



Appalachian Abattoir RFP Question Clarifications

Released 2/1/2019

Marketing and Branding Services
Charleston WV

Due February 11, 2019

Solicitation website: <http://beef.buzz/content/bid-opportunities>

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TARGET AUDIENCES

Q: Can Buzz provide further information about Consumer type: Farmer; Will you be providing services other than slaughter, cut/wrap to this market such as warehousing, logistics, delivery, private label)?

We are planning on providing slaughter and cut/wrap services. This may include private labeling. We do not anticipate providing delivery or logistics to individual producers.

Q: For the “Farmers” Target Audience, is messaging to do with supply of livestock and/or something else?

Messaging includes Cut/wrap services offered by the facility and new sales opportunities (selling hanging carcasses) at the facility.

Q: Will the farmers be primarily from WV or a larger region (if larger, please specify)

We plan to try and source as locally as possible availability may require us to source regionally (Central Appalachia).

Q: Do you have any strategic goals for how many regional farmers to reach in your first year/s open?

No.

Q: Can Buzz provide further information about Consumer type: Retail customers; Can Buzz confirm that the retail customers/grocery group represents a new market for the company; what is the anticipated degree of product overlap with the food service segment?

Customer information will be shared with the selected vendor. For product overlap, there will likely be different messaging and packaging needs.

For the retail customers (shoppers), do these participants need to shop at any specific retailers? Or come from any specific market areas?

No specific retailers have been identified yet. More information will be shared with the selected vendor.

Q: Please confirm whether lists will be made available to assist in the recruitment for farmers and chefs for research purposes. If they are available, will the list include both current Buzz customers and prospective customers? Also, what information will it include (e.g. email, direct phone numbers, general phone numbers, etc.)?

Relevant information will be shared with the selected vendor. Additional producer outreach will likely be necessary. Information shared will depend on the stakeholder type and if the team has permission to share that information directly. In some cases, the Buzz Project Team may need to serve as a liaison.

Q: Do you have current information on your consumer; like user personas or demographic info?

We will share customer information with the selected vendor.

MARKET ANALYSIS/ RESEARCH SCOPE

Q: The proposal mentions that you have existing research, if so, are you only wanting to build on the research you have by conducting focus groups to reinforce that research and determine if new research needs to be conducted if they are in opposition?

No marketing/branding consumer research has been completed to date.

Q: Could you please elaborate more on what is included in the existing research? For example, what is the scope (primary, secondary) and focus (market forecasting, opportunity analysis, consumer habits and practices, etc.)? It will be helpful to know what has been done previously in order to recommend our research approach.

No marketing/branding consumer research has been completed to date.

Q: Does Buzz already have this research on hand, or is additional research a service that should be included in the proposal (in addition to the focus groups)?

The market analysis addressing questions outlined in Table 1 has not been completed and is a service that should be included in the proposal.

Q: In the Scope of Services and Requirements section, it mentions a baseline review of existing research. Is this data the property of Buzz that will be provided to the winning consultancy firm, or will there be a need to source and purchase syndicated research?

No marketing/branding consumer research has been completed to date. Firms will need to source baseline research from appropriate sources. Firms are expected to include costs for identifying relevant research prior to conducting market analysis and stakeholder outreach. The team may be able to provide industry-specific guidance as needed.

Q: The existing research, what did it encompass? Who was surveyed? What type of customer?

See above.

Q: Will you provide the existing research prior to the RFP due date? If not, can you provide some of the more pertinent details of the findings.

No, see above.

Q: Can Buzz elaborate on “acceptable price spreads in relation to packaging” in the supplemental question section in Table 1? Does Buzz prefer the bid to include a *qualitative exploration of generally acceptable price ranges* as part of the early stage qualitative work, or as a separate quantitative pricing study?

The Buzz team requires an understanding of packaging in relation to customer willingness to pay to inform marketing, packaging, and equipment purchase decisions. Firms are encouraged to provide a cost estimate for the exploration they feel would best answer this question and may provide cost estimates for both.

Q: What is the scope of the market analysis described in the RFP?

See Table 1 for key questions to explore in the market analysis.

Q: Please elaborate on what the RFP is referring to in Scope of Services, Section A when it says, “community outreach”. As in, “...the marketing consultant must be experienced in *community outreach* and market analysis in order to assess current consumer attitudes and perceptions.”

The team is interested in experience with in-person consumer outreach.

Q: If you want one comprehensive quote, could you please be more specific on the extent/ scope of the additional research you wish to be conducted?

See above. Vendors are encouraged to provide a base cost with additions as they deem appropriate.

GEOGRAPHY

Q: Should the consultancy firm plan to conduct the research with participants across the five states that Buzz currently services? Are there other screening criteria for any of these three groups that could have cost implications for participant recruitment?

The primary focus for consumer research is in-state. Firms are encouraged to provide add-on or supplemental costs associated with markets outside of the state if they deem appropriate.

Q: What regional area do you plan to market? The current 5 state region or somewhere else?

The team expects to market in-state and regionally (tentative target 100-200 mile radius).

Q: Should we assume any further geographic focus than the five states outlined in the RFP? Are there geographic priorities (i.e. WV) within the five state area? Is there desire to ensure representation from any particular cities within each state?

There will likely be a need to ensure representation from both urban and rural markets.

Q: Do you have more specific information on the location of the Abattoir facility? GPS map location, county, city, general area demographics, streets, rivers, etc.

Yes, it will be co-located with the current Buzz Foods Facility at 4818 Kanawha Blvd. East, Charleston WV 25306.

PRODUCTS/BACKGROUND

Q: For Appalachian Abattoir, what kind of products are you thinking of producing for each audience segment?

Products include but are not limited to cuts/products from whole animal butchery, ground meats, value-added, and packaged retail meat products. We will discuss additional details regarding the business with the selected vendor.

Q: Do you know roughly the number of new product lines you will have?

No.

Q: For Buzz Food, our understanding is that Buzz Food is currently a distributor of meats. Are there any other services Buzz Food provides? How does Buzz Food currently distribute to your customers (mostly b2b, direct to chefs and restaurants, or also b2c in retail)?

Buzz foods is a meat and food distributor and also has a USDA inspected processing facility where we cut subprimals to order for customers. We sell primarily to food service customers. We will discuss additional details regarding the business with the selected vendor.

Q: For Buzz Food, do you currently have brand guidelines or any design work/packaging that you really love/think resonates with your audiences?

We do have example guidelines, designs and packaging to share with the selected vendor.

Q: Do you have any big competitors within the state or regionally you are aware of for either BF or AA?

We will share competitive analysis with the selected vendor.

DELIVERABLES

Q: Can Buzz elaborate on the following Task 2 deliverables: Pop-up signage

This refers to pop up signs that could be set up at conferences, at events, in grocery stores next to a sample booth, etcetera.

Q: Can Buzz elaborate on the following Task 2 deliverables: Tradeshow booth: Do you have an existing booth you plan to use? If so, what size and configuration? If not, is proposal to include cost of booth as well as graphics?

We do not currently have a booth. Team anticipates a regular table size including but not limited to: branded tablecloth, backdrop, display posters, materials, etcetera. This proposal does not include the actual cost of purchase of these items just the design.

Q: Can Buzz elaborate on the following Task 2 deliverables: Templates - Labels: Are these product labels or business/mailling labels? How many different sizes are involved?

Both. Number of sizes needed is determined by the market research and subsequent labeling equipment purchase decisions.

Q: Can Buzz elaborate on the following Task 2 deliverables: Brochures: These are listed under both "Materials" and "Templates" does this proposal include both fully designed brochures as well as templates for other brochures you may create yourself?

Correct, it includes both.

Q: Does this proposal need to include both design and printing costs for handouts and brochures?

Printing costs are not part of this proposal.

Q: Task 3 states that the consultancy firm would “identify ongoing strategies” for a time period of 3 years after launch, including the continued development of marketing, communication, and social media strategies, customer engagement, continued solicitation of customer feedback, and recommendations for tracking key metrics. Can Buzz provide further description (parameters) for these tasks? Is the proposal just for a plan of action, or is it to include needed tools and materials?

The proposal is for a plan of action as well as tools and materials needed to implement the plan.

Q: Does this proposal require the consultants time to manage these strategies in the three years after the launch?

No.

Q: Can Buzz elaborate on Task 3 deliverable “plan for how to train/support employees (brand building, sales calls, using templates)?”

This refers to a plan/outline for the company to use with new and existing employees of both facilities. This task is intended to ensure that employees can effectively communicate the brand and messaging with consumers, partners, and colleagues.

Q: Chart labeled “Task 4 Deliverables” Some items are italicized with an asterisk – does that signify something?

These are products that may or may not be needed depending on results from study and recommendations from the winning firm.

MEDIA

Q: In the proposal section of the RFP, it references media buying; however, we didn't see a section of the deliverables or project scope that included media buying. Is media buying a part of the scope of work, or is demonstrated experience what you're interested in? Please provide more clarity about the references to media buying.

Media buying is not part of the current scope of work. The reference to media commissions would be as an add on service. The team would like strategies for measuring effectiveness of media purchased in the future and recommendations for media purchase to be included as part of the brand strategy plan (Task 3).

Q: Section 4 Proposal under Narrative Approach and Work plan, it mentions listing of tools used to measure reach and frequency when purchasing media (television, radio) but a media plan is not mentioned under tasks and deliverables. Please clarify.

Media/outreach plan is included in Task 3 – Strategic Brand Implementation Plans.

SOFTWARE/MATERIALS

Q: Task 4 states that marketing materials shall be in an electronic form “commonly used by most computer software” please specify what file types you can work with and what software you use. Can Buzz elaborate on the following requirements “along with original shape files and Adobe marketing-based software”? Please define shape files. Are you wanting proposal to include software or just files?

This proposal does not include software.

Q: Task #4- Final Presentation – line 5: “... along with original shapefiles and Adobe marketing-based software. Templates will be provided in common formats as well as Adobe formats as applicable.”

Question: Is the Consultant responsible for purchasing Adobe software licenses for the client and if so, how many users will be needed?

The vendor is not responsible for purchasing software licenses.

The team would like both finished and template files in regular office software applications (MS Office or equivalent, PDF, JPG, PNG) for everyday use as well as all the original design (InDesign, Illustrator or equivalent) files as appropriate for future modifications.

WEBSITE

Q: Task #2- Deliverables – Under “Templates” – “Design elements for use in website design” Will the consultant build the website or just provide the design elements?

The Consultant will just provide the design elements.

Q: If the Consultant provides just the design elements, what platform is the website built on (i.e. WordPress, etc.)

This decision has not been finalized but will likely be Wordpress or similar CMS.

Q: Will the Consultant be able to meet with the website programmers to make sure that what the Consultant is developing will work within the chosen platform – if the Consultant is not building the site.

The consultant will be able to meet with individuals responsible for the website programming.

BUDGET:

Q: Are you able to share any ballpark budget with us for this branding/marketing project? We work on many varying scales, from small local nonprofits and solo entrepreneurs to national companies and campaigns, and always try to meet our clients where they are. We'll cater a scope of work that solves our clients' problems but works within their budgets.

Q: Would Buzz be willing to provide a budget range for the project?

Q: Has Buzz Foods/Appalachian Abattoir established a budget or budget range for this project? Can you share that budget or range?

Q: Do you have a proposed budget?

Please assume a range of \$40,000-\$60,000. Buzz will work with the selected organization to refine final costs and assumptions in collaboration with the vendor. Please also note your pricing methodology to allow us to understand cost build up.

EVALUATION/SCORING

Q: How does Buzz intend to score the proposals?

See below.

Q: Is there an Evaluation Scoresheet and/or breakdown of points in categories and/or between technical and cost submittal (Rules and Guidelines, Section J- Award of Contract) that will help us understand the relative importance of technical and price factors in awarding of the contract?

Responsiveness of proposal to proposal requirements	11%
Project team and firm qualifications	44%
Project approach, creativity, workplan	30%
Cost proposal (for qualified firms only)	15%

Q: Who is on the Selection Committee that will evaluate the proposals? (Rules and Guidelines, Section I). If you cannot name them at this time, can you identify their individual areas of interest/ expertise/ responsibility?

N/A

INSTATE PREFERENCE

Q: Will any preference be given to selection of a local vendor (Charleston area or West Virginia vs. out of state vendor)?

Q: Is there a formal in-state preference applicable to the scoring of the proposals and, if so, is there a specific form that must be included with the submittal to qualify for the in-state preference?

There is no evaluated or scored criteria related to company location. However, understanding that travel costs would have to be incorporated for a firm that is not local, and cost will be considered.

OTHER FIRMS

Q: Will all vendors who submit proposals be notified in writing of the results and which proposer has been awarded the contract?

Yes.

Q: Should a vendor question or have a complaint about the award of the contract, how long is the protest period following their notification of the award to another proposer?

Buzz will consider a written debrief should that be formally requested by a vendor that submitted a full and complete proposal.

Q: Could you let us know who else has put in an intent to bid?

No.

PRICING

Q: Are there any outside costs (Defined as anything other than in-house Labor) that need to be quoted? Specifically, do you require quotes for printing?

Printing cost quotes are not required. Firms are encouraged to provide core services and quotes for additional services outside the scope as applicable.

Q: The research portion of the Market Analysis, if this is being outsourced, do you want the cost included in the proposal?

Yes, please breakdown all costs.

Q: If so, do you want options? Precisely, is there a cost point that you are looking at for the survey portions?

Options are encouraged.

Q: Has the Abattoir facility been formally named?

No. The name and branding process is part of this RFP.

GENERAL QUESTIONS

Q: Can you describe Appalachian Abattoir's internal project team with which the successful proposer will be working – number of people, titles, etc. and their specific areas of interest/expertise/responsibility?

Point of contact will be project manager Annie Stroud. Project team is made up of six individuals with three making up the core decision making team.

Q: Does Buzz Food/Appalachia Abattoir envision retaining the services of the successful proposer for ongoing assistance in brand management and marketing support following completion of the project scope of work? Or should the proposers view this specific project as a "one and done" engagement?

There is a possibility for on-going or follow up work as needed.

Q: The second paragraph begins, "The team is seeking a marketing consultant or firm to lead the project team through..." but it looks like it stops abruptly. Is there anything else in that thought we should bear in mind?

No - this sentence is an error that was not removed from the final RFP.