

High Commission of India

Malta

Request for Proposal (RFP)

Invitation for bids to conduct a study on, “The Market for Manufactured and Engineering Goods in Malta with a Special Emphasis on the Possibility of Increasing the Export of Manufactured Goods from India with focus on Engineering goods”.

The High Commission of India in Malta invites interested parties to carry out a research study on, “The Market for Manufactured and Engineering Goods in Malta with a Special Emphasis on the Possibility of Increasing the Export of Manufactured Goods from India with focus on Engineering goods”.

The Terms of Reference of the study are:

The context: as one of the world’s leading exporters of manufactured goods, India is continuously looking to strengthen and enhance its position, not only as a global player, but also as a world-class innovator. To achieve this, up-to-date information is essential, enabling key industry players to adapt to emerging market trends and patterns.

The purpose of the study: to gather in-depth information on The Market for Manufactured Goods in Malta, whether locally manufactured or imported. The latter should include a comprehensive list of the leading organisations involved in importing manufactured goods (including Engineering Goods) to Malta, and more importantly, the source of their imports: where are they buying from,

which companies are supplying them, the quantities and amounts involved, the main distribution channels used, their order frequency, the preferred currency used to effect transactions, etc. This information is to be then paired with the Possibility of Increasing the Export of Manufactured Goods (including Engineering Goods) from India.

Scope of work:

1. The Market for Manufactured Goods in Malta:

- a. Market segments and their profile.
- b. Distribution channels and preferred market-entry strategies.
- c. Consumer behaviour of the main target segments.

2. Top imports of Manufactured Goods in Malta:

- a. Market positioning of Indian goods vis-à-vis those of competitors.
- b. Gap analysis of the above.
- c. Country-of-origin (CoO) effect of Indian goods vis-à-vis the competition.
- d. Competitor analysis of leading suppliers (exporters) to Malta.
- e. Market size (EUR), market share (%), and CAGR (%) of competitors.
- f. Market dynamics: growth drivers, challenges, and opportunities.
- g. Market potential: detailed market segmentation study.
- h. Business and marketing strategies (product, pricing, promotion, and channel strategies).
- i. Special focus on the Engineering Goods market in Malta.

3. The Market Research Agency (MRA) shall have the freedom to submit any

other findings which it deems beneficial for Increasing the Export of Manufactured Goods from India to Malta.

Deliverables:

1. A comprehensive report is to be submitted which covers the points mentioned in the scope of the study.

2. A detailed directory, and map, of The Market for Manufactured Goods in Malta, whether locally manufactured or imported, including a profile of the main companies/retailers involved, associated stakeholders, online platforms, import houses, etc., their location, contacts, products and past import patterns, preferably pre and post Covid to compare shifts and changes in behaviour. This detailed directory is to be submitted as a soft copy, and also ready for print.

Schedule of completion of work: this study must be completed within 45 days (1.5 months) of the award of the contract, or 30th March 2022, whichever is the earlier.

Intellectual property rights: the intellectual property rights of this study would rest with the High Commission of India, Malta, Ministry of External Affairs, Government of India.

Procedure for submission of proposal: interested parties may send a proposal within 3 weeks of the advertisement of the proposal with objectives, approach, proposed outcomes, research methodology, financial cost of the study (separate from the technical proposal), and relevant annexes.

Eligibility: only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account. A list of key consultants who will be working on the study and their CVs is required. The Company/party should also fulfil following conditions :

- a) company formally registered in Malta (document of proof required)
- b) Has VAT registration number of Malta (document of proof required)
- c) At least 5 years experience in the field of Market/Business analysis in Malta
- d) Has prepared business/market reports for Government/Private sector of Malta– at least 3 such reports to be mentioned (with testimonials if possible) during last 5 years.
- e) A list of key consultants who will be working on the study and their CVs required.

All the above items (a to e) would be part of the technical bid to be considered for the proposal.

Bid evaluation criteria and selection procedure: the evaluation and selection of the successful proposal will be based on quality and cost-based criteria. The technical content and financial proposal will be given a weightage of 80% and 20%, respectively. Only those proposals which qualify from the technical aspect will be evaluated on the financial aspect. An internal evaluation committee will select the successful proposal.

Standard format for technical and financial proposals: the technical proposal must contain the broad and specific objectives of the study, proposed methodology, work plan indicating the timeline, expected outcome, details of the project team with their brief CV, supporting documents establishing the

academic excellence of the Institution, etc. The proposed financial proposal should be prepared and submitted as a separate attachment and must contain the breakdown of expenses relating to manpower charges, and other relevant charges. _

Submission of Bids

The Technical Bid would be inside an envelope sealed/closed and marked (Envelope 1 Technical Bid). The Financial Bid would be inside an envelope sealed/closed and marked (Envelope 2 Financial Bid). Both the envelopes would then be put inside a third envelope sealed/closed and marked (Envelope 3 – Bid for Market Report) and sent by post/courier at the following address

Head of Chancery

High Commission of India,

29, Triq-Galanton Vassallo,

Santa Vanera SVR 1901, Malta

All bidding companies/firms should include their full office address and details of contact email, telephone numbers and contact person with their bids.

Proposed contract terms: short-term consultancy. The responsibility of data collection, analysis and report writing will solely lie with the Institution to whom the contract is awarded. Discretion with regard to external parties must be applied by the selected consultancy in conducting this work, with the content of the finished study belonging to the Ministry of External Affairs, Government of India.

Procedure for mid-term review and final draft: a presentation of a preliminary outline and approach of study is expected within 7 days of the award of the contract. A review will take place 1 month after the launch of the contract, in which the lead consultants will present the research conducted till then. The

Mission will provide feedback to this review which the consultancy is required to incorporate into the study. A final review and draft will be vetted by the Mission and feedback, if necessary, will be provided to the consultancy, to be incorporated into the final version of the study.

Contact: all interested parties may direct their queries/ requests for clarification to: Mr. Aniruddha Das, Second Secretary (Pol & Com) & HOC, High Commission of India, Malta (com.valletta@mea.gov.in). All queries can be sent to the e-mail address given above.