



# The St. Lucia Chamber Of Commerce Industry & Agriculture

*Serving Members and the Community since 1884*

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## **COMPETITIVENESS THROUGH LINKAGES SCOPE OF WORK REF #44 REQUEST FOR QUOTATIONS (RFQ) - RFQ 24**

### **1. BACKGROUND:**

The St. Lucia Chamber of Commerce Industry & Agriculture's (SLCCIA) Competiveness Through Linkages (CTL) Project is funded by the EU Banana Support Programme 2006 titled Economic Diversification (EU-ED) B-21.03.18, EuropeAid/127214/M/ACT/LC and implemented by the Business Development Unit (BDU). The Project runs until December 2011 and provides business advisory and other services to Client firms to increase sales. The CTL Project assists Clients to increase sales, investment and employment by identifying and removing inhibiting constraints.

The Competiveness Through Linkages will implement a wide range of activities over the period designed to;

- Enable businesses to compete more effectively and to successfully integrate into the world economy;
- Strong backward and forward linkages in the agricultural, manufacturing and services sector;
- Increase business for SMEs in rural areas with special attention on linkages with other sectors with expended use of ICT;
- Increase in new business formation and
- Increase trade, investment and employment
- Sales generation for firms receiving assistance tailored to removing constraints;
- More enhanced private sector knowledge of the demand driven application resulting in increased exports across sectors;
- Immeasurable benefits to be gained by the rural SME from increase in orders and production that the assistance will cause to take place;

## **2. THE CLIENT**

The Client started operations one year ago having bought over the company. The Client produces Bay Rum and Citrocol products whose brand is well known in the domestic market since 1924. Sales to the domestic market are handled through a distributor while export sales are handled directly by the Client. The restructuring and repositioning of the operations began in 2005-06 under the previous owners, and continues with the Client in an effort to counter the effects of competition from imported products mainly from the Caribbean region.

The Client faces a number of issues with the products it manufactures. Buyers have repeatedly complained about the in-consistency of product volume, an issue the Client plans to address by the introduction of new filling equipment. Compliance with product packaging standards as set by the St. Lucia Bureau of Standards demands that the bottles used are not recycled. The purchasing of new bottles is proving to be costly as the volumes purchased are too small to attract volume discount prices. Moreover, the current bottle used is breakable which sometimes results in loss of product during delivery to the Client's distributor has conveyed buyers' requests for a non-breakable bottle.

The introduction of a new non breakable bottle will assist the Client meet buyers demand in the export market.

The introduction of this new bottle necessitates the redesign of the product label to fit the four (4) new bottle sizes (125ml, 250ml, 500ml and 50ml). The Client lacks the skills and knowledge in label design and has requested SLCCIA-CTL's assistance if it is to retain its current sales and attract new sales.

## **3. OBJECTIVES AND TASKS**

The objective of this Scope of Works is to the Client in the redesign of the product labels to fit 4 new bottle sizes to reflect brand, logo, image (packaging designs), labeling, bar-coding and contents. The Specialist will work in collaboration with the CTL Business Advisor and other members of the CTL team in undertaking the following specific tasks to achieve this objective:

- a. Meet with the CTL staff and the Client at the Client's place of business in Saint Lucia to review:
  - i. The objective of the assignment and to agree on the tasks to be undertaken;
  - ii. To familiarize him/herself with the products and packaging material currently being used;
- b. Work with the Client to rationalize the buyer's requirement for the local and export market as per product presentation and packaging;
- c. Collaborate with the Client to critically assess the products' image vis a vis that of competing brands and international trends;
- d. Prepare and present to the Client (in the form of a power point presentation and in hard copy) two new concept options for the product label for the 4 sizes of bottles

- (125ml, 250ml, 500ml and 50ml), that would reflect brand, logo, image (packaging designs), labeling, bar-coding and contents.;
- e. Ensure that options presented in (d) above meet (*SLNS 18 part 3 1997*) of the Bureau of Standards requirements;
  - f. Prepare a final report on the tasks undertaken with respect to (1-5) above.

#### 4. DELIVERABLES:

The Consultant will be responsible for the following deliverables:

1. Two (2) new options for the products labels for the 4 sizes of bottles that is reflective of brand, logo, image (packaging designs), labeling, bar-coding and contents.
2. One Client approved final design for product label to be used on 4 sizes of bottles;
3. An edited report of 10 – 15 pages on the tasks undertaken in this Scope of Work to include assessments, recommendations and new label design options in electronic and had copy formats.

#### 5. LEVEL OF EFFORT:

The level of effort available for this consultancy is 30 days. An illustrative LOE breakdown is included in the table below:

<b>Activity</b>	<b>Days</b>
Meeting and familiarization at Client's plant	1
Rationalisation of product & assessment of products against competing brands	3
Prepare and present new draft design options	10
Prepare and present final design	2
Prepare and present final report	2
<b>Total</b>	<b>18</b>

#### 6. QUALIFICATIONS:

The Consultant/Consulting Firm must have the following minimum qualifications:

1. Five (5) years of professional experience in marketing of manufactured products with specific experience in rebranding;
2. Knowledge of graphic designs or access to a graphic designer
3. Ability to communication fluently in the English language.
4. Excellent writing and oral presentation skills.
5. Must meet EU/ACP Origin and Nationality Rules

#### 7. SUBMISSION DATE:

Quotations must be received before 4:30 PM Eastern Caribbean Time on Friday September 10<sup>th</sup> 2010. Please submit the quotation in both hard and soft copy to:

Allan Perry Thomas  
Project Manager  
The Competitive Through Linkages Project  
St Lucia Chamber of Commerce, Industry & Agriculture  
P. O. Box 482, Castries, St Lucia  
[athomas@stluciachamber.org](mailto:athomas@stluciachamber.org)

## **8. TERMS OF THE BID**

This is a RFQ only, and in no way obligates the CTL Project to either award a subcontract or pay for any cost incurred by the applicant for expenses incurred in submitting a quotation.

Offer must remain valid for not less than ninety (90) calendar days after the offer deadline.

Any additional information or clarification relating to this RFQ may be submitted via email to Allan Perry Thomas at [athomas@stluciachamber.org](mailto:athomas@stluciachamber.org)