICC or Online
1 st Apr – 20 th Apr 2021	Submission of Business Proposal & signed MoUs
23 rd Apr – 27 th Apr 2021	1 st Evaluation & Announcement of Selected consortium
18 th June 2021	Submission of KICC agreement and agreed KPIs
1 st May 2021	** Start of SRP – 1 st Term
27 th July 2021	Informal Review with Vendors and Resellers
28 th Sep 2021	*Inform Checklist for Report
16 th Nov 2021	Informal Review with Vendors and Resellers
19 th Nov 2021	Submission of Final Report
30 th Nov 2021	** Final evaluation for 1 st Term & Results of 2 nd Term

8. Evaluation Criteria: *(Min. up to 5 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
Consortium Configuration, Marketability	(Marketability of Products in local market)	10%
	(Compatibility between vendor and reseller for Overall consortium)	20%
Business Feasibility, Execution	(Feasibility of Proposal including understanding Vendors’ businesses & technology, Market Analysis, Marketing Strategies etc.)	40%
Business Experience, Expertise of Reseller	(SW Marketing, Sales Experience of relevant B2B solution)	20%
	(Professional competence of Manpower)	10%
	Total Components Scores:	100%

9. RFP Briefing:

Briefing session for RFP will be held on **5th April 2021 (Monday) and 9th April 2021 (Friday) at SGT 14:00hrs** online via Zoom

Link: <https://us02web.zoom.us/j/8587395065>



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

10. Submission Deadline:

Prospective vendors may submit electronically by email. Timeline for submission of business proposal is **by 20th April 2021 (Tuesday), SGT 18:00hrs**.

Proposals may be sent electronically to Ms. Lee Yvonne, Marketing Manager and Baek EunYoung, Program Manager of KICC: yvonne.lee@kicc.sg and kicc0711@nipa.kr

11. Selection and Notification:

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