



Lobster Fishers of Prince Edward Island

Request for Proposals

Consumer Market Research Study

Date of Issue: November 21, 2017

Closing Date: December 20, 2017

Please direct questions and submissions to:

Michelle MacDonald, Marketing Director

Lobster Fishers of Prince Edward Island
P.O. Box 63, St. Peter's Bay PE C0A 2A0

michelle@lobsterpei.ca

Project Overview

The Lobster Fishers of Prince Edward Island is seeking an organization or individual with a strong market research background to ascertain consumer purchasing and market trends.

Organization Overview

The Lobster Fishers of Prince Edward Island (LFPEI) was constituted as a commodity board under subsection 4 (2) of the *Natural Products Act* to administer the lobster fishers levy and the marketing of lobster from the province; and to represent and protect the interests of the province's approximately 1,280 lobster fishers.

The LFPEI board is made up of 12 directors who are lobster fishers and elected by their peers to serve on the Board. Two directors are elected from the membership of each of the six local Fishermen's Associations:

- Central Northumberland Strait Fishermen's Association (CNSFA)
- Eastern Kings Fishermen's Association (EKFA)
- North Shore Fishermen's Association (NSFA)
- Prince County Fishermen's Association (PCFA)
- Southern Kings and Queens Fishermen's Association (SKQFA)
- Western Gulf Fishermen's Association (WGFA)

Project Objectives

LFPEI's primary objective is to obtain baseline information to inform the Board's marketing campaigns. Specifically, this project has the following objectives:

Objective 1: A scan of the Canadian and international markets to examine current trends, including but not limited to: trends in food purchasing, choice trends, lobster preparation trends, and geographic and demographic preferences.

Objective 2: To understand the emotional and psychological drivers for Lobster consumers and to build a demographic and psychographic profile of the Lobster target.

Objective 3: To gain greater knowledge and understanding of end-users, retail environment and food/retail trends, including trends around seafood.

Research Themes

LFPEI is especially interested in the following research themes:

- Understanding the current consumer and profiling the target consumer
 - ❖ Demographic and psychographic
 - ❖ Who is buying, versus who is consuming
 - ❖ Media and social habits – what are they and how have they changed?
- Consumption habits and trends
- Attitudes toward lobster in general
- Must include specifics on product line (whole, frozen, tails, etc.)
- Food/Retail/Foodservice trends
 - ❖ At-store purchase behaviors
 - ❖ Include attitudes on organic, nutrition, processed food, etc.

- ❖ Current trends – i.e. Environmental/Animal Welfare movements, nutritional superfoods, fad diets
- Restaurant trends and behaviours

Project Requirements

- The selected vendor will meet with LFPEI staff to review project goals, objectives and timelines.
- The selected vendor will meet with LFPEI Marketing Director to review key findings.
- The selected vendor will prepare a final written report and a PPT highlighting findings.

Please note that meetings may be held by phone, Skype or other means of electronic communication.

Qualifications and Expertise

Respondents must provide a thorough and detailed narrative of the various knowledge, experience, and expertise relevant to the scope of work described in this RFP including a response to the following items:

- Demonstrated expertise, experience and capacity to perform all elements of the work described herein in a timely and efficient manner; and
- Competent and credible level of knowledge related to evaluation, marketing, and marketing research.

Deliverables

Components of the market research work should include the following:

1. Meeting or call with LFPEI personnel (staff & key stakeholders) to discuss desired outcomes and methodology.
2. Stakeholder consultation/consumer market research.
3. Interim findings by February 20, 2018.
4. Final report to be delivered in both a written and presentation-based format. The successful firm will work closely with the Director, Market Development to produce a report that can be communicated to the membership with the possibility of incorporating into other LFPEI activities. NOTE: All data, information, recommendations, and reports will become the property and ownership of the Lobster Fishers of Prince Edward Island.

RFP Schedule and Deadlines

1. Question and Answer Period Deadline: December 13, 2017.
2. RFP Response Deadline: December 20, 2017 at 4pm AST.
3. RFP Selection: January 2, 2018.
4. Anticipated Start Date: January 2018.
5. Completion Date: March 2018.

Project Budget

Respondents are requested to provide a detailed budget to support their activities.

Submission Procedure

Submission Deadline: 4pm AST, December 20, 2017

All submissions must be received via email to michelle@lobsterpei.ca by the submission deadline.

All proposals should be in PDF format.

RFP submittals received by the set deadline will be reviewed for completeness and proposed methodology and efficacy in realizing the objectives, according to the evaluation criteria outlined below.

Proposals sent to an email address other than the email address provided, will not be accepted. Respondents may submit their proposals any time prior to the RFP closing date and time.

Respondents will be solely responsible for all costs incurred in the preparation and presentation of their proposal. All proposals and supporting documentation submitted shall become the property of LFPEI.

Subcontracting

If the respondent's purpose is to use a subcontractor(s), this must be clearly identified in the proposal.

Right to Amend

LFPEI reserves the right to amend or supplement this Request for Proposals by providing notice of amendments to all who have received the proposal document. Respondents may request to be notified of any amendments.

Rejection of Proposals

LFPEI reserves the right to accept or reject any and all proposals in accordance with their sole discretion. LFPEI also reserves the right to choose, in their judgment, the most appropriate proposal from among those submitted, and to negotiate with the successful respondent changes in their proposal prior to, and/or as part of awarding a contract.

This Request for Proposals neither expresses nor implies any obligation on the part of Lobster Fishers of Prince Edward Island to enter into a contract with a vendor submitting a proposal.

Proposal Requirements

The respondent should include:

- an outline the scope of the project in detail and clarify any project assumptions;
- a detailed methodology;
- a detailed workplan and timeline;
- company background and experience, including examples of similar projects successfully completed;
- experience of personnel to be assigned to the project;
- three references;
- a detailed firm price, inclusive of all costs and expenses.

Proposal Evaluations

LFPEI will evaluate all submissions on the following:

1. Executive Summary
2. Qualifications
 - Company introduction;
 - Relevant references;
 - Experience with similar projects;
 - Sufficient staffing resources;
 - Demonstrated ability to perform project to the highest degree of proficiency within the prescribed timeline.
3. Functional Approach
 - Proposed methodology;
 - Proposed schedule to completion;
 - Demonstrated grasp of proposed approach in achieving objectives.
4. Project Cost
 - Budget and expenses.

Project Contact

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