



Abbey Eng LLP

Request for Quotation

Strategic Marketing Plan and eCommerce Website

Background

Abbey Engineering is a successful engineering company based within the Liverpool City Region which manufactures metal products such as street furniture and many other metal component parts. The business also distributes many products such as bearings, belts and pulleys, couplings, chains & sprockets and electrical components to various sectors including rail, petro-chemical and food.

Our business has also invested significantly in the latest equipment including the latest Mazak Otiplex laser cutting machine, shot blasting and powder coating capabilities to increase competitiveness and deliver a higher quality product and service offering.

There are several divisions appealing to a global market and clients are split into 2 categories:

1. Technical: essentially this is components made for clients which are often bespoke and will be a part of a much bigger project.
2. Service: This is where a client, such as Jaguar, will have a product in mind which we will engineer and manufacture the completed product.

There is potentially a third category which is standard industry products that can be batched and sold off-the-shelf.

Requirement

We would like to raise the profile of the business with a marketing strategy that needs to be implemented across all divisions.

Currently there is no marketing infrastructure to promote the business. There is an existing website which has insufficient content that does not reflect the current offering. As well as this there is no short or long term strategy to generate more sales through existing clients or target new clients.

Requirements:

1. We need a strategic market plan based on sound research and insights to identify opportunities for growth
2. Once these opportunities have been identified we need to develop key messages, prioritise products and sectors to approach
3. Creation of a detailed long term strategic online and offline communication plan to implement the strategy.
4. Development of consistent branding, e-commerce website to sell standard engineered items and supporting materials.
5. Monitoring and control of online and offline marketing to provide insight and further growth

Deliverable Timescale

Commencing March 2019, completion by June 2019

Indicative Budget

Up to £25,000 is available

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 24th March 2019 electronically to Chris Jones:
c.jones@abbeygroup.co.uk

Date Published

14th March 2019

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Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.