

# TENDER OPPORTUNITY

Armstrong Bell are currently looking to procure services from an experienced Marketing Consultancy as part of a comprehensive business growth strategy.

Bids are invited for the following service specification:

## **Specification:**

- High level market research that leads to extensive and detailed competitor analysis in order to be able to position Armstrong Bell in the market place, so that we are competitively priced whilst offering excellent value for money.
- The consultancy support shall include a full review of our online presence and our digital marketing activity.
- Develop a comprehensive marketing strategy that shall enable us to become industry leaders and reach new markets.
- The service provider will also need to develop the proposed systems and processes and support the initial implementation of the strategy

**BIDDING PERIOD:** This opportunity will be advertised from 8<sup>th</sup> November 2017 until 30<sup>th</sup> November 2017.

**TENDER SUBMISSIONS:** Bid submissions must be received from interested applicants by 5.00PM on 30<sup>th</sup> November 2017. Applicants must be able to satisfy all the requirements of the project. Part-bids for selected elements will not be accepted.

Submissions must include the following:

- Full proposal outlining the organisations experience, expertise, methodology and costs for delivering the services outlined in the specification
- An individual price and milestone breakdown for each element
- Details of the successful completion of a similar project
- Contact details of 2 previous customers

Submissions must be sent as a Word or PDF document, by email to: [wgc@armstrongbell.co.uk](mailto:wgc@armstrongbell.co.uk)

**ASSESSMENT CRITERIA:** Bid submissions will be assessed according to the following criteria:

- Quality of the experience / track record, expertise and proposed methodology (50%)
- Price (40%)
- Supply Timescale (10%)

**FURTHER INFORMATION:** For further information about this opportunity, please contact us as follows:

**Call us:**

Tel: 01527 834850

**Email us:**

[wgc@armstrongbell.co.uk](mailto:wgc@armstrongbell.co.uk)

**Write to us:**

Armstrong Bell Ltd  
Greenbox  
Westonhall Road  
Stoke Prior  
Worcs  
B60 4AL



**European Union**

European Regional  
Development Fund

**This project is part funded by the European Regional Development Fund.**