



www.ShopJaBellas.com | www.instagram.com/ShopJabellas | info@ShopJabellas.com

Public Relations Manager

Request for Proposal

JANUARY 2019

Introduction

Ja'Bellas is a new, exciting, and upcoming fashion brand. Ja'Bellas launched it's online boutique in October 2018. Since our launch, Ja'Bellas has grown tremendously with a high purchase volume both nationally and internationally and continues to grow every day. We are currently in search for a professional public relations individual or agency to help with the expansion of our brand.

Ja'Bellas is accepting proposals in response to this Request for Proposal in order to find a qualified source to provide public relations services for our company. Our goal with Ja'Bellas is to:

1. Expand our brand
2. Reach out to our target market
3. Out sell our competitors

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Ja'Bellas. While price is a significant factor, other criteria will form the basis of our award decision.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on public relation projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify Ja'Bellas no later than January 15, 2019.
3. Bidders must list at least 3 clients that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must be provided that is not more than 3 pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than 2 pages. This price proposal should indicate the overall fixed price for public relations as well as hourly rates and an estimated total number of hours, should Ja'Bellas decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.

7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to January 15, 2019 to be considered.
9. Proposals must remain valid for a period of 30 days.
10. Ja'Bellas anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

Budget

Ja'Bellas' budget for the project will be determined based on proposal

Evaluation Factors

Ja'Bellas will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost of ownership.
5. Technical expertise/experience of bidder and bidder's staff

Ja'Bellas reserves the right to award to the bidder that presents the best value to Ja'Bellas as determined solely by Ja'Bellas in its absolute discretion.

Thank you for your interest,

Team *Ja' Bellas*