

REQUEST FOR PROPOSALS

Conducting marketing research on the Chinese market

1. The name (company) and the address of the Contracting authority

Polish National Tourist Organisation (PNTTO) Office in Beijing

8014 Chang Fu Gong Office Building; 26, Jian Guo Men Wai Avenue, Beijing, China, 100022

Website: www.bolan.travel

E-mail: beijing@bolan.travel

2. Tender procedure:

- 1) The procedure is conducted based on the internal regulations of the Polish Tourist Organisation, according to the rules indicated herein.
- 2) The Contracting Authority informs the Contractors that the procedure is conducted by means of a request for quotation, i.e. any Contractors may submit a tender in the procedure. Furthermore:
 - a. there is no application of the Public Procurement Act of 11 January 2019
 - b. the notification of tender selection does not constitute acceptance of the tender;
 - c. The Contracting Authority reserves the right to:
 - cancel the procedure, cancel it in whole or in part at any time,
 - close the procedure without selecting a tender,
 - change the deadlines set in the Request for Proposals;
 - demand detailed information and explanations from Contractors at any stage of the procedure;
 - d. Should the Contracting Authority exercise any of the rights indicated in item c. Contractors shall not be entitled to any claims due to their participation in the procedure.

3. The subject of tender:

Time frame for the realization of the project: **two months from the date of signing the contract**

The budget along with the Contractor's remuneration: **14277,56 EUR gross, which equals 105464 CNY gross.**

The subject of the tender is to conduct marketing research in China, consisting of desk research and quantitative research (n=600). A detailed description of the subject of the contract (SOPZ) is attached as Appendix 1 to the request for proposals.

Polish National Tourist Office in Beijing

8014 Chang Fu Gong Office Building, 26, Jian Guo Men Wai Avenue, Beijing, China, 100022

phone +86 10 6525 5600, fax +86 10 6525 5608

e-mail: beijing@pot.gov.pl, www.bolan.travel/zh



4. Information on the method of communication between the Contracting authority and Contractors.

Place and date of submission of the offer:

- The offer should be sent via email to: beijing@pot.gov.pl
- The deadline for submitting offers is **December 20th, 2022** by the end of the day;
- The Contractor will remain bound by the offer for a period of 60 days.
- The bid must be submitted in English.
- Bids submitted after the deadline will not be considered.
- The Contractor's offer consists of proposal document, the completed Offer Form (Attachment No. 2), the Contractor's Declaration (Attachment No. 3), the List of Services (Attachment No. 4).
- The Contracting Authority may request the Contractor to clarify or supplement the content of the submitted tender. A tender submitted by a Contractor who fails to respond to such a request or responds in an inadequate manner shall not be considered.

5. Evaluation criteria

Contracting authority will evaluate submitted offers on the two criterion basis:

No.	Criterion	Weight
1.	Price	80%
2.	Own experience	20%

How to make an assessment:

- For price criterion:
lowest offer price / price of the evaluated offer x 80 pts
The Contractor will provide the offer price as gross value in RMB. The gross price must include any applicable taxes and charges.
- For own experience criterion
If the Contractor proves that in the last 5 years before the deadline for submission of tenders he has conducted at least one research project in the field of marketing research for the tourism industry carried out in the People's Republic of China – the bid will be awarded 20 points.

The offer can obtain jointly up to 100 points. Calculation will be conducted with up to two decimal places. The most favourable offer will be the tender offer, which receives the highest amount of points after summing all of the points from all of the criteria.

The Contracting authority reserves the right to conduct negotiations with selected Contractors on the provisions of the future agreement and the exact scope of the submitted offer.



6. Important provisions of the Contract:

- a) The Contractor undertakes to provide services at the highest professional level, in line with the applicable law and in line with the Contracting authority's interests as well as in cooperation with the abovementioned.
- b) The Contractor is obliged to perform the Contract according to the submitted offer, description of the subject matter of the end the Contract entered into.
- c) For the conduct of the subject matter of the Contract, the Contractor shall be granted remuneration paid to bank account of the Contractor in two tranches: 50% paid after signing the contract and 50% after delivering final report.

The basis for payment will be the VAT invoices issued by the Contractor and approved by the Contracting authority. Payments will be made within 7 days of approval of the invoices.

- d) Contractual penalties:
 - i. For any delay in the performance of any part of the subject matter of the Contract or failure to provide any services included in the offer submitted by the Contractor, the Contracting authority shall deduct from Contractors' remuneration a contractual penalty in proportion to the total Remuneration.
 - ii. For the withdrawal from the Contract by either Party, for reasons attributable to the Contractor, the Contractor shall be fined by the Contracting authority a contractual penalty of 10% of the full amount of Remuneration stipulated by the Contract.
 - iii. The right of withdrawal does not limit the right of the Contracting authority to fine the Contractor with contractual penalties.
 - iv. The deduction of contractual penalties by the Contracting authority from Remuneration, shall not relieve the Contractor from the obligation to perform the subject of the Contract.
 - v. If the value of damage suffered exceeds the value of the contractual penalty, the Contractual authority may claim compensation under the general rules.
 - vi. The Contractor hereby consents to any deductions from the Remuneration made by the Contracting authority if any contractual penalties arise.
 - vii. Contractual penalties may be subject to summing.

APPROVED:





Appendix No. 1

Detailed description of the subject matter of the contract (SOPZ) - marketing research in the People's Republic of China.

The implementation of the research is related to the revision of the marketing strategy carried by PNTD Beijing Office in China. Knowledge from the research is expected to supplement data from statistical sources and expand the scope of knowledge with information helpful, among other things, in developing an effective promotional message for the Chinese market.

As part of the survey, the following will be carried out:

- I. Desk research analysis to obtain a set of key statistical data on the tourism activities of Chinese people;
- II. Quantitative survey: n=600 interviews with a sample of tourism-active Chinese adult residents who have visited Europe in the period of 2015-2019.

Key research questions are:

- Tourist activity of Chinese people (statistical data)
- General knowledge and image of Poland: strengths, weaknesses, potentials and limitations;
- Image of the tourism brand of Poland: perception of Poland as a destination, knowledge of tourism products, experiences of traveling to Poland, interest in using Poland's tourism offer;
- Analysis of the competitive environment of the tourist brand of Poland (Germany, Hungary, Austria, Slovakia, and the Czech Republic);
- Tourism preferences and behavior, travel decision-making model, sources of information on destinations and tourism offers;
- Identification of target groups for promotional activities and desired elements/content of the promotional message for these groups.

I - Desk-research analysis

Development of a set of the most up-to-date basic data on the tourism activity of Chinese residents, e.g.: number of domestic trips, number of trips abroad, directions of trips, travel expenditures, etc. The detailed scope of the data will be agreed upon with the Contractor.

We estimate that it will be about 2 pages/slides of graphs or tables with data in the final report.

II Phase - quantitative research:

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Quantitative survey on a sample of n=600 adult, tourist-active Chinese residents, who have visited Europe at least once in the period of 2015-2019.

The survey questionnaire will contain closed questions and a maximum of 3 open-ended questions. The questions from the metric should provide the possibility to analyze the answers obtained due to a wide set of demographic and social characteristics of the respondents. The survey completion time for a single respondent will not exceed 15 minutes.

The Contractor will be responsible for conducting and organizing the entire survey, from the questionnaire to the final report. The research tools, the scope of analyses, the outline of the report and all other elements essential for the survey must be approved by the Contracting Authority.

RESULTS OF THE RESEARCH

As a result of the research, the Contracting Authority will receive a Final Report prepared in English and containing, among others:

- 1) A descriptive report of the study, including the results of desk research and quantitative research, presented according to the research questions;
- 2) Presentation of the key findings of the study;
- 3) Appendices: data set from the survey and result tables in formats agreed with the Contracting Authority.



Appendix no. 2

The Contracting Authority:

**Polish National Tourist Organisation (PNTO) Office in Beijing
8014 Chang Fu Gong Office Building; 26, Jian Guo Men Wai Avenue, Beijing, China, 100022**

OFFER

Name and address of the Contractor submitting the tender:

.....

Tax ID.....

Address to which the Contracting Authority should send any correspondence:

.....

Contact person for the Contracting Authority:

Telephone number: (**)

e-mail:

Responding to the Request for Proposals for the conducting of marketing research in the People's Republic of China, in accordance with the requirements contained in the Request, we offer to perform the subject of the contract for the price:

PRICE (p. 7.2.a)): gross CNY.....

IN WORDS.....

OWN EXPERIENCE (point 7.2.b): I/we have implemented at least one research project in the field of social and/or marketing research in the People's Republic of China within the last 5 years before the deadline.

YES NO

- 1) We hereby declare that we have acquainted ourselves with the terms and conditions specified by the Contracting Authority in the Request for Proposals we have obtained all



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the necessary information to prepare an offer and execute the contract, as well as we accept the draft provisions of the contract and the deadline for execution of the subject matter of the contract specified by the Contracting Authority and we do not raise any objections to them.

- 2) If we are awarded the contract, we undertake to conclude a contract at the place and date indicated by the Contracting Authority.
- 3) We attach the following documents to this tender:
 - Declaration regarding fulfilment of the conditions of participation in the procedure.
 - List of services

Date

(signature of an authorised representative of the Contractor)



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Appendix no. 3

The Contracting Authority:

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Contractor's declaration of fulfilment of the conditions of participation in the procedure

Acting for and on behalf of the Contractor (Contractor's details):

.....

Name: registered office address: I (we) declare that:

- 1) I (we) have the capacity to act in business.
- 2) I (we) have the right to conduct a specific business or professional activity, if it results from separate regulations:
- 3) I (we) am (we) in a financial and economic situation ensuring correct and timely execution of the order.
- 4) I (we) have the technical or professional capacity, i.e.
- 5) I (we) have completed within the last five years before the deadline for submission of tenders, and if the period of activity is shorter - within this period:
 - a minimum of 1 marketing research project for the tourism industry carried out in the People's Republic of China;

Date:

.....

(signature of an authorised representative of the Contractor)



Appendix no. 4

I. Confirmation of the implementation of reserach

No.	Name and address of the Recipient orders	Description of the subject matter of the contract Confirming compliance with conditions set by the Contracting Authority	Period of performance of the contract with indication of the exact date of commencement and completion of the contract day-month-year
One marketing research project for tourism industry carried out in the People's Republic of China			
1.			Date of the contract..... End date of the contact.....

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(signature of an authorised representative of the Contractor)



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