

**ALASKA SEAFOOD MARKETING INSTITUTE**  
**State of Alaska**  
**Department of Commerce, Community and Economic Development**  
**311 N. Franklin St., Suite 200**  
**Juneau, AK 99801**

**REQUEST FOR PROPOSALS**  
**FOR**  
**PROGRAM EVALUATION OF MARKETING ACTIVITY**

**Date of Issue: April 19<sup>th</sup>, 2013**

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## STANDARD PROPOSAL INFORMATION

1. **Purpose of the Request For Proposal (RFP):** The Alaska Seafood Marketing Institute (ASMI) is seeking proposals to conduct annual research activities measuring general consumer awareness and all perception-related performance measures identified in ASMI's Country Progress Reports (CPR). CPRs are the primary annual evaluation mechanism for USDA to monitor progress of programs funded under the Market Access Program. Contract will be for three renewable one year contracts. After three years, a new RFP will be issued.
2. **Minimum Requirements:** Every proposer to this RFP must demonstrate a minimum of three years of previous experience in providing comparable services.
3. **Conflict of Interest and Restrictions:** The successful proposer to this RFP must *not* have a conflict of interest that would affect the ability to perform as required by the "Scope of Work" section of this RFP. Any potential conflicts must be identified and a written waiver requested prior to submission of a proposal. If a proponent has any concerns or questions regarding the conflict issues they are encouraged to contact ASMI.
4. **ASMI Mailing Address and Telephone Number:**

Alaska Seafood Marketing Institute  
311 N. Franklin St. Suite 200  
Juneau, AK 99801  
Mr. Naresh Shrestha, Admin/ Fiscal Officer  
(907) 465-5560 (voice) (907) 465-5572 (fax)

5. **Contact Persons:** Any technical or procedural questions regarding this RFP, contract documents, or associated information should be addressed to Naresh Shrestha at the above address.
6. **Deadline for Receipt of Proposals:** Proposals must be mailed (four copies), emailed or hand delivered and received by ASMI no later than **Friday 5:00 PM, AST, June 7<sup>th</sup>, 2013**. Emailed proposals should be sent to [NShrestha@alaskaseafood.org](mailto:NShrestha@alaskaseafood.org) and [JJacobson@alaskaseafood.org](mailto:JJacobson@alaskaseafood.org) with "International Program Evaluation Proposal" in the subject line. Failure to meet the deadline may result in disqualification of the proposal without review.

Proposals are to be delivered to the address reference in item number 4. So that they are not mistakenly opened early, either the outer or inner envelope should also contain the following:

Confidential; Do Not Open Until: 5:00 p.m. AST, June 7<sup>th</sup>, 2013  
Proposal for: Program Evaluation of Marketing Activities

*The State and ASMI assume no liability for incorrect addresses, or delivery of RFP packages or applications by public or private carriers.*

**Please note that proponents should schedule 48 hours for courier delivery to Juneau.**

7. **Required Review of this RFP by Proposer:** Proposers shall carefully review this RFP for defects and questionable or objectionable materials. Proposer's comments concerning defects and questionable or objective material in the RFP must be made in writing and received by ASMI ten (10) days before the proposal submission deadline. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.
8. **Multiple Proposals:** ASMI shall not accept multiple proposals from the same proposer.
9. **Questions Received Prior to Opening of Proposals:** All questions regarding this RFP should be directed to the contact person previously identified in this RFP (item 4). There are generally two types of questions:
  - One involves directing the questioner to the specific section of the RFP where the answer may be found. Responses to these questions may be given over the phone.

- The second type of question involves clarifying or interpreting parts of the RFP.

- 10. Addendum to the RFP:** Should ASMI consider it necessary to revise any part of this RFP, an addendum will be issued to all that were previously issued an RFP.
- 11. Proposal Withdrawal and Correction:** A proposal may be corrected or withdrawn by a written request received prior to the date of opening.
- 12. Discussion with Responsible Offerors:** As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the procurement officer or evaluation committee and the proposal may be adjusted as a result of the discussion.
- 13. Right of Rejection:** ASMI reserves the right to declare non-responsive and reject any proposal that does not fully comply with all the terms and requirements of this RFP.

The State and ASMI reserve the right to use any ideas presented in the response to the RFP. Selection or rejection of a proposal does not affect that right.

- 14. Authorized Signature:** An individual authorized to bind the proposer to its provisions must sign the proposal. The proposal must remain valid for at least **ninety (90)** days from the proposal receipt deadline.
- 15. Noncollusion:** The individual signing the proposal also certifies under penalty of perjury that the price submitted was independently arrived at without collusion.
- 16. Disclosure of Proposals Contents:** All proposals and other material submitted become the property of the state and may be returned only at the state's option. All proposal information will be held in confidence until the issuance of a notice of intent to award. Thereafter all proposals will become public information.
- 17. Estimated Timeline of RFP Process:** Below is the estimated time schedule. This schedule is for informational purposes only, as some actual dates may vary depending on the response to this RFP.

Step	Dates
1. RFP Available	April 19 <sup>th</sup> , 2013
2. Responses to significant questions	April 19 <sup>th</sup> -May 31, 2013
3. Deadline for submitting proposals	June 7, 2013
4. Evaluation of Proposals	June 10-14, 2013
5. Notice of Intent to Award	June 14, 2013
6. Contract Start	July 1, 2013 ( SOA Fy14 start date)

- 18. News Releases:** News releases pertaining to this RFP and resulting contract may not be made without prior written approval.
- 19. Incurred Costs:** ASMI shall not be subject to payment for cost incurred for proposal preparation or contract preparation as a result of valid and legal termination of this RFP or contract.
- 20. Notice of Intent to Award:** After completion of the evaluation process, ASMI will notify all proposers of the intent to award a contract to the successful proponent.

## STANDARD CONTRACT INFORMATION

1. **Location of Work:** Work shall be performed, completed and managed at the location of the firms(s) and approved subcontractors awarded the contract.
2. **Joint Ventures:** Joint Ventures *shall not* be allowed.
3. **Subcontractors:** Subcontracting shall be allowed provided that it is pre-approved by ASMI and within scope of service and required deliverables.
4. **Contract Negotiations:** Upon completion of the evaluation process, contract negotiations will commence. It is anticipated that all contract negotiations will be held via telephone, or in Juneau, Alaska, or at the successful proponent's location.

If the selected proposer fails to provide the necessary information for negotiations in a timely manner, negotiate in good faith, or cannot perform the contract within the budgeted funds and/or proposed cost, ASMI may terminate negotiations and negotiate with the next highest ranked proposer.

5. **Standard Agreement Forms:** The successful proposer will be required to sign and comply with the professional services contract Standard Agreement Form, Appendix A, Appendix B1, and the contract Appendix C and D specifying the terms and conditions for the services and payments.

ASMI reserves the right to include additional terms and conditions during the contract negotiations. These terms and conditions must be within the scope of the original RFP and will be limited to cost, clarification, definition, and administrative and legal requirements and will be included in Appendix C and D of the contract.

Provisions of the RFP, which are consistent with the contract, shall become incorporated in the contract by reference and constitute binding obligations. The successful proposal or provisions which are consistent with the contract shall become incorporated in the contract by reference and constitute binding obligations of the parties.

6. **Indemnification:** The contractor shall indemnify, hold harmless and defend the state, its officers, agents and employees from all liability, including costs and expenses, for all actions or claims resulting from injuries or damages sustained by any person or property arising directly or indirectly as a result of any error, omission or negligent act of the contractor, subcontractor, or anyone directly or indirectly employed by them in the performance of this contract.
7. **Contract Approval:** This RFP does not obligate ASMI or the proposer until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval by the Executive Director of the Alaska Seafood Marketing Institute (ASMI). ASMI shall not be responsible for work done prior to final approval of the contract.
8. **Liquidated Damages:** ASMI reserves the right to require liquidated damages in the contract to assure the contractor's performance of all contract provisions in a timely manner.
9. **Ownership of Documents:** All data, specifications, graphics and other products developed in the performance of the contract remain the sole property of the state and may be used by the state for any other purpose without additional compensation to the contractor. The contractor agrees not to assert any rights or establish any claim under the design patent or copyright laws. The contractor, for a period of three years after final payment under this contract, agrees to furnish and provide access to all retained materials at the request of the client. Unless otherwise directed by the client, the contractor may retain copies of all the materials.
10. **Confidentiality:** The contractor shall not, at any time, during or after the term of the contract, without the client's written consent, disclose any information designated confidential by the client.
11. **Inspection and Reports:** ASMI reserves the right to inspect, in a manner and at reasonable times it considers appropriate, all the contractor's facilities and activities under this contract.

12. **Contractor's Records and Client's Right to Audit:** All books, records, correspondence, accounting procedures and records, information and any other supporting evidence relating to the resulting contract shall be open to inspection and subject to audit and/or reproduction during normal working hours.
13. **Notice of Amendment:** The contractor shall notify the client in writing at least 30 days prior to the contract expiration date of any known circumstances which may require an extension of the contract completion date.
14. **Additional Terms and Conditions:** ASMI reserves the right to include additional terms and conditions during contract negotiations. However, these terms and conditions must be within the scope of the original RFP and will be limited to price, clarification, definition, and administrative and legal requirements.
15. **Rejection of Work:** The contractor shall be responsible for the quality, accuracy and proper performance of the work identified in the contract. ASMI may reject any work found to be defective or not in accordance with the specifications contained in this RFP, contractor's proposal, and resulting contract, regardless of the stage of completion and the time and place the error was discovered. ASMI may also reject defective work that has been previously approved because of an oversight.
16. **Waiver:** the waiver by one party of any breach of the contract, or the failure of one party to enforce any of the provisions, shall be limited to a particular instance. Neither party shall waive any future breaches or future provisions merely because a breach has been waived in a particular instance.
17. **Severability:** If any provision of the contract is found to be invalid under, or contravene to the laws of any particular state, borough, or country, such contravention shall not invalidate the entire contract. The contract shall be construed as if the invalid provision is not contained in the contract.
18. **Contract Termination:** In addition to ASMI having the right to cancel the contract due to the lack of appropriate funds, ASMI may, with written notice, terminate the resulting contract in whole or in part, when it is in the best interest of the state. The state is liable only for payment for services rendered before the effective date of termination.
19. **Vendor Tax ID Number:** A valid tax identification number must be provided prior to contract approval.
20. **Contract Duration: All work must be delivered to ASMI by September 1 of each calendar year.**
21. **Renewal Options:** If the proposed contract were renewed, all fees and/or rates would remain the same throughout the life of the proposed contract.

### Historical Information Pertinent to the Proposed Contract

1. **ASMI's Mission:** The primary objective of the Alaska Seafood Marketing Institute is to create a dynamic, market-driven environment that will expand the global consumption of Alaska seafood. It accomplishes this by fostering growth opportunities with the food industry. ASMI's programs emphasize collaborative marketing and building the identity of Alaska Seafood as a brand.
2. **ASMI's Authority:** ASMI was established by the Alaska State Legislature in 1981 as a public corporation within the Department of Commerce, Community and Economic Development. As a cooperative effort between the State of Alaska and private Alaskan Industry, the Institute has the following legislative mandates: 1) conduct programs of education, research, advertising 2) promote all species of seafood and their by-products that are harvested in the state and processed for sale 3) develop market-oriented quality specifications for Alaska seafood in domestic and world markets, and adopt and distribute recommendations regarding the handling of seafood from the moment of capture to final distribution 4) prepare market research and product development plans for the promotion of all species of seafood and their by-products that are harvested in the state and processed for sale.

ASMI is governed by a seven member Board of Directors, appointed by the governor of Alaska. The board consists of five processors and two harvesters. Eight standing committees provide ASMI's board and staff with input and promotional direction. Staff is located in two offices: Juneau, Alaska, which is the corporate/ administrative headquarters and also the location of the international marketing program, and Seattle, Washington, which is the headquarters for the domestic marketing programs.

3. **Current Program:** ASMI has been a participant in the US Department of Agriculture (USDA) Market Access Program (MAP) since 1986. Current year funding is roughly US \$8 million including industry and state contributions.

ASMI's international program employs its monies by developing and executing generic marketing and promotional programs, directed toward, retail, HRI and consumer markets. All marketing plans and budgets are adopted and approved annually by ASMI's Board of Directors.

Specific industry conditions are addressed by ASMI and include:

1. World-wide farmed salmon production has surpassed the Alaska harvest. Alaska seafood cannot compete with aquaculture on the basis of cost alone. Negative factors include:
  - Cost of remote harvesting and processing operations is high. Cost of transporting finished product to market is high, particularly for fresh product. This challenge will become more acute with rising fuel cost.
  - Variable supply introduces risk for large-scale business development in the processing and purchase of Alaska seafood.ASMI aims to increase the value of the Alaska seafood resource by differentiating Alaska seafood as coming from Alaska- a pure and pristine environment, our fisheries are managed for sustainability, wild and natural.
2. Alaska's commitment to sustainable management comes at significant cost with respect to productivity, efficiency and full utilization of Alaska seafood resources. Alaska seafood remains abundant, stable, high in quality and value, however the market must be cultivated to offset Alaska's worldwide market share.
3. Sustainability is a growing concern for retailers worldwide. ASMI aims to achieve an overall acceptance in the international marketplace that Alaska seafood is sustainable:
  - Since 1959, the Alaska constitution has mandated that "fish...be utilized, developed and maintained on the sustained yield principle"
  - Every aspect of Alaska's fisheries have been strictly regulated, closely monitored and rigidly enforced for nearly five decades
4. There is a general perception that fresh farmed seafood is preferable to previously frozen or frozen wild Alaska seafood. ASMI seeks to raise the value of frozen and previously frozen Alaska seafood.

### International Program Situation Analysis

Alaska seafood products compete for "share of plate" with other proteins. ASMI's International Program's mission is to increase the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
- Long-term proactive marketing planning



- Quality assurance, technical industry analysis, education, advocacy and research
- Prudent, efficient fiscal management

The ASMI International Program will continue in its present marketing mode and strive to sustain its current posture.

The following is ASMI's FY 13 General Approach:

- The international program will work towards achieving ASMI's mission by capitalizing on opportunities for Alaska Seafood in ASMI's target markets.
- The international program will continue to build sustainability into the foundation of our brand identity.
- ASMI will position the Alaska Seafood brand as a trustworthy and safe choice that is a good value for both the trade and consumer.
- Convenience, health and value remain important to consumers: ASMI will continue to highlight how Alaska Seafood aligns with these interests. A key component of this strategy will be to educate consumers on "Cook it Frozen," the health benefits Alaska Seafood provides and offering a variety of recipes that feature both premium and low cost ingredients.
- ASMI will continue our work in all ASMI's targeted international markets because having multiple markets assists in our ability to achieve our mission.
- ASMI will remain vigilant in adapting as circumstances evolve.

#### Messages

ASMI will focus on building the brand around its core messages rather than reacting to short-term issues. ASMI will focus on the positive aspects of our differentiating factors. The following are the ASMI International Program's key messages:

#### Alaska Message

ASMI will continue to differentiate Alaska Seafood from all other seafood by calling out "Alaska" and therefore tapping into the positive perception consumers and the trade has of Alaska. ASMI will work to reinforce as well as add to that perception by delivering the key messaging outlined below in our marketing activities.

#### Sustainability Message

ASMI will continue to educate the trade on Alaska's long-standing commitment to sustainability and will incorporate the sustainability message into the core brand identity.

#### Wild Message

ASMI will increase its emphasis on the "wild" aspect of Alaska Seafood in its messaging. With the general decline in wild stocks worldwide, wild is becoming more of a differentiating factor. Alaska is uniquely positioned to benefit from increased emphasis on the wild message, as the state prohibits all types of finfish farming.

#### Pure and Pristine Message

ASMI will highlight the pure and pristine waters Alaska Seafood comes from as a point of differentiation. Key points on the pure and pristine message are as follows:

- Alaska has 34,000 miles of coast line
- Alaska is thousands of miles away from large sources of pollution
- Alaska has a small population for its vast size

#### Health and Nutrition Messages

With obesity on the rise in many Alaska Seafood markets, both government and consumers are becoming more health conscious. ASMI will continue to include the following health and nutrition points in its messaging:

- Alaska Seafood is a healthy alternative to other protein sources
- Alaska Seafood is among the richest sources of omega-3s
- Alaska Seafood contains a wide variety of minerals (including zinc, iron, calcium, selenium).
- Naturally high in many essential vitamins, Alaska Seafood contains vitamins E, C, D and A. Some varieties are very high in antioxidant E, which has proven to strengthen the immune system, and lower the risk of heart disease by reducing buildup of plaque in coronary arteries.

#### Strategy

ASMI conveys these messages through the following strategies:

### Trade:

- Trade Public Relations- Trade public relations are designed to increase trade awareness of Alaska Seafood and to notify the trade of generic activities and opportunities to participate within the ASMI program.
- Retail Merchandising – In-store displays, consumer contests and consumer demonstrations remain one of ASMI's most-effective promotional tools in achieving increases in trade and consumer awareness, product origin identification and increases in sales volume. One of the main objectives is to ensure that wild Alaska seafood achieves a strong and positive differentiation over competitive farmed seafood, through origin identification and its quality, taste, sustainability and other attributes at the actual point of sale when the consumer is in the retail store.
- Website – ASMI maintains overseas websites to address the specific needs of each overseas region. The sites contain information for consumers, trade and journalists and also offer the ability to access and download a range of information and recipe based materials covering all Alaska Seafood species.
- Trade shows- Trade shows offer an opportunity to improve trade relations and educate trade of the pure, natural and sustainable aspects of Alaska Seafood products.
- Buyer's education- In some regions ASMI conducts Alaska Seafood Buyers Education Programs in order to maintain and develop sustainable trade relationships with existing and younger generations.
- Trade Research- An evaluation and research study is conducted by a third party to measure trade awareness levels and attitudes towards Alaska seafood products within the region.

### HRI

- Foodservice promotions- ASMI selectively targets major foodservice distributors with promotional support. ASMI also seeks to organize promotions directly with hotel and restaurant chains.
- Foodservice advertising/Public relations – Foodservice advertising is an effective method of educating and impacting foodservice decision makers through press releases and generic recipes.
- Chef Training Seminars/ Training Schools – In some ASMI regions ASMI conducts chef training seminars in order to educate chefs about proper handling and cooking technique for Alaska seafood.
- Foodservice trade shows- In some regions ASMI attends HRI tradeshows in order to offer generic product information materials that communicate the advantages that Alaska Seafood offers the professional chef. Product tastings and chef demonstrations will take place at the booth if budget allows.

## SCOPE OF WORK

The following is a possible outline of the scope of work for the ASMI evaluation proposal. This represents the minimum work required. Additional specific details will be agreed through the research agency briefing process. The scope of work may contain but may not be limited to the following:

**All interested applicants are strongly encouraged to request a copy of ASMI's FY 13/14 Unified Export Strategy to better understand the scope of evaluation required. Please direct all requests to [JJacobson@alaskaseafood.org](mailto:JJacobson@alaskaseafood.org). Due to the complexity of the RFP, follow-up questions are strongly encouraged.**

### **AREA: All International Programs**

**Note: Contractor must be able to conduct surveys in the native language of all countries underlined below.** However, not all regions will require the same degree of inquiry.

**ASMI Regions and Program areas are:**

**Brazil** (Trade, HRI)

**China** (Consumer, Trade, HRI)

**Japan** (Consumer, Trade, HRI)

**WEU: France, Belgium** (Consumer, Trade, HRI)

**CEU: Germany, Austria, Poland, Switzerland, Czech Republic** (Consumer, Trade, HRI)

**NEU: UK, Ireland, the Netherlands, Sweden, Denmark, Finland** (Consumer, Trade, HRI)

**SEU: Spain, Italy, Portugal** (Trade, HRI)

**EEU: Russia, Ukraine** (Trade, HRI)

1. Conduct surveys evaluating awareness-related performance measures identified in ASMI's Country Progress Reports. This includes a targeted survey taking into consideration target audience demographics. Trade surveys will require personal contact either by phone or in person (ASMI will supply contact information).

Contractor will be expected to work with ASMI to design surveys to best evaluate ASMI's results in these markets to determine if the current strategy is raising awareness of key attributes as identified in the "Messages" section. It is anticipated that this will be most onerous in year one with years two and three requiring "tweaking" of evaluations rather than wholesale revamping.

2. In addition to general CPR performance measures, design and conduct brief surveys measuring consumer awareness of core Alaska Seafood attributes. Consumer surveys may be conducted online and/or in person/via telephone.
3. Provide analysis of survey results. Identify the key trends within each market relevant to Alaska exports and provide recommendations for performance measure modification based on findings.
4. Contractor will be expected to present findings of results at one ASMI Board of Directors or International Marketing Committee each calendar year. All travel expenses will be paid for by ASMI but travel and presentation time fall under the existing contract.

## PROPOSAL CONTENT AND REQUIREMENTS

Required Proposal Format: All proposals that are submitted in response to this RFP must use the following format. **Four** (4) copies of the proposal must be submitted to the ASMI address referenced in the Standard Proposal Information section. Any proposal not following these instructions may be declared non-responsive. Proposals may be mailed, emailed or hand delivered.

The proposer must address all the items in the format and order reflected below. Proposals that do not follow this format may be declared non-responsive and may be rejected. The written information will be evaluated based upon the criteria listed in the Proposal Evaluation Criteria. Selection of a contractor(s) will be based upon the proponent's, *Agency Experience, Project Key Personnel, Project Methodology, and Cost Proposal*.

1. **Table of Contents:** Provide a paginated table of contents, which complies with the following format:
2. **Agency Description:** Provide a brief description of the proposer to include:
  - a) Proposer's name and address
  - b) Voice and fax numbers, and E-mail address
  - c) Number of years in business under above name
  - d) Total years in business, including other names (minimum 3 years)
  - e) Number of offices and locations
  - f) List other affiliated agencies, if any
  - g) Which office would service the ASMI account?
  - h) Total number of personnel currently employed on a full-time basis
  - i) Agency organization and structure (submit organizational chart)
  - j) Provide a list of clients that your company has done similar work for during the past three (3) years
  - k) Are you on retainer with any of these clients? If yes, please identify which ones
  - l) List at least three (3) client references (name of company, contact and telephone.)
3. **Agency Experience:** Provide a detailed and precise description of the proponent's experience in evaluation of export commodity/seafood marketing programs.
4. **Project Key Personnel:** Provide the following information on the key personnel that will be assigned to this project:
  - a) Name of the lead or primary person(s) for each project, by title, duties, and approximate percentage of time that will be dedicated to the project. If the principal(s) is (are) not dedicated full time to this project, provide an approximate percentage of time allocated for other assigned accounts/duties.
  - b) Describe qualifications and credentials of assigned personnel along with a copy of his/her resume.

### 5. **Project Methodology:**

ASMI expects the study to have the following three components:

1. Executive Summary
2. Audit and Evaluation of ASMI's existing constraints and performance measures
3. Evaluation methodology including sample sizes

Following is a suggested approach to component 2:

#### Component 2: Marketing Audit

The marketing audit is intended to assemble information about the activities, budgets and impact of ASMI's programs internationally. It will include a review of all readily available information necessary to determine:

Current levels of consumer, trade and HRI attitudes toward and awareness of Alaska seafood attributes. Based on these findings, examine the relevancy of ASMI's existing constraints and performance measures and how to use in the design of new consumer, trade and HRI surveys.

This marketing audit will rely on two sources:

- Existing ASMI and FAS strategic and analytical documents and staff input.
- Information collected from past exporter, importer, foodservice and consumer surveys.

***Minimum Proposal Requirements***

RFP respondents are advised that ASMI has budgeted on a maximum \$125,000 per year for this study. We anticipate that the study requires approximately the following:

- Proposal must include mechanism for capturing all awareness-related performance measures in CPR.
- Minimum of 20 total interviews of US industry per region. Evaluator must be (or employ someone) fluent in local language.
- Consumer survey of each program's target audience consisting of a minimum of 10 questions with a minimum sample size of 500.
- Review of FY 12 and 13 ASMI documents reflecting program activities and results measured against UES goals and PMs; CPRs and the UES will be the primary documents for review, all of which are available from ASMI upon request.
- Review of information provided by ASMI staff and contractors.
- A minimum of one in-person presentation of report findings (travel expenses provided by ASMI) with teleconference presentations as needed.
- Proposals should illustrate additional services which will enhance the value of the applicant's services.

ASMI makes three important stipulations concerning the proposed work:

- Any and all subcontractors to be utilized during this contract must be identified and qualified within the contractor's proposal. The contractor is prohibited from subcontracting any portion of the work outlined within the contract without expressed prior written approval from ASMI.
  - Contractor agrees not to utilize or release any portion of study findings, or research, by any means of dissemination, without the prior written consent of ASMI.
  - All work must be completed by September 1 of each year. Due to the timing of the RFP, exceptions may be made for 2013.
6. **Cost Proposal:** Provide a cost proposal that does not exceed \$125,000 and explain how much would go to each of the following:
- a) Monthly or hourly fees
  - b) Estimated travel costs based on the proponent's project methodology
  - c) Any other costs
  - d) Total project costs
7. **Conflicts of Interest Statement:** Provide a detailed and precise listing of any potential conflicts of interest as established in the "Standard Proposal Information" section of this RFP.
8. **Other Licenses and Registrations:** Proof of any licenses and/or registrations as required by this RFP.
9. **Alaska Bidder Preference:** A five (5) percent reduction (for evaluation purposes only) to the proposal's price will be applied if a proposer qualifies as an Alaska bidder as defined by AS 36.30170(b). It is the proposer's responsibility to complete, sign and return the "Certification of Qualification for the Alaska Bidder's Preference" form with their proposal.

PROPOSAL SUBMISSION EVALUATION CRITERIA

Criteria	Relative Value
Agency Experience	30
Project Key Personnel	20
Project Methodology	25
<u>Cost Proposal</u>	<u>25</u>
Total Possible Points	100

**Cost Evaluation Formulas:** The Proposal with the lowest cost must receive the highest available rating allocated to the cost factor. The rating for each higher cost proposal must be determined using the following formula:

$$\frac{(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Points for Cost})}{\text{Price of Each Higher Cost Proposal}} = \text{Points}$$

**Statement of Non-Discrimination**

*The Alaska Seafood Marketing Institute (ASMI) is an equal opportunity employer. ASMI does not discriminate against any employee or applicant for employment because of race, religion, color, national origin, or because of age, physical handicap, sex, marital status, changes in marital status, pregnancy or parenthood when the reasonable demands of the position(s) do not require distinction on the basis of age, physical handicap, sex, marital status, changes in marital status, pregnancy, or parenthood.*