



REQUEST FOR PROPOSAL

Execution of a Market Research / Study for Daimeh Eatery

RFP #: JRF-P-2020-023 - Market Research / Study for Daimeh Eatery

Issue Date: September 22, 2020

This is the official document of Jordan River Foundation providing a Request for Proposal (RFP) to procure the services of a consultant/firm who meets JRF requirements for studying the target market for one of its social enterprises; Daimeh Eatery.

Issuance of this RFP in no way obligates Jordan River Foundation to award a contract, or commit it to pay for costs incurred in the preparation and submission of the proposal. Furthermore, Jordan River Foundation reserves the right to reject any and all offers or to cancel the solicitation or award multiple firms without prior notice, if such an action is considered to be in the best interest of the Foundation.

The timeline for the activities under this RFP is:

Description	Date
Distribute documents to offeror(s)	22 September 2020
Deadline for questions and clarifications	24 September 2020
Deadline for offeror(s) to submit proposals	30 September 2020
Anticipated Start Date: (<i>Start date is subject to change</i>)	October 2020
Deadline for completion of consultancy	End of October, 2020

Confidentiality

All material and information submitted by Jordan River Foundation must be treated as confidential and not used for any other purpose than the response to this RFP. Information submitted by any service provider/consultant will be considered and treated as confidential by Jordan River Foundation and any consultants acting on behalf of Jordan River Foundation.

1. INTRODUCTION

Jordan River Foundation (hereinafter referred to as “JRF”) is seeking proposals from interested, qualified, and experienced firms or individuals to provide an assessment that aims at studying the target market of Daimeh Eatery along with providing recommendations and best practices.

Daimeh eatery is a part of JRF’s social enterprises. Daimeh Eatery is established in the area of Abdoun-West Amman as an arm of Alkarma Kitchen which aims to support JRF achieving their objective of empowering the local communities, which requires running a successful business model that creates sustainable income generating opportunities.

The study should aim at assessing the eatery's current business model and profile its clientele followed by a set of recommendations and best practices pertaining to client retention and attracting more diners based on preferences and satisfaction levels.

The aim of the assessment is to determine the group of diners that Daimeh should aim to attract in order to widen the base of clientele, and/or retain by understanding their preferences and satisfaction level in order to continuously improve the quality of service. In other words, JRF is looking to better understand the current situation of Daimeh, identify the gap between what is being offered and the needs of the clients, as well as how to grow and expand the clients base.

Tasks included in the scope of work in this RFP represent the minimum requirements to undertake the assignment. Additional tasks, as a result of good understanding of key issues may be included in the consultant’s proposal.

JRF is aware that there are a variety of perspectives, models, and approaches available to develop a strategic plan; therefore, the successful consultant/firm should be able to discern which model or model(s) will best enable Daimeh to achieve the following:

1. Understand the traffic, and the reasons of variations in demand throughout the day time (breakfast, lunch and dinner)
2. Understand the perception and the level of satisfaction of the target market, and recommend actions to retain them.

3. Examine the level of awareness across the dining segment about Daimeh Eatery.
4. Identify new segment of dining clientele, and means of communication to target and reach them out.

The assessment would target three different segment categories:

- Daimeh's customers and visitors.
- Diners who know Daimeh but never visits.
- Diners who do not know Daimeh.

The selection of the service provider will be based on factors such as: previous working experience and history in performing the aforementioned service, technical approach and methodology, comprehensiveness of the proposal, proposed fees, CVs of experts, in addition to the work plan.

Shortlisted consultants/firms might be asked to present their proposals to JRF's Technical Committee. Accordingly, JRF shall determine the most responsive and responsible consultant/firm providing the best service at the most reasonable cost, and based on the evaluation criteria set below.

The service provider must be free from actual conflicts of interest not only at the time of selection, but throughout the term of the contract as well.

2. BACKGROUND

The Jordan River Foundation (JRF) is a Jordanian non-profit, non-governmental organization established in 1995 and Chaired by Her Majesty Queen Rania Al Abdullah. JRF works in communities adopting a multi-stakeholder approach that encourages community ownership and proactive involvement of all stakeholders; be it community members, Community Based Organizations (CBOs), local government, youth and women, striving to explore solutions to create sustainable and resilient communities.

JRF celebrates its 25th anniversary this year, marking over two decades of social, economic and cultural interventions that have enhanced the lives of hundreds of thousands throughout the Kingdom. JRF has two main programs - Community Empowerment (CEP) and Child Safety (CSP) programs; in addition to an established Training & Consultancy Division that transfers all the tested models and best practices from both programs and the Handicrafts Design Project, JRF's leading women empowerment project. JRF operates across Jordan (North, Middle, and South), through 8 JRF centres, offices, and showrooms. JRF employs 309 qualified staff with the expertise to successfully manage its operations. JRF is governed by a Board of Trustees that is chaired by Her Majesty Queen Rania Al Abdullah.

Our Vision

A Jordan where solutions are home-grown, where the opportunity to prosper is for all, and where the well-being of our children shapes our future.

Our Mission

To engage Jordanians to realize their full economic potential and overcome social challenges especially child abuse.

Our Approach

Since inception, the Foundation has initiated numerous socio-economic projects for women, children and people who are in need of help which aim to provide employment opportunities that in turn enhance their livelihoods. In tandem, these projects also work towards enhancing the targeted population knowledge and skills in the production of traditional handicrafts, and in entrepreneurial skills.

By integrating and serving community development needs, the Foundation is now recognized nationally, regionally and internationally as an agent for positive change.

3. ELIGIBILITY

The requested services shall be provided by a professional provider, hereinafter referred to as “offeror” or ‘service provider”. “Offer” and/or “Proposal” means the package of documents the offeror submits in response to this RFP.

If the offeror is a firm, it must be a legally registered entity

For individual consultants, the consultant must have at least (10) years of experience in business management, strategic planning and management consulting.

4. SCOPE OF WORK

The service provider will closely engage with JRF prior to commencement of the assignment and will ensure a participatory approach is adopted throughout the mission. JRF will provide the offeror with the required documentation, guidance and reports to facilitate the assignment. The service provider must undertake the following:

For existing customers:

- Provide a thorough analysis of current restaurant trends in terms of timing\peak hours and factors affecting traffic throughout the day (breakfast, lunch, and dinner), in addition to recommendations on how JRF could strategically grow the eatery's traffic over the three main meals.
- Conduct interviews/surveys to study and analyze the level of existing customer satisfaction concerning Daimeh. Their likes and dislikes, their thoughts on the menu (breakfast, lunch and dinner items) and additional their propositions for other menu items that can be added to make it more appealing for lunch and dinner in particular.
- Conduct interviews/surveys to determine customers' awareness of Daimeh's event service and the presence of meeting rooms in the restaurant building and their willingness to use it for their private events and/or their recommendations for improving the service provision.

For new customers:

- Conduct interviews/surveys with different dining segments to determine their level of awareness of Daimeh Eatery.
- Assess and analyze the information retained by these segments in terms of service, food, drinks, event and timing
- Recommend required changes to close the gaps in their awareness.
- Conduct an analysis to determine new dining segments that Daimeh can target to expand their customer base and understand the characteristics, needs and interests of these segments and the requirements needed to serve them.
- Recommend required changes on how JRF can reach out to and attract these segments to expand the customers base.
- Asses the effectiveness of JRF doing an opening for Daimeh eatery this year.

5. METHODOLY

To be developed further by consultant, but tentative suggestions:

- Exit interviews (survey or qualitative interview- KII) with the restaurant's visitors trying to cover the three timings. The questions can be a mix of quantitative and qualitative questions.
- A survey that includes quantitative and qualitative questions to be conducted with people who know about Daimeh but never visited.
- A survey that includes quantitative and qualitative questions to be conducted with people who do not know about Daimeh.

- Key informant interviews with the restaurant staff themselves would also give some insight.
- Desk review for identifying demographics of the targeted segments.

6. DELIVERABLES

The consultant must provide the below deliverables:

- Finalised methodology and work plan (inception report) including the sampling methodology
- Detailed assessment report
- A summary of findings that answers the assessment questions- preferably to use graphics
- Cleaned qualitative and quantitative datasets

7. TECHNICAL PROPOSAL (Shall also be submitted in soft copy using a flash drive to be placed within the sealed envelope).

The offeror's technical proposal must include the following:

Consultant(s) Qualifications

The proposal must describe the consultant's qualifications to conduct the RFP scope of work activities, including his/her expertise, knowledge, and experience. Experience should include examples of conducting similar or related work. The proposal should provide the name, title, address, telephone number and email address and curriculum vitae for each person engaged in the activity scope. Further, if a consultancy group or partnership of consultants is proposed to conduct the RFP scope of work, the proposal must indicate which activities each consultant will conduct, as well as information about their level of expertise, knowledge and experience to conduct those specific activities. Should an organization be proposed to conduct the RFP scope of work, the proposal must include a background of the organization and sample of similar evaluation for individuals.

Scope of proposal

- The proposal must demonstrate an understanding of the project objectives and desired results.
- The proposal must illustrate an approach to the scope of work that will likely lead to the successful development of an actionable plan.
- The proposal must illustrate the consultant's ability to successfully execute the proposed approach.
- The proposal must include an appropriate process to interact with customers and staff – JRF will provide access for the consultants to interact with customers & staff

Work Plan

The proposal must contain a detailed description of the activities to be conducted by the consultant in order to complete the requested scope of work, including:

- The specific activities to be conducted at each stage,
- A detailed timeline for the activities at each stage,
- Milestones and deliverables tied to those activities, and

Previous Work Experience

To the maximum extent possible, the proposal shall include at least two examples of written work for similar developed strategy plans and/or operation manuals.

Timeframe

- Deadline for completion of consultancy: end of October, 2020
- 7 days for inception report, tools finalization and kick-off
- 10 days data collection
- 10 days analysis and report-writing
- 1 day for reflecting JRF's feedback and comments
- 1 day of presentation to JRF management

8. COST PROPOSAL (Must be submitted separate from technical proposal).

Cost Overview

- i. The offeror is requested to detail how rates are applied.
- ii. Items not included in the budget but forming part of the service for the satisfactory completion of the project, shall be deemed to be free issue to Jordan River Foundation.
- iii. Offeror's proposal should be valid for a 90-day period from the response deadline date. Prices must therefore anticipate and include any price adjustments, which may be in the pipeline quoted for.
- iv. The offeror shall clearly state any assumptions made which have a material effect on the prices submitted.

- v. A detailed budget for each stage, along with a proposed payment schedule tied to project milestones and/or deliverables.

9. RESPONSE PROCEDURES

General observations and conditions of RFP

The offeror should be aware of the following points when submitting their response to this RFP:

- i. It is the offeror's responsibility to ensure that all the information necessary to permit the preparation of the response has been provided in sufficient detail and in sufficient time.
- ii. No claims as to lack of clarity of information concerning the services within the RFP documentation shall be accepted. It is the responsibility of the offeror to seek such clarity if it is required.
- iii. The offeror must ensure that they are fully aware of all information required in order to provide a complete response with accurate costs. It is the responsibility of the offeror to ensure that the requirements comprised within the RFP are clearly understood prior to the submission of their response.
- iv. The requirements and specification detail within are not to be altered in anyway by the offeror. If the offeror wishes to propose modifications (which the offeror may consider to provide a better way to achieve the proposal objectives) these will be considered as an alternative offer. The offeror must make alternative offers in a separate letter to accompany the response. Jordan River Foundation is under no obligation to accept alternative offers.
- v. The offeror's response document must address in full all of the requirements for all services that will be provided during the term of the contract.
- vi. The offeror will accept full responsibility for actions arising from information misinterpreted or misunderstood by the offeror or for any errors or omissions thus caused.
- vii. A response may be rejected if the offeror does not furnish all the information required in this RFP.
- viii. The offeror is advised that nothing in this RFP or in any other communication made between Jordan River Foundation and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Jordan River Foundation and any other party (unless a formal award of contract is made by Jordan River Foundation).

- ix. Jordan River Foundation does not accept any responsibility for any pre-contract representations made by it or on its behalf, or for any estimates by the offeror of resources to be employed in meeting Jordan River Foundation's requirements or for any other assumption the offeror may be drawn or will draw from any pre-contract discussions.
- x. Jordan River Foundation accepts no liability to pay for any proposal or other preparatory work undertaken in connection with this RFP.
- xi. All offerors are advised that Jordan River Foundation is not committed to any course of action as a result of issuing this RFP and/or receiving responses from the offerors in respect of the RFP. In particular, it should be noted that Jordan River Foundation may reject any response, which does not conform to any instruction or specification in this RFP. It should also be noted that Jordan River Foundation will not accept responses after the closing date without prior formal agreement or may not accept any or all proposals if Jordan River Foundation so decides. Jordan River Foundation reserves the right to discuss or clarify the offer with the offeror at a later date. Jordan River Foundation also does not commit to accepting the lowest price of any response.
- xii. The proposal supplied by the offeror shall include all costs involved in the provision of the service specified in this RFP and the offeror may add no other costs after the response has been submitted.

10. Evaluation criteria

Jordan River Foundation is interested in obtaining a complete service to the requirements contained in the RFP. Proposals that meet the RFP instructions and requirements will be given a thorough and objective review.

Jordan River Foundation will evaluate proposals according to the following criteria:

Evaluation Criteria	Score
Quality of proposed plan, details & Creativity of implementation	50%
Compliance to requirements of the RFP	10%
Previous Work Experience	10%
Cost Reasonableness and Competitiveness	30%
Total	100%

Only proposals that have passed the technical evaluation with a minimum technical score of 50 out of 70 will be carried forward to the cost evaluation.

These will be the main award criteria; however, this will not preclude the offeror from placing emphasis on other subjects that also deem to be important.

11. RFP responses

- i. Offerors must confirm receipt of this document within 48 hours by email to Procurement@jrf.org.jo.
- ii. Should the offeror wish to respond to this RFP, they are required to formally acknowledge receipt of this RFP document and also acknowledge acceptance of the conditions specified herein.
- iii. The response to this RFP must include two separate documents consisting of a Technical proposal and a Cost Proposal
- iv. Proposals, all documents and all correspondence relating to this RFP must be written in English.
- v. Submissions should be delivered in the formats and to the address detailed below by no later than **30 September 2020 @ 12 pm**. Receipts will be provided on request.
- vi. The responses to the RFP document must be submitted **via email, subject line to include; JRF-P-2020-023 - Market Research / Study for Daimeh Eatery**

END OF DOCUMENT