



**Invitation to Quote**

**Requirements and Notes**

**Recipe for Success programme**

*Starting January 2018*

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**Introduction**

The aim of this document is to select and appoint a provider for the following activity/service: **Recipe for Success programme – workshop 5 (Understanding food retailers) and Workshop 6 (Pitching session)**

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

**About the Business Growth Hub**

Established in 2011 the Business Growth Hub (trading name of GM Business Support Ltd) has helped thousands of businesses across Greater Manchester, from established and large companies to start-ups and SME enterprises.

The Hub helps ambitious business people to realise their growth potential by offering access to a range of practical services, from assessing growth options to unlocking finance or accessing experienced business mentors.

Accountable to the Greater Manchester Local Enterprise Partnership, the Business Growth Hub’s challenge is to ensure that companies across Greater Manchester reach their full potential and are able to access the right support and services to meet their needs. These include:

* Personal support to identify and address business growth opportunities and challenges;
* Business to business networking through growth lunches and specialist events;
* Expert growth advice and planning under Growth, Growth Start-up, Mentoring, Digital Growth, and Access to Finance and Green Growth;
* Delivery of Business Growth Service for manufacturers across the North West of England; and
* Access to a wealth of public and private sector business and professional partners with a range of specialist knowledge and skills including a network of committed private providers who share our vision for supporting growth.

Complementary support is also provided by UKTI Trade and Investment services and MIDAS, to attract inward investment and support re-investment by companies.

The Hub works with business leaders across Greater Manchester, and the wider North West, who are looking to connect with other like-minded businesses to discover new opportunities for growth.

The Business Growth Hub - funded by the [European Regional Development Fund (ERDF)](http://www.erdfnw.co.uk) and the UK Government's Regional Growth Funds, provides support to businesses of all sizes, from innovative young enterprises to established corporates, to be part our growing network and overcome barriers to growth.

Growth Services (Growth Team) – Recipe for Success Programme

The Growth Service is delivered by experienced Growth Advisors who have either owned their own successful businesses or have operated at a senior management level previously. They provide a highly personalised and tailored service which is backed up by an excellent all round knowledge of business support and the types of funding that are available.  Their main focus is helping Greater Manchester businesses to grow to ultimately create jobs and improve the financial position of the business with advice and guidance across all areas of business areas and disciplines. By engaging with businesses for specialist programmes such as Meet the Buyer - Recipe for Success & Textbook Tendering the Growth team can also provide specialist sector specific support leading to major contracts with larger organisations. We also provide pertinent workshops based on client needs to upskill in specific professional areas such as Law, Employment and other Specialist subjects. Although the remit of the Growth team is wide in terms of business area and discipline (as listed below) the key role for the advisors is to develop and manage the growth and potential of eligible businesses in Greater Manchester. Strategic Business Planning

* Operational Management & restructuring
* Setting objectives including KPI creation & business benchmarking
* Understanding and implementing Project/Change Management
* Marketing & Sales development including Market Analysis and Segmentation
* Implementing Process Development/Improvement projects including Business Process Re-engineering
* Improving Client/Relationship Management
* Commercial Negotiation techniques and support through the process
* Expertise and insight into Public Sector Support & contacts
* Specialist skills in diverse sectors including Biomed & Health, Manufacturing & Engineering, Financial Services, Food & Drink, Public Sector, Pharmaceutical & Chemical, IT, Logistics

**Requirement**

The business growth hub are looking for a partner to deliver workshops 4 and 5 in the program as detailed below; aimed at mapping out the steps necessary to gain additional market share, listings with Food Service Companies, Large and Small UK supermarket chains/independents plus potentially Export markets. The audience will consist of food and drink based producers of varying size and ability so the ability to deliver a jargon free/ clear and **inspirational** workshop is essential. The aim of these workshops is to up-skill F&D companies to become potential new suppliers and focus on preparing and presenting their business to the above with a view to the business securing trade at the next level. The workshops are as follows

**Workshop 5 - (full day)** Understanding food retailers- Engaging with major retailers and foodservice chains.

* Sales strategy, branding, gap analysis and USPs.
* Cost of goods/ margins and walk away point.
* Building a price point to include marketing.
* Business stability/ cash flow, the impact of a listing and associated costs. Creating a sustainable business.
* Logistics and outsourcing (contract manufacture).
* Sharing your experience when dealing with small food producers.
* How approach a key buying contact and how to successfully pitch (to include) - Pre-meeting research and preparation.

**Workshop 6- PITCHING SESSION (half day)**

An additional session will also be required for those participants wishing to consolidate their knowledge via a 15-20 mock presentation. You will be expected to engage with the business in a 1-2-1 buyer style scenario and to provide constructive feedback for the business post presentation.

* Provide constructive feedback post pitch.
* Provide written feedback to the Business Growth Hub for each business ready for advisor 1-2-1 post program ongoing support.

**Scope**

These workshops will be part of an overall programme and this will start in January 2018 (dates to be confirmed) in a Central Manchester location

The activity will be delivered from January 2018. The budget for delivering these workshops is £**2,000 (exclusive of VAT)**

**Brief**

It is expected that the successful provider will carry out, as a minimum:

* Preparation of workshop presentations, notes and handouts
* Use of up to date industry trends/ information.
* Post pitch written feedback to the Business Growth Hub with a view to ongoing support.
* Work with the Business Growth Hub to fine tune presentations post award of contract.
* Be available for and contribute to PR requests from the Business Growth Hub.

**Application**

Please complete the attached Quotation Form including any appendices.

**Evaluation**

Only Quotation Forms completed in full with the requested appendices will be considered.

Quotations will be assessed on the following criteria:

* Overall value for money (50%).
* Skills and ability of the proposed personnel to carry out the requirements set out in the objectives and brief above (50%).

**Quotation submission requirements – format and delivery**

Please return by email your completed quotation form and additional information by 5pm on Friday 27th July 2017 to: [**hilary.centeleghe@businessgrowthhub.com**](mailto:hilary.centeleghe@businessgrowthhub.com)

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Please submit any questions to [**hilary.centeleghe@businessgrowthhub.com**](mailto:hilary.centeleghe@businessgrowthhub.com)

**Timescales**

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| --- | --- |
| Invitation to quote (website) | June 2017 |
| Closing date for submissions | 27th July 2017 |
| Contract awarded | 1st October 2017 |

* **Please note that the successful party will be expected to submit a full presentation (workshops/sessions quoted for) via Email for review no later Friday 27th October 2017.**

**Contract Conditions**

The Contract/Framework Agreement and all tasks carried out under the agreement will be governed by GM Business Support Limited Contract Conditions.