

JRF-P-2020-023

Market Research Study for Daimeh Eatery

Questions & Answers

1. **Kindly advise on the possibility to postpone the project conducting phase, as in our opinion, submitting the requested deliverables and conducting a thorough analysis on the obtained data will request two consecutive months. 2 months are ok and time line will be discussed further with the selected firm.**
2. **What is the maximum budget for this contract?**
Budget cannot be disclosed at this stage
3. **Is it possible to postpone the deadline date for submitting offer one week? Ok till 7/10, an amendment will be issued accordingly.**
4. **What is the minimum sample size for each type of targeted people: To be suggested by the selected firm**
 - Restaurant's visitors
 - People who know about Daimeh
 - People who do not know about Daimeh.
5. **Are companies abroad (outside of Jordan) are open to receive our proposal? Closed for Jordanian firms only, for logistical purposes.**
The interested bidder will arrange the data collection in Jordan using their local fieldwork partner who will work as per the quality control guidelines and will follow the research design suggested. bidder will be available for any meetings in Jordan if COVID situation permits or else will be doing so over online meetings regularly with the JRF team.
6. **We want to understand more about your potential customers: These are the questions which we need answers to, we don't have such information.**
 - Who are the direct competition to Daimeh eatery? You may specify the types of restaurants (cuisine or specify as casual dining/fine dining etc.) or you may give specific names for us to understand this.
 - Whom do you consider fitting the shoe of a right customer?
 - Age profile – what age group do you consider as your customers? Please mention if there is any specific age group that tends to visit you more than others
 - Gender mix- is it more males or females?

- Minimum Billing –what would be the average billing at the restaurant. This is to understand that the profile of people we need to research (they should be people spending at least a certain amount when dining out)
- Nationality – what % of expats should be considered for the profile? Is any specific nationality of your interest?
- Socio-income profile- what social economic mix is the target customer?

7. **Can we submit our technical and financial proposal over email? Else please suggest the another approach suitable to you.**

Yes, via email shall be fine.