



The St. Lucia Chamber Of Commerce Industry & Agriculture

Servino Members and the Community since 1884

P. O. Box 482, Vide Boutielle, Castries, St. Lucia

Tel: 758.452.3165 / 758.453.1540 Fax: 758.453.6907

Email: info@stluciachamber.org Website: www.stluciachamber.org



Competitiveness Through Linkages Request for Proposal for Planogrammer RFP-26

BACKGROUND AND OBJECTIVES

The St. Lucia Chamber of Commerce Industry & Agriculture's (SLCCIA) Competitiveness 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 Competitiveness Through Linkages Project 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;
- Strengthen backward and forward linkages in the agricultural, manufacturing and services sectors;
- Increase business for SMEs in rural areas with special attention on linkages with other sectors with expended use of ICT;
- Increase new business formation;
- Increase trade, investment and employment;
- Generate sales for firms receiving assistance tailored to removing constraints;
- Enhance private sector knowledge of the demand driven application resulting in increased exports across sectors;
- Provide immeasurable benefits for the rural SME from increased orders and production that the assistance will cause to take place;

THE CLIENT

The Client is incorporated and started operations in 2000. The Client is located in Marigot. The main line of business is the retail of grocery items. The Client employs three staff. All groceries items are purchased locally from major wholesalers. Fresh produce are purchased from local farmers. The Client operates the largest establishment

of its kind in the area and sells to residents of the area and commuters along the Castries/Soufriere route inclusive of tourists.

The Client has complained that many potential customers enter the establishment but leave without effecting a transaction. SLCCIA-CTL Project has verified through a customer survey the need for a faster and more efficient check-out system. Additionally, the customer survey also revealed that poor store layout is also a deterrent to customers who for both of the aforementioned reasons leave the store without effecting a transaction. Long checkouts coupled with poor store layout is resulting in forgone sales for the Client; the problem is particularly acute during peak periods.

The Client is desirous of meeting buyer demand for acquiring the most advantageous layout of products to relieve congestion and to facilitate the easy flow of customers to retain sales. The Client is constrained by the lack of requisite knowledge to design and implement a more effective store layout and has approach SLCCIA-CTL Project for assistance in sourcing and contracting a planogrammer to improve store layout.

OBJECTIVE AND TASKS

The objective of this Scope of Work is to design and implement effective store layout to effect completion of sales transactions and to facilitate faster customer flow. The Specialist will work in collaboration with the CTL Business Advisor and other member of the CTL team in undertaking the following specific tasks to achieve this objective:

1. 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 current store layout and the products which are being carried.
2. Work with the Client to rationalize the buyer's requirements for more effective floor design and layout based on Client current layout
3. Collaborate with the Client to critically assess layout of competing stores
4. Prepare and present to the Client in the form of soft and hard copy two new layout options (inclusive of new shelving) for selection of one
5. Present to the Client final design based on selected in (4) above
6. Implement new layout to include the purchase and placement of an appropriate number of new shelving as required.
7. Prepare a final report on the tasks undertaken with respect to (1-6) above.

DELIVERABLES

The Consultant/Consulting Firm shall be responsible for the following deliverables:

1. Two (2) new options for new floor layout and design
2. Client approved final designs selected from one (1) above
3. Implemented new store layout inclusive of introduction of new shelving
4. An edited report of approximately ten (10) pages on the tasks undertaken in this Scope of Work to include photos and the assessments, recommended improvements and new packaging design options in electronic and hard copy formats.

ESTIMATED PERIOD OF PERFORMANCE

The estimated period of performance is Monday September 5th 2011 – Monday October 31st, 2011.

SUBMISSION DATE AND FORMAT

Proposals must be received before 4:30PM Eastern Caribbean Time on Friday 19th August 2011. Please submit the technical and cost proposals in hard and soft copy to:

The Project Manager
Competitive Through Linkages Project
St. Lucia Chamber of Commerce, Industry & Agriculture
P.O. Box 482, Castries, St Lucia
athomas@stluciachamber.org

The submission shall be in two parts and must be submitted in accordance with the double envelope system; i.e., in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words “Envelope A – technical proposal and the other “Envelope B – cost proposal . All parts of the Request for Proposal other than the cost proposal must be submitted in Envelope A. Any infringement of these rules and conditions will lead to a rejection of the proposal:

- 1) PART I: Technical Proposal
- 2) PART II: Cost Proposal

PART I: Technical Proposal

Technical Approach (2-3 pages, suggested).

The technical approach should include how the organization intends to carry out its mission to accomplish the tasks and deliverables requested above. In addition, it is suggested that the technical approach also focus on the following areas:

- 1) The organization should demonstrate :
 - a. Working knowledge of the retail industry/sector

- 2) How the organization will proceed to recruit (if not already within the organization) the personnel needed to accomplish the tasks requested above.

Personnel Plan and Staffing (1-2 pages suggested). The section on personnel should describe who will be carrying out the specific task and should include:

- 1) The resume of the person(s) who will supervise the projects' implementation and provide technical guidance to the assignment.
- 2) The resumes of the consultants/experts/facilitators/ trainers to be associated with the tasks and deliverables

Past Performance (2-3 pages, suggested). Describe the organization's current capabilities for providing similar types of tasks as described above, including:

- 1) Detailed description of similar exercises undertaken within the region
- 2) Any experience working with donor-funded programs/projects
- 3) At least 5 years experience in the design and implementation of store layouts.
- 4) Three (3) client references attesting to the abilities of the organization. Include name, address, email address, and current telephone number.

PART II: Cost Proposal

The organization shall submit a detailed cost quotation for the deliverables listed above.

TERMS OF THE BID

This is a Request for Proposal only, and in no way obligates the CTL Project to either award a subcontract or pay any costs incurred by the applicant for expenses incurred in submitting a proposal.

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

Any additional information or clarifications relating to this request for quotation may be submitted in writing via email to Janice Hilaire at jhilaire@stluciachamber.org.