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**Business Development | Project Management | Marketing & Commercialization Strategy | Training & Education Services**

## REQUEST FOR RESEARCH PROPOSAL

<b>PROJECT</b>	BUSINESS DEVELOPMENT
<b>CLIENT</b>	To Be Disclosed to Winning Bidder
<b>CONSULTANTS</b>	The Consultancy Inc CA
<b>DOC DATE</b>	March 28, 2020
<b>SUBMISSION DEADLINE</b>	<b>April 8, 2020</b>
<b>ADDRESS SUBMISSIONS TO</b>	Dr Charlene Ashley, International Business Strategist
<b>EMAIL TO</b>	<a href="mailto:cashley@theconsultancyinc.com">cashley@theconsultancyinc.com</a>
<b>QUESTIONS / CLARIFICATIONS</b>	Please send all questions regarding this quotation to email address above

Please ensure all details requested are thoroughly addressed in quotation / response:

<b>GENERAL INFORMATION/ BACKGROUND</b>	<p><i>(Adapted)</i></p> <p>Coffee is one of the most recognisable exports from Jamaica, with a long history of production dating back to the 18<sup>th</sup> century. Jamaica Blue Mountain (JBM) is the leading and recognizable Jamaican brand offering the consumer a bold aroma. JBM has captured the world’s imagination, due to its’ distinct taste profile but also because of its geographic indicator type origin, in which this coffee is cultivated in a well-defined area with its unique micro-climatic features.</p> <p>JBM is currently considered the flagship coffee for Jamaica and as such the JBM brand requires a deliberate strategy to ensure that it not only continues to stand out in the market – but exceed the challenges from other specialty brands as well as price pressures in the global marketplace.</p>
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	<p>The need for market diversification has well been discussed over the years to aid in reducing the dependency on the Japanese. Trade with the USA and UK have been ongoing at varying degrees to compliment the Japanese market and demand from non-traditional markets like Belgium is also contributing to market diversification. Markets such as USA, where a growing group of coffee aficionados identified as “supers” drink on average 3 cups of coffee daily.</p> <p>There is a specific focus for marketing to a luxury market, to strengthen the unique brand identity of JBM Coffee.</p> <p>Key exporting countries include Brazil, Vietnam and Colombia; while mainstream buyers increase consumption from coffee shops and blended products. Jamaican Blue Mountain coffee currently operates outside of these channels. A strategy for Jamaican Blue Mountain Coffee manufacturers as producers of a premier product from Jamaica is needed.</p> <p><i>(Adapted)</i></p>
<p><b>REQUIREMENTS</b></p>	<p>A proposal is being requested inclusive of the following:</p> <p>Execution research to include:</p> <ol style="list-style-type: none"> <li>1. Research the level of appeal of JBM within the luxury markets in named countries</li> <li>2. Research the level of appeal of JBM within the F&amp;B markets in named countries</li> <li>3. Identify the competing products &amp; brands from identified countries, highlighting pricing, packaging, selling points and best practices</li> <li>4. Research price points of competing coffee brands (green &amp; roasted beans) within target markets</li> <li>5. Research JBM coffee’s demand trends and production analysis</li> <li>6. Research the demand for Jamaica Blue Mountain Coffee (green &amp; roasted beans), in Jamaica, USA, UK, China, Japan and the Caribbean.</li> <li>7. Research the demand within cruise shipping and duty-free markets</li> <li>8. Identify the underlying challenges within the industry affecting production</li> <li>9. Research the price points for the JBM Coffee (green &amp; roasted beans) current &amp; potential</li> <li>10. Analyse the sales and purchasing trends of specialty coffee, identifying the key demographic, sociocultural and economic indicators, to inform positioning of JBM</li> </ol>

	<p>11. Collect and analyse data from importers, distributors and retailers of green, roasted and value-added coffee products in target markets</p> <p>12. Explore value added product categories for both types of coffee</p>
<b>SCOPE OF WORK</b>	<p>Scope of Work includes:</p> <ol style="list-style-type: none"> <li>1. Execution of research</li> <li>2. Collection of data</li> <li>3. Final report &amp; data gathering (inclusive of any relevant charts, etc)</li> </ol> <p>Notes</p> <ul style="list-style-type: none"> <li>- Researcher MUST ensure accuracy in data being reported</li> <li>- Winning bidder must indicate: <ul style="list-style-type: none"> <li>*Indicate survey tool to be used and level of security of same</li> <li>*Indicate experience in executing surveys</li> <li>*Sign non-disclosure agreement</li> </ul> </li> </ul>
<b>TYPE OF CONTRACT</b>	Sub-contract
<b>DURATION OF ASSIGNMENT</b>	To be included in response by bidder
<b>PAYMENTS &amp; DELIVERABLES</b>	As agreed
<b>LOCATION</b>	To be included in response by bidder
<b>SUBMISSIONS</b>	Please submit proposals no later than April 8, 2020 to <a href="mailto:cashley@theconsultancyinc.com">cashley@theconsultancyinc.com</a>

Interested respondents that do not comply with the requirements set out in this Invitation may be disqualified.

Firms and / or Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Procuring Entity is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability.