

EXPRESSION OF INTEREST

For hiring a Marketing Company to conduct detailed market research on Japanese Fruit and Mango Market/ consumer behavior and implement Marketing Plan for promoting Pakistani Mangoes in Japan.

Trade development Authority of Pakistan (TDAP) intends to hire a marketing Company with the objective of developing and executing a complete marketing plan for Pakistani Mangoes in Japan. The same company would also conduct marketing activities to promote Pakistani mangoes in Japanese consumer markets. In this regard, Expressions of Interest are invited from well reputed marketing firms, national/ local or foreign, for pre-qualification to carry out the tasks and propose Business Plan under Public Private Partnership. The scope of market research and the core expertise/qualification which is required in this behalf is as follows:

Scope of Work:

- I. Economic, Analysis and Demographic information of Japanese market.
 - II. Identify the leading importing countries with profit margin of Mango in Japanese market with the Unit price of Mango.
 - III. Supply and demand, Existing market competitors and SWOT Analysis of Pakistani Mangoes in Japanese fruit market.
 - IV. Include Data Collection of specific information about the expected population likely to buy Pakistani Mangoes in Japan with purchasing power of Japanese Consumers with market trend in Japan.
 - V. Describe Marketing Plan as how Pakistani Mango could be best positioned and how we can encourage consumption.
 - VI. Arrange different marketing events viz. Mango Festival, Mango parties, road shows etc. in Japan. What would be the best way and expected feedback and describe the modes to operate.
 - VII. Cost benefits analysis and recommendations on the basis of above comparisons must be included and expected budgetary requirements, possible source of funding and possible revenues of support in terms of technology/expertise.
 - VIII. Capacity Building Plan for potential Mango Exporters
- of Pakistan for Japanese market may be added in the cope of work.
- IX. Plan for business matchmaking may be included in the cope of work.
 - X. Compliance requirement of Japan's Certification / Standards may be included.

Core Expertise/ Qualification required:

- Minimum 5 years' experience of conducting market related research studies of leading agro-food export/import markets.
- Minimum 3 years' experience of Agro food event management at international level.
- Adequate experience for launching agro products in international markets through exhibitions, festivals and trade fairs.
- Having sound knowledge and understanding of mango fruit, types and trade volume in International Markets and export potential of Pakistani Mangoes.
- Having knowledge of Japanese consumer behavior and taste preferences.
- A company with financially sound and with demonstrable sources of appropriate expertise, local and international experience and knowledge is required to undertake the assignment.
- Should have qualified staff in the relevant field.

Description of the assignment and the pre-qualification evaluation criteria can be downloaded from TDAP's website www.tdap.gov.pk

Only the pre-qualified firms, shall be further involved in the process, in accordance with provisions of Procurement of Consultancy Services Regulations, 2010.

Interested firms are requested to submit their Expressions of interest latest by 3:00 pm on Monday 21st March 2011 at the following address. (The prequalification documents may be obtained online by interested firms / companies from TDAP's website)

Mr. Abdul Karim Daudpota
Director (Agro Foods)



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