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## Invitation to Quote

### Export Research Project.

Ref Q2012

March 2020

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passionate  
about  
**business**

Business Growth Hub is a trading name of GM Business Support Limited. Registered Office: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW  
Registered in England number: 8132524 VAT registration number: 727102071



**European Union**  
European Regional  
Development Fund

## **1. Introduction**

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The aim of this document is to select and appoint a provider for the following activity/service: Export Research Project.

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

## **2. About the GC Business Growth Hub**

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GC Business Growth Hub service 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.

GC Business Growth Hub service is offered by GM Business Support Limited, which is part of The Growth Company. The group employs over 1,000 staff and delivers more than £60m of business support services annually.

For more information about Business Growth Hub, which is a trading name of GM Business Support Limited, please visit us at: <http://www.businessgrowthhub.com>

Accountable to the Greater Manchester Local Enterprise Partnership and Greater Manchester Combined Authority (GMCA), GC Business Growth Hub's challenge is to ensure that companies across Greater Manchester, and beyond in some instances, 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 and Scale up, Growth Start-up, Leadership and Workforce Development, Mentoring, Digital Growth, and Access to Finance, Innovation, Sector Support and Green Growth;
- 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 DIT Trade and Investment services and MIDAS, to attract inward investment and support re-investment by companies.

The delivery of support under ERDF requires GM Business Support Limited to comply with ERDF and public procurement guidelines. As a result, this quotation is designed to enable GM Business Support Limited to demonstrate compliance with these guidelines, ensure value for money and offer the opportunity to deliver the proposed support services for this project in an open and competitive way.

## **3. Requirement**

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<b>Context, aims purpose &amp; scope</b>	<b>Context</b> The Government's Export strategy emphasises the importance of increasing the volume and value of exporters and encouraging companies to start exporting for the first time. This places additional emphasis on the 'lead generation' of firms that are, or could have the potential to scale exporting.
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	<p>Whilst UKTradeInfo (output from HMRC) provides annual data on the trade of goods/commodities down to sub-regional and regional level, little is known about the volume, value, and details of firms that export services.</p> <p><b>Aims</b></p> <p>The study will combine several sources data to identify:</p> <ul style="list-style-type: none"> <li>➤ The typical characteristics of firms that *export services located in the North West of England; and</li> <li>➤ Firms that have the potential to export services, but do not currently do so.</li> </ul> <p><i>*Note: this definition can include manufacturing firms that export services – either services only, or both commodities and services. The focus will be on firms with over £500 turnover but will not exclude firms with £100k or more, per annum.</i></p> <p><b>Purpose</b></p> <p>This study will allow the NW-Trade team to:</p> <ul style="list-style-type: none"> <li>➤ Be the authoritative national source of business intelligence on exporting.</li> <li>➤ Help shape the development and delivery of export service excellence.</li> </ul> <p>Develop more effective information sharing and build investment cases for GC.</p> <p><b>Scope (limitations)</b></p> <p>It is important to note that the processes are outlined below as a guide to the potential approach, however there is an appreciation in this project that new/novel approaches must be applied to deliver the outcomes required.</p> <p>Therefore, there is an element of risk in the overall outcomes in the project and a recognition that these will represent the best attempt to address the shortfall in intelligence gaps and provide a platform for further activity in terms of contacting businesses and client pipeline/acquisition.</p>
<b>Key questions &amp; lines of enquiry</b>	<p>The main focus of the study will be to explore the following in North West England:</p> <ul style="list-style-type: none"> <li>➤ What are the main characteristics of firms that export services?</li> <li>➤ How does this compare to the main characteristics of firms that export goods?</li> <li>➤ What is the number and value of firms that export services? and</li> <li>➤ What are the number of contactable records generated from analyses that: <ul style="list-style-type: none"> <li>• Currently export services and are doing so successfully (High Value Exporters)?</li> <li>• Currently export services but can be supported to become High Value Exporters?</li> <li>• Currently do not export (and have not done before) but have potential to do so?</li> <li>• Currently do not export (but did in last 2 years) and have potential to do so again?</li> <li>• The above, with a view on 'high export potential' (propensity, volume, and value).</li> </ul> </li> </ul> <p>Critically, for all parts of the study, <b>generating contact lists/leads to enable support agencies to establish a contact</b>, with a view to helping deliver export services to firms.</p>
<b>Possible method &amp; work packages</b>	<p>The final methodology will be agreed on appointment of consultant/staff resource, at a project inception meeting and in associated project initiations documentation. However, the main elements / approach to the study will include the following core work packages:</p> <p><b>Work Package 1 (WP1): Baseline data compilation and analysis</b></p> <ul style="list-style-type: none"> <li>➤ This element will be used to identify more detailed/longer lists of current exporters (in particular high-value exports), to test ways of discovering export service company data - and to validate data/web-scraping approaches for Work Package 2; and to start to identify firms with <b>High Export Potential</b>.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Data lists of exporting firms that have a revenue in excess of £100,000</li> <li>➤ Typical ‘Client’ Profile (TCP) of current exporters (based on Growth Hub, Trade services, and other data sources such as HMRC, Duedil, and others). This may contain information such as: <ul style="list-style-type: none"> <li>• Company name and number (CRN), SIC Code, description, potentially website</li> <li>• Location of trading address (including GIS heatmap/cluster mapping)</li> <li>• Size of the company. Large/SME etc. and any other financial classification.</li> <li>• Growth metrics from (where possible) the last 5 years of trade, including turnover, employment, value, participation in accelerators, fund raising.</li> <li>• Corporate structures and ownership, in particular foreign ownership.</li> </ul> </li> <li>➤ This stage of the study will identify a <b>minimum of 50 businesses</b> that meet the description of “firms with <b>High Export Potential</b>” within the target geography (North West England). It will also include a deeper dive on specific activities for at least half of these, <b>including 5 case studies which illustrate the nature, markets and scale of exports</b>.</li> </ul> <p>Following successful completion of phase 1 (there will be a contract break), the consultant will be invited to participate in providing a quotation for phase 2. The full package for this is outlined below:</p> <p><b>Work Package 2 (WP2): Web scraping, machine learning, and data dashboard</b></p> <ul style="list-style-type: none"> <li>➤ WP2 will employ advanced web scraping techniques to collect all openly available information on the companies of interest from the internet – covering trading addresses located within the target area. This will be informed by the WP1 baseline.</li> <li>➤ This will be complemented by financial information about these companies and analysis to classify these companies into sectors and trading capabilities.</li> <li>➤ The analysis will also categorise the companies by their financial performance (growth/dip) over the past 3 years (of financial data available) into segments for potential support, including the following potential areas (in brackets the types of future support relevant): <ul style="list-style-type: none"> <li>• <b>Export Growth Champions</b> (Sustain existing exporters, especially high value).</li> <li>• <b>High Value Export Potentials</b> (Promote activity to help business reach their full trading potential).</li> <li>• <b>Export Prospects</b> (Challenge those not currently exporting to consider). This includes those that have never exported, and those that have before up until recently (within the last 2 years ceased exporting).</li> <li>• <b>Strugglers</b> (Reassure those considering exporting).</li> </ul> </li> </ul>
<b>Outputs</b>	<p><b>Work Package 1:</b></p> <ul style="list-style-type: none"> <li>➤ Data lists which frame the method and assumptions in WP2.</li> <li>➤ Detail listing of 50 firms and 5 case studies.</li> </ul> <p><b>Work Package 2:</b></p> <ul style="list-style-type: none"> <li>➤ Data lists – contactable firms, and data visualisations/dashboard.</li> <li>➤ Firmographics and management style report of main findings.</li> </ul>
<b>Timeline &amp; milestones</b>	<p>Initiated in Q4 2020</p> <p>Expected milestones / delivery in Q1 2020/20201.</p> <p>Invoice for package 1 to be fully paid before March 31; and invoice for package 2 to be agreed on project initiation.</p>

#### **4. Period of delivery and Budget**

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The requirement for Export Research will run from 25<sup>th</sup> March 2020

The maximum value of the expenditure is £22,000 incl. of VAT.

#### **5. Evaluation**

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Only Quotation Forms completed in full will be considered.

Quotations will be assessed on the following criteria:

- Day rate, including expenses (25%)
- Proposed number of days to deliver this proposal including key delivery dates. (25%)
- Proposed delivery location. (15%)
- Evidence of your availability and experience to deliver the requirements set out in the objectives including the skills and ability of the proposed personnel to be employed. (35%)

#### **6. Quotation Format**

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Please complete the attached Quotation Form B including any appendices. Only Quotation Forms completed in full will be considered.

Bidders are asked to submit a proposal for the above services by creating a proposal addressing the areas covered in the Evaluation Criteria. Proposals should be in the region of 3 sides of A4.

#### **7. Quotation Return**

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Please complete the Quotation Form including any additional information and return by email by 15:00 on Tuesday 24<sup>th</sup> March 2020 to:

**Rupert Greenhalgh**

Head of Business Intelligence

Email: [Rupert.Greenhalgh@growthco.uk](mailto:Rupert.Greenhalgh@growthco.uk)

#### **8. Your Information and Data**

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At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of GC Business Growth Hub's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC Business Growth Hub's procurement will be held and archived for a period of 25 years following the end of the contracted period.