



Innovation, Business and Rural Development

REQUEST FOR PROPOSALS

**MARKET OPPORTUNITY ANALYSIS FOR THE
OCEAN TECHNOLOGY SECTOR IN NEWFOUNDLAND
AND LABRADOR**

**DEPARTMENT OF INNOVATION,
BUSINESS AND RURAL DEVELOPMENT**

February 1, 2012

TABLE OF CONTENTS

1. Summary of Key Information.....	1
2. Introduction.....	1
3. Statement of Work.....	1
4. Methodology	3
5. Term.....	4
6. Price Proposal.....	4
7. Budget.....	4
8. Proposal Requirements.....	4
9. Proposal Evaluation Criteria.....	5
10. Security.....	5
11. General Conditions.....	6
12. Terms of Payment.....	6
13. Communications During the RFP Period.....	7
14. Submission of Proposals.....	7

1. SUMMARY OF KEY INFORMATION

ISSUE DATE

Wednesday, February 1, 2012

PROPOSAL SUBMISSION DATE

12:00 pm (NST) Monday, February 13, 2012

DEADLINE FOR SUBMISSION OF QUESTIONS WITH RESPECT TO THE RFP

12:00 pm (NST) Friday, February 10, 2012

NUMBER OF COPIES REQUIRED

Five (5) hard copies of your proposal, one marked original on the cover and four marked copy on the cover.

2. INTRODUCTION

The Department of Innovation, Business and Rural Development (IBRD) wishes to secure the services of an accredited, full-service marketing and communications agency to conduct a market opportunity analysis to serve as the basis for a marketing strategy and communications plan. The resulting plan will assist the Government of Newfoundland and Labrador in positioning the province as a global leader in the international ocean technology sector.

3. STATEMENT OF WORK

Background

The background information that follows is for the information and benefit of the Consultant only, and does not require a response.

Newfoundland and Labrador is building upon natural strength and earned capability to establish itself as a leader in the international ocean technology sector. The province is home to a vibrant and growing cluster of ocean technology companies and research institutions. The sector in Newfoundland and Labrador is comprised of over 50 private companies with annual sales revenue in excess of \$500 million along with an increasing number of world-class educational and research facilities. The Department of Innovation, Business and Rural Development is in the process of creating a new Ocean Technology Branch, with the primary goal of creating an environment to ensure industry and the supporting institutions maintain momentum and are well positioned for success in the competitive global knowledge-based economy. The objectives required to achieve this goal include: improving supports to business; strengthening ties between institutions and industry; and developing a new marketing approach for select target markets.

Oceans of Opportunity: Newfoundland and Labrador's Ocean Technology Strategy, released in 2009, identifies that the Government of Newfoundland and Labrador will continue to help companies and institutions pursue international markets through collaboration with key stakeholders to fill identified market niches. The report also outlines consultation with industry to research and identify events, initiatives and markets that offer the best opportunities for success as a priority.

With the formation of a new Ocean Technology Branch within the Department of Innovation, Business and Rural Development, the time is opportune for a comprehensive market opportunity analysis. The information gained through this research will be used to inform the development of a detailed marketing strategy and communication plan that will assist Government in its role as a supporter and promoter of the province's ocean technology cluster.

Work Scope

The Department of Innovation, Business and Rural Development intends to secure the services of a qualified marketing and communications agency to conduct a comprehensive market opportunity analysis for the department. Activities will include:

- A review and analysis of the competitive advantages of the ocean technology cluster within Newfoundland and Labrador;
- A competitive analysis of national and international geographic and jurisdictional entities taking part in the ocean technology sector. These entities will be identified by IBRD and may be supplemented by suggestions from the proponent.
- Identification and evaluation of potential sector-specific target audiences in local, national and international markets including recommendations for market priorities;
- A sector-specific review and analysis of existing knowledge and perceptions of Newfoundland and Labrador's ocean technology sector within the identified priority markets; and,
- Development of a set of top-line strategic recommendations broadly aimed at improving the province's global position in the ocean technology sector and as a lead into development of a comprehensive marketing strategy and communications plan.

Coordination and consultation with key stakeholders from the ocean technology cluster will be critical to the success of this project.

While the activities indicated below represent the core required elements within the project scope, it is anticipated that the proponent will make additional recommendations with respect to approach and executional requirements to complete the work. Concurrence by departmental officials with assessments carried out in Phase 1 will be required before the start of Phase 2. The successful proponent will be required to work closely with officials from IBRD to execute the following:

<p>Phase 1: Discovery and Situation Analysis</p>	<ul style="list-style-type: none"> • Consultation with officials of IBRD; • Consultation with identified key sector stakeholders; • Examination of existing available sector-related research and intelligence; and, • Presentation of situation analysis findings and recommended approach to required research to department officials for concurrence.
<p>Phase 2: Research</p>	<ul style="list-style-type: none"> • Sector-based national and international best practice assessment; • Sector-specific review and analysis of existing perceptions of Newfoundland and Labrador’s ocean technology cluster within identified markets; • Competitive analysis of other major national and international players in the ocean technology sector; • Definition and articulation of the province’s competitive advantage within the sector; and, • Identification and evaluation of potential sector-specific target audiences in local, national and international markets
<p>Phase 3: Findings and Recommendations</p>	<ul style="list-style-type: none"> • Presentation of research findings including rationale for recommended priority target markets and audiences within the sector; • Presentation of a set of top-line strategic recommendations broadly aimed at improving the province’s global position in the ocean technology sector and to serve as the starting point for development of an Ocean Technology marketing strategy and communications plan; and, • Submission of a Final Report

4. METHODOLOGY

The Consultant shall use the best available methods in carrying out the work. The Consultant represents and warrants that it has, or has at its disposal, the required skills, capacity, resources and qualified, competent personnel to perform the work and that those individuals represented in the Consultant's proposal will perform the duties outlined in the proposal. No change in personnel assigned to the contract will be permitted without the prior-written consent of the Client.

5. TERM

The project will commence upon signing of the contract. The project must be completed in its entirety no later than **Friday, March 30, 2012 (Suggested schedule to complete work must be part of proponent's submission)**.

The department would require a series of meetings throughout the contract term. These include but are not limited to: the review and confirmation of the project objectives and deliverables upon awarding of the contract; presentation of the results and recommendations following each phase of the project; and delivery of the final report. Additional meetings may be required with various officials from IBRD and other stakeholders as well as on-going, regular communication and consultation via telephone, and/or e-mail.

6. PRICE PROPOSAL

The price proposal must quote firm prices in Canadian dollars and must contain a breakdown of professional fees and reimbursable expenses, exclusive of HST. There is no separate budget allocation for travel expenses, and any such expenses if required for the completion of this project should be included in the price.

7. BUDGET

The maximum budget for this project is **\$60,000**. Bidders should note that the price proposal accounts for **25 per cent of the evaluation** and therefore should identify the most cost-effective approach to complete this project.

8. PROPOSAL REQUIREMENTS

The proponent must demonstrate and warrant that it has, or has at its disposal, the required skills, capacity, resources and qualified, competent personnel to perform the work. Specifically, your proposal must address the following:

- Your proposed approach and methodology, including rationale, noting any potential challenges and limitations;
- A detailed work plan and schedule, including activities and duration/timing to meet the requirements;
- An outline of proposed procedures related to the administration of this account. This must include a billing schedule, preparation of status and contact reports, budget reports, expenditure reports, the scheduling of regular meetings to discuss progress, and other relevant data;
- The security measures in place to protect the privacy of information;
- Examples of current or past clients for whom you have completed similar work as well as a description of the applicable work and outcomes along with an outline

- Market opportunity analysis;
 - Stakeholder consultation;
 - Attitudinal/awareness-based research;
 - Competitive analysis;
- Knowledge of the ocean technology sector. International knowledge would be an asset.
 - The personnel who will be assigned the work, including any support staff, and/or potential partners, and their delegated tasks, along with a description of their professional backgrounds;
 - A minimum of three (3) client references; and,
 - Your request, if any, for deviations from the requirements.

9. PROPOSAL EVALUATION CRITERIA

The following evaluation criteria will be used to assess responses to this Request for Proposals:

- Proposed approach and methodology, including work-plan, schedule, account administration and security measures (25%);
- Experience and expertise with similar research including qualifications of personnel assigned to the project (25%);
- Demonstrated knowledge of the ocean technology sector (15%);
- Price proposal (25%); and,
- Project comprehension and clarity of the proposal (10%)

10. SECURITY

The successful proponent must agree that all information received, information gathered, materials collected and reports produced will not be copied, shall be the sole property of the Department of Innovation, Business and Rural Development, and will be returned to the Department of Innovation, Business and Rural Development upon completion of the project. The proponent shall not publish, nor in any way use said information, materials, or reports for any purpose other than to provide such information, materials or reports to the Department of Innovation, Business and Rural Development.

****All documents and other records in the custody of or under the control of some or all of the Government or its representatives may be subject to the Access to Information and Protection of Privacy Act SNL2002 cA-1.1. Subject to the provisions of this Act, all responses and other documents and other records submitted by a Proponent in connection with this RFP will be considered confidential, and financial and other proprietary information will not be disclosed.***

11. GENERAL CONDITIONS

- The Department is not obliged to accept the proposal with the lowest price or any other proposal for this project.
- The Department reserves the right not to accept any proposal and cancel and/or re-issue this Request for Proposals without penalty or cost to government.
- The Department reserves the right to enter into negotiations with any proponent on any or all aspects of their proposal, or to accept any proposal in whole or in part. The Department will not be responsible for any legal costs associated with contract development.
- No payments will be made for costs incurred in the preparation and submission of a proposal in response to this request.
- The successful Proponent must be in good standing with, and may be required to provide a letter from the Workplace Health, Safety and Compensation Commission (WHSCC), or its equivalent in the jurisdiction in which the Proponent organization is located, prior to receiving any payments.
- The work performed under any contract resulting from this Request for Proposals will be subject to inspection and acceptance by the Department.
- Those individuals represented in the proposal will perform the duties outlined in the proposal. No change in the personnel identified in the proposal will be permitted without the prior written consent of the Department.

12. TERMS OF PAYMENT

- Invoices must be submitted to the department before payment will be made.
- A proposed billing schedule is one of the requirements of this RFP and will be finalized following awarding of the work and included as part of the terms of the project contract.
- No fee payments will be made for the cost of work incurred to remedy errors or omissions for which the proponent is responsible.
- In the event of a decision to terminate this work at any point, liability to the proponent will extend only to those costs actually and properly incurred up to the time of such termination.

13. COMMUNICATIONS DURING THE RFP PERIOD

Any communications and questions during the RFP period should be addressed, on or before **12:00 pm (NST), Friday, February 10, 2012**, in writing to:

Diane Taylor
Department of Innovation, Business and Rural Development
t: 709.729.1684
e: DianeTaylor@gov.nl.ca

Verbal questions will be answered verbally, but are not binding on either party. If you submit your question(s) in writing, we will respond in writing in the form of an addendum. To ensure consistency and quality of information, all addenda that have been issued in relation to this Request for Proposals will be available on the Government Purchasing Agency website only at <http://www.gpa.gov.nl.ca>. Respondents can either access the website at their own discretion for the addendum, or may use the registration process available on the site to receive notifications of the addendum.

Respondents are cautioned that it is their responsibility to ensure they receive all information and addenda pertaining to this Request for Proposals. Those respondents not registered to receive amendments are solely responsible for ensuring that they are aware of and have complied with all amendments by the proposal submission date. Neither the department nor the Government Purchasing Agency will be responsible for respondents who fail to inform themselves regarding the scope and nature of the work. Please note that the last date for written and/or verbal questions is **12:00 pm (NST), Friday, February 10, 2012**.

14. SUBMISSION OF PROPOSALS

Five (5) hard copies of your proposal must be submitted on or before **12:00 pm (NST), Monday, February 13, 2012** to:

Diane Taylor
Department of Innovation, Business and Rural Development
2nd Floor, West Block, Confederation Building
P.O. Box 8700 St. John's, NL A1B 4J6

and marked: Ocean Technology, Market Opportunity Analysis

Please note: Faxed and/or electronic submissions will not be accepted.