****

**EXECUTION OF**

**MARKET RESEARCH PROGRAM**

* **DOCUMENTATION FOR COMPETITIVE TENDER**

**CONTENTS**

1. NAME AND HEAD OFFICE ADDRESS OF THE CALLER FOR TENDER (COMMISSIONER), TELEPHONE NUMBER, FAX NUMBER, INTERNET ADDRESS AND E-MAIL ADDRESS

2. PERSON OR DEPARTMENT RESPONSIBLE FOR COMMUNICATING WITH THOSE MAKING THE TENDER

3. DESCRIPTION OF THE SUBJECT TO BE TENDERED FOR AND DESIGNATION AND NAME FROM THE NOMENCLATURE OF PUBLIC PROCUREMENT-CPV

4. TYPE, QUALITY, VOLUME OR QUANTITY OF THE SUBJECT TO BE PROCURED

5. LOCATION WHERE THE SERVICES WILL BE SUPPLIED

6. DATE OF DELIVERY OF GOODS AND SERVICES, SPECIFICALLY, COMPLETION DATE OR DURATION PERIOD OF THE AGREEMENT

7. DESCRIPTION AND DESIGNATION OF GROUPS OR PARTS OF THE SUBJECT TO BE PROCURED IF SUCH A KIND OF OFFER IS PERMITTED

8. CONDITIONS OF COMPETENCE OF THE BUSINESS SUBJECTS

 A. Evidence of legal and business competence

 B. Consortium of tenderers

 C. Evidence of absence of a criminal record

 D. Proof of financial competence

1. Debt status
2. Financial report

E. Evidence of professional and technical competence

I. Significant services provided and due completion of obligations

*a) Technical requirement 1*

*b) Technical requirement 2*

*c) Technical requirement 3*

*d) Technical requirement 4*

II. Planned methodology, outputs and implementation plan

9. FORM, METHODOLOGY OF THE TENDER, CONTENT AND MEANS OF SUBMITTING THE TENDER

I. Form and Method of Tendering

II. Contents of the Tender

10. METHOD OF SUBMITTING A TENDER

I. Permissibility of electronic submission of the tender

II. Permissibility of alternative tenders

III. Method of calculation of the price for the subject to be procured, details of the quoted price, fixed price and the method for changing the price

IV. Currency or currencies in which the price of the tender should be expressed

V. Terms, method and conditions of payment

VI. Period of validity of the tender

VII. Estimated value of procurement

VIII. Criteria for the selection of tenders: price criterion

IX. Language in which the tender is to be expressed

X. Date, time and place for submission and opening of the tender

XI. Deadline for making a decision on selection or cancellation

XII. Notification of assignment of the work

XIII. Availability of the Documentation for the Competitive Tender

11. ANNEXES

Annex 1.

Annex 2.

Annex 3.

Annex 4.

Annex 5.

Annex 6.

Annex 7a.

Annex 7b.

Annex 7c.

Annex 7d.

Annex 7e.

Annex 7f.

Annex 8.

**1. NAME AND HEAD OFFICE ADDRESS OF THE CALLER FOR TENDER (COMMISSIONER), TELEPHONE NUMBER, FAX NUMBER, INTERNET ADDRESS AND E-MAIL ADDRESS**

Head Office of the Croatian National Tourist Board (CNTB)

Iblerov trg 10/IV, p.p. 251

10000 Zagreb

Telephone: +385 1 4699333

Fax no. +385 1 4557827

Internet address [www.croatia.hr](http://www.croatia.hr)

Personal Identification Number (Matični broj): 3943658

Tax number (OIB): 72501368180

**2. PERSON OR DEPARTMENT RESPONSIBLE FOR COMMUNICATING WITH THOSE MAKING THE TENDER**

* Igor Borojević, igor.borojevic@htz.hr, **exclusively in writing**, at the latest 5 days before the date for the opening of the tenders.

**3. DESCRIPTION OF THE SUBJECT TO BE TENDERED FOR AND DESIGNATION AND NAME FROM THE NOMENCLATURE OF PUBLIC PROCUREMENT-CPV**

* **Subject of the tender:** services connected to the implementation of the project for the execution of market research
* **CPV code:** 74130000-9, Market research-public opinion research services

**4. TYPE, QUALITY, VOLUME OR QUANTITY OF THE SUBJECT TO BE PROCURED.**

Under the services connected to the implementation of the project for the execution of market research, it is understood:

* Market research 1: Brand adoption & primary demand (Assignment 1)
* Market research 2: Brand positioning & competitors (Assignment 2)
* Market research 3: Brand visual & baseline evaluation (Assignment 3)
* Market research 4: Customer behaviour (Assignment 4)
* Market research 5: Travel trade attitude & perception (Assignment 5)
* Market research 6: Social media intelligence (Assignment 6)

All costs connected with the execution of these market researches will be entirely borne by the tenderer.

**5.** **LOCATION WHERE THE SERVICES WILL BE SUPPLIED:**

* Croatia

**6.** **DATE OF DELIVERY OF GOODS AND SERVICES, SPECIFICALLY, COMPLETION DATE OR DURATION PERIOD OF THE AGREEMENT**

* Date of delivery of completed services - defined in the Annex 2.

**7. DESCRIPTION AND DESIGNATION OF GROUPS OR PARTS OF THE SUBJECT TO BE PROCURED** **IF SUCH A KIND OF OFFER IS PERMITTED**

* It is necessary to tender exclusively for the entire subject to be procured, in accordance with the documentation for the competitive tender. A tender is not permitted which only contains some groups or parts of the subject to be procured.

**8. CONDITIONS OF COMPETENCE OF THE BUSINESS SUBJECTS**

1. **Evidence of legal and business competence**
	* + - **Evidence of competence**: a document relating to inclusion in a business, court (commercial), professional, trade and crafts or other appropriate register, specifically a certified declaration or appropriate attestation. The said document must not be dated earlier than 6 months prior to the date of the call for evidence.
			- **Provider of evidence of competence**: Commercial court, Trade and Crafts register, specifically the appropriate professional or business register.
			- **Financial indicator of evidence of competence:** the Tenderer must, with a statement from the appropriate register, prove that he is registered for conducting business, specifically activities which are the subject of the tender.
			- If the proofs are not issued in the country where the business is situated, the tenderer must submit an appropriate declaration about the evidence of competence, with a certified signature from a public notary.

**B. Consortium of tenderers**

* A consortium of tenderers is not permitted, all services must be provided by a single company, or subcontracted to companies belonging to the same corporation.

**C. Evidence of absence of a criminal record**

* **Evidence of competence:** Declaration with an attested signature from a public notary or other competent body with which the tenderer proves: that the business or person authorised to represent the business has not received a conviction for a criminal offence of associating in the commission of crimes, receival of bribes in business transactions, offering bribes in business transactions, abuse of power and authority, abuse of public office, being an illegal intermediary, receiving bribes, giving bribes, fraud, computer fraud, fraud in business dealings or concealment of illegally obtained money or criminal offences according to Croatian regulations, namely to provide appropriate proof of a non criminal record in its home country if the tenderer is registered outside the Republic of Croatia. Evidence of absence of a Criminal Record must not be older than 30 days prior to the date of the call for proof (Annex 1).
* **Provider of evidence of competency:** a person authorised to represent the business, in his own name and in the name of the business, makes a signed statement, with a signature certified by a public notary or other competent body of the home country, namely provided that the competent body of the home country issues such a document.

**D. Proof of financial competence**

**I. Debt status**

* **Evidence of competency**: certificate by the tax authorities concerning the debt status or a similar document from a competent body of the home country of the tenderer.
* **Provider of evidence of competency:** Ministry of Finance – Tax authority, relevant competent body of the home country of the tenderer and the Profit and Loss accounts certified by the Tax Authority or by the competent financial institution or body if the tenderer is registered outside the Republic of Croatia.
* **Financial indicator of evidence of competency**: the tenderer must prove that he has fulfilled his obligation to pay all outstanding tax liabilities and liabilities for pension and health insurance. This evidence of competency must not be older than 30 days prior to the date of the call for proof.

**II. Financial report**

* **Evidence of competency:** Forms BON 1 and BON 2 (or SOL 2) and profit and loss accounts for the financial years 2010, 2011 and 2012.
* **Provider of evidence of competency:** The Financial Agency (FINA) for BON1 and BON 2 (or SOL 2) or appropriate bank, financial institution or body if the tenderer is registered outside the Republic of Croatia
* **Financial indicator as evidence of competency:** that the business was not closed for more than 3 consecutive days in the last 180 days and that in the last 3 years its average annual income was equal or greater than 1,0 million HRK.

**E. Evidence of professional and technical competence**

**I. Significant services provided and due completion of obligations**

The Tenderer must meet all of the following **4 technical requirements**:

***a) Technical requirement 1***

To have a panel size equal or larger than the minimum panel size, stated in **Table 1**:

**Table 1**

| **Country** | **Minimum panel size (number of individuals)** |
| --- | --- |
| Germany | 100.000 |
| Austria | 6.000 |
| United Kingdom | 100.000 |
| Italy | 100.000 |
| France | 100.000 |
| Poland | 25.000 |
| Russia | 80.000 |
| Sweden | 20.000 |
| Norway | 6.000 |

* **Evidence of competence:** List with the number of individuals in the panel in each of the above mentioned countries **(Annex 3)**.
* **Provider of evidence of competency:** the Tenderer must prove meeting this requirement, by providing physical evidence of the existence of this panel (brochures, commercial documents, etc.)

***b) Technical requirement 2***

To have owned physical offices established in all of the following countries:

• Germany

• Austria

• United Kingdom

• Italy

• France

• Poland

• Russia

• Sweden

• Norway

* **Evidence of competence:** List of countries in which the Tenderer, or the corporation it belongs to, has owned offices established physically **(Annex 4).**
* **Provider of evidence of competency:** the tenderer must provide documentation which proves having physical offices established in the above-mentioned countries. The tenderer must also fill in and stamp **Annex 4**.

***c) Technical requirement 3***

To have, at least, 5 references of multi-country market research (minimum 4 EU countries), in the last 5 years. They should refer to the tourism industry, and at least one of them must have been performed in Croatia or for Croatia.

* **Evidence of competence:** List of significant services provided in the last five years **(Annex 5)**, accompanied by documentation such as certificates, contracts, invoices or other documents that prove the delivery of these services.

* **Provider of evidence of competency:** the Tenderer must prove the due completion of at least five contracts relative to significant services provided in the last five years, identical or similar to the subject to be procured. Also, the Tenderer can (not mandatory) prove evidence by completing the required information in **Annex 6**, which must be signed by the Commissioner referred to the qualification.

***d) Technical requirement 4***

To have, at least, 10 references of multi-country) market research (minimum 4 countries, in which mystery shopping and / or SMI (Social Media Intelligence) methods were used, in the last 5 years.

* **Evidence of competence:** List of significant services provided in the last five years **(Annex 5)**, accompanied by documentation such as certificates, contracts, invoices or other documents that prove the delivery of these services.
* **Provider of evidence of competency:** the Tenderer must prove the due completion of at least ten contracts relative to significant services provided in the last five years, identical or similar to the subject to be procured. Also, the tenderer can (not mandatory) prove evidence by completing the required information in **Annex 6**, which must be signed by the Commissioner referred to the qualification.

**II. Planned methodology, outputs and implementation plan**

* **Evidence of competency:** the Tenderer is required to submit a brief description of the planned methodology, the content of work and a implementation plan for services/ requested assignments to be carried out.
* **Provider of evidence of competency: the** Tenderer must explain briefly the proposed methodology in a manner such that the Commissioner is able to have a clear idea of ​​the methodology to be used for achieving the goals.
* **Value indicator of evidence:** the Tenderer must, on the prescribed forms in **Annex 7 from 7a to 7f**, for each of the assignments 1 to 6, list and define the following:
* Approach and methodology for the execution of the proposed assignments
* Output to be delivered
* Schedule for all the proposed activities.

**The tenderer must submit all the information required for the competition. A tender which does not contain all the required information will not be considered as valid and will not be taken into consideration. Evidence of competency must be in the original or a certified copy (public notary certification or similar from a competent authority in the home state of the tenderer).**

**9. FORM, METHODOLOGY OF THE TENDER, CONTENT AND MEANS OF SUBMITTING THE TENDER**

**I. Form and Method of Tendering**

* The tender must be made in the form specified in the documentation for the competition
* The tender must be bound together with the guarantee, with a seal on the reverse.
* The prescribed text of the documentation for the competition must not be amended or supplemented.
* All pages of the tender are to be marked with the number of the page with the total number of pages or the total number of pages with the number of the page.
* Tenders are to be written in indelible ink
* Corrections to the tender must be made in such a way as to be visible and verifiable. Corrections must be dated and signed with a valid signature and the stamp of an authorised person of the business.

**II. Contents of the Tender**

**The Tender consists of the totality of documents signed and certified by the tenderer's authorised person as follows:**

* List of all integral parts and/ or annexes of the tender
* Completed Form for the Tender (**Annex 8**)
* Completed and certified annexes:
	+ **Annex 1**. Declaration of absence of a criminal record
	+ **Annex 3**.Panel size by country to perform the market researches
	+ **Annex 4**. List of countries in which the Tenderer has physical offices (belonging to the Tenderer or the corporation it belongs to)
	+ **Annex 5.** List of significant services provided in the last five years (2008, 2009, 2010, 2011, 2012)
	+ **Annex 7a to 7f.** Description of the planned methodology, output and schedule for the completion of the assignments 1 to 6 of the object of the tender.
* Evidences of competence requested in the Documentation for the Competition for Tender
* Everything else requested in the Tender Document

The tenderer must submit all the information required for the competition. A tender which does not contain all the required information will not be considered as valid and will not be taken into consideration. Evidence of competency must be in the original or a certified copy (public notary certification or similar from a competent authority in the home state of the tenderer).

**10. METHOD OF SUBMITTING A TENDER**

A tender is to be submitted in written form, in a sealed envelope with the name and address of the Commissioner of the Tender, the name and address of the Tenderer, with an indication of the subject to which the tender relates, with the inscription:

**'**For implementation of the procurement procedure FOR THE PROJECT FOR EXECUTION OF MARKET RESEARCH

**Reference number: 77/13 – do not open'**

and with other information, according to the Documentation for the Competition for Tender. Within the deadline for submitting the tender, the tenderer may also with a validated signed statement, modify his tender, add to it or withdraw it. Amendments or additions of the tender are to be submitted in the same way as the tender.

**I. Permissibility of electronic submission of the tender**

It is not permissible to submit the tender electronically.

**II. Permissibility of alternative tenders**

Alternative tenders are not permitted.

**III. Method of calculation of the price for the subject to be procured, details of the quoted price, fixed price and the method for changing the price**

The price for the subject to be procured must be expressed both without VAT and with VAT on the form **(Annex 8)**. The tender price is fixed.

**IV. Currency or currencies in which the price of the tender should be expressed**

The price of the tender must be expressed in kuna (HRK).

**V. Terms, method and conditions of payment**

Payment will be made in 30 days upon completion of services carried out in accordance with the agreed schedule of completion of individual assignments. Advance payment is excluded.

**VI. Period of validity of the tender**

60 days from the date fixed for submission of the tender.

**VII. Estimated value of procurement**

|  |
| --- |
| **Estimated total value of procurement without VAT in HRK** |
| 1.800.000,00 |

**Note: Tenders higher than the estimated value of procurement will not be considered.**

**VIII. Criteria for the selection of tenders: price criterion**

The contract will be awarded to the Tenderer with the lowest price.

**IX. Language in which the tender is to be expressed**

The language in which the tender is to be expressed is Croatian or English.

**X. Date, time and place for submission and opening of the tender**

* The deadline for submission of the tenders is 16. August 2013. at 12.00.
* The place of delivery of the tenders is The Croatian National Tourist Board – Head Office, Iblerov trg 10/1V, Zagreb.
* The time of the public opening for the tenders is 16. August 2013 at 12.00.
* The place for the public opening of the tenders is The Croatian National Tourist Board – Head Office, Iblerov trg 10/1V, Zagreb.

Authorised representatives of the tenderers have the right to participate actively in the procedure for the public opening of the tenders. They are required to submit:

* Authorisation of the company which authorises them to participate in the procedure for the public opening of the tenders or
* A copy of an extract from the court register if they are the person, attending the opening, who is named in the extract as the person authorised as the representative

**XI. Deadline for making a decision on selection or cancellation**

* 30 days from the termination of the period for submitting tenders

**The Commissioner reserves the right to withdraw from the subject of procurement at any time until the moment of signing of the Contract, without the right of the tenderer for reimbursement of expenses or sustained damages.**

**XII. Notification of assignment of the work**

The Commissioner shall, in writing and before the termination of the period of validity of the tender, and no later than 30 days after the deadline for submitting a tender, announce the result of the competition to the tenderers.

The Commissioner will enter into a contract with the selected Tenderer in which the rights and obligations related to the carrying out the subject of the tender will be regulated.

**XIII. Availability of the Documentation for the Competitive Tender**

Documentation for competitive tendering is available from the web site [www.croatia.hr](http://www.croatia.hr). The final time limit for the competitive tender documentation is 16. August 2013. until 12.00 hours.

**Croatian National Tourist Board**

**Head Office**

**ANNEXES**

1.

Based on the Call for Competitive Tender by the Croatian National Tourist Board, I submit the following

**DECLARATION**

I\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (first name and surname)

from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

declare that there are no circumstances which would be contrary to the regulations stated in Article 8 of the documentation for the competitive tender by the Head Office of the Croatian National Tourist Board; that neither the business nor I, as the person authorised to represent the business has received a conviction for a criminal offence of associating in the commission of crimes, receival of bribes in business transactions, offering bribes in business transactions, abuse of power and authority, abuse of public office, being an illegal intermediary, receiving bribes, giving bribes, fraud, computer fraud, fraud in business dealings or concealment of illegally obtained money or criminal offences according to regulations of the business/my home country.

This declaration I make myself as a person authorized to represent the legal person

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(company)

with the Head Office in\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and for the legal person

In­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, date\_\_\_\_\_\_\_\_\_\_\_\_2013.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **(signature certified by a public notary or other competent body)**

1.

**Description of the assignment**

The competent body in Croatia in the context of a new marketing plan for the country, the CNTB (Croatian National Tourist Board), would like to commission the conduction of 6 markets researches aimed both to potential tourists as to retail travel agencies as well as to find out what is being said in online media about Croatia as a tourist destination.

The 6 above-mentioned researches have been organized in 6 assignments to be tendered:

* Assignment / Market research 1: Brand adoption & primary demand
* Assignment / Market research 2: Brand positioning & competitors
* Assignment / Market research 3: Brand visual & baseline evaluation
* Assignment / Market research 4: Customer behaviour
* Assignment / Market research 5: Travel trade attitude & perception
* Assignment / Market research 6: Social Media Intelligence

Description and deadline for all the assignments are now detailed:

 Table 1.

|  |  |  |  |
| --- | --- | --- | --- |
| **Number of assignment** | **Name of the assignment** | **Description of the assignment** | **Deadline for delivering the output of the assignment** |
| **Assignment 1** | **Market research 1: Brand adoption & primary demand** | **Objective of the assignment:**Identify primary and secondary demand for Croatia, both generally speaking for the destination as more specifically for 4-5 products.**Knowledge objectives:**• Identify the socio-demographic profile of the tourist• Identify the behaviour profile of the tourist• Find out the awareness and knowledge of Croatia• Find out the level of attractiveness and affordability of Croatia as a destination and intention of visiting• Identify the constraints to the brand adoption **Universe:**Population older than 18, located in the source markets indicated in Table 3, which:• Have travelled for leisure purposes at least once in the last 2 years, out of their country of residence.• Have an income equal or above the average * At least 50% of them should live in the 2-5 largest cities in the country.
* The sample should be representative of the whole population, considering age, gender and habitat size

**Method to obtain data:** Computer-assisted web interviewing (CAWI)**Sample**The minimum sample size, required in each source market, for this market research is provided in Table 3.**Expected analysis and reports:**No reports are expected to be produced, but tables (global and by source market) with:• Absolute values• Vertical distribution (in %)• Horizontal distribution (in %)These tables should incorporate Chi-Square signalisation to indicate statistically significant differences. In case of „open questions“ in the questionnaire, the Tenderer will codify their answers, and translate them into English.The scope of this segmentation will be agreed with the Commissioner at the beginning of the project.**Questionnaire**The questionnaire for this market research will be provided by the Commissioner at the beginning of the project. Translation costs of this questionnaire will be entirely borne by the Tenderer.  | [30 days from the signature of the contract] |
| **Assignment** **2** | **Market research 2: Brand positioning & competitors** | **Objective of the assignment:**To identify the differentiating elements of Croatia (in general and for each product) in regards with its competitors.**Knowledge objectives:**• Identify the socio-demographic profile of the tourist• Identify the behaviour profile of the tourist• Find out the tourist’s most valued factors (in general and for each product)• Identify Croatia’s competitors (in general and for each product)• Identify the perception on Croatia and its competitors for each key factor**Universe:**Population older than 18, located in the source markets indicated in Table 3, which:• Have travelled for leisure purposes at least once in the last 2 years, out of their country of residence.• Have an income equal or above the average o At least 50% of them should live in the 2-5 largest cities in the country.* The sample should be representative of the whole population, considering age, gender and habitat size

**Method to obtain data:** Computer-assisted web interviewing (CAWI)**Sample**The minimum sample size, required in each source market, for this market research is provided in Table 3.**Expected analysis and reports:**No reports are expected to be produced, but tables (global and by source market) with:• Absolute values• Vertical distribution (in %)• Horizontal distribution (in %)These tables should incorporate Chi-Square signalisation to indicate statistically significant differences.In case of „open questions“ in the questionnaire, the Tenderer will codify their answers, and translate them into English.**Questionnaire**The questionnaire for this market research will be provided by the Commissioner at the beginning of the project. Translation costs of this questionnaire will be entirely borne by the Tenderer.  | [30 days from the signature of the contract] |
| **Assignment****3** | **Market research 3: Brand visual & baseline evaluation** | **Objective of the assignment:**Identify the appropriateness of Croatia’s current brand visual and baseline (“Mediterranean as it once was”), as well as evaluate the Croatia’s brand power.**Knowledge objectives:**• Identify the socio-demographic profile of the tourist• Identify the behaviour profile of the tourist• Identify Croatia’s competitors (in general and for the product selected as the favourite one)• Find out what the power of the brand is• Find out what spontaneous and suggested perceptions Croatia’s visual and baseline is arousing**Universe:**Population older than 18, located in the source markets indicated in Table 3, which:• Have travelled for leisure purposes at least once in the last 2 years, out of their country of residence.• Have an income equal or above the average * At least 50% of them should live in the 2-5 largest cities in the country.
* The sample should be representative of the whole population, considering age, gender and habitat size

**Method to obtain data:** Computer-assisted web interviewing (CAWI)**Sample**The minimum sample size, required in each source market, for this market research is provided in Table 3.**Expected analysis and reports:**No reports are expected to be produced, but tables (global and by source market) with:• Absolute values• Vertical distribution (in %)• Horizontal distribution (in %)These tables should incorporate Chi-Square signalisation to indicate statistically significant differences.In case of „open questions“ in the questionnaire, the Tenderer will codify their answers, and translate them into English.**Questionnaire**The questionnaire for this market research will be provided by the Commissioner at the beginning of the project. Translation costs of this questionnaire will be entirely borne by the Tenderer.  | [21 days from the signature of the contract] |
| **Assignment 4** | **Market research 4: Customer behaviour** | **Objective of the assignment:**Know in-depth the tourist’s preferences and behaviour concerning international trips.**Knowledge objectives:**• Identify the socio-demographic profile of the tourist• Identify the behaviour profile of the tourist• Know the willingness to travel to Croatia for leisure purposes• Know the activities preferred by the tourists (in general and for the product selected as the favourite one)• Identify the influence of communication channels**Universe:**Population older than 18, located in the source markets indicated in Table 3, which:• Have travelled for leisure purposes at least once in the last 2 years, out of their country of residence.• Have an income equal or above the average * At least 50% of them should live in the 2-5 largest cities in the country.
* The sample should be representative of the whole population, considering age, gender and habitat size

**Method to obtain data:** Computer-assisted web interviewing (CAWI)**Sample**The minimum sample size, required in each source market, for this market research is provided in Table 3.**Expected analysis and reports:**No reports are expected to be produced, but tables (global and by source market) with:• Absolute values• Vertical distribution (in %)• Horizontal distribution (in %)These tables should incorporate Chi-Square signalisation to indicate statistically significant differences.In case of „open questions“ in the questionnaire, the Tenderer will codify their answers, and translate them into English.The Tenderer will perform a segmentation exercise based on the results of the market research, in order to identify significant differences in travel behaviour. The scope of this segmentation will be agreed with the Commissioner at the beginning of the project.**Questionnaire**The questionnaire for this market research will be provided by the Commissioner at the beginning of the project. Translation costs of this questionnaire will be entirely borne by the Tenderer.  | [30 days from the signature of the contract] |
| **Assignment 5** | **Market research 5: Travel trade attitude & perception** | **Objective of the assignment:**Determine the degree of recommendation for Croatia as a tourist destination (in general and for each product) and the attributes noticed by the retail travel agencies.**Knowledge objectives:**• Identify the degree of spontaneous and suggested recommendation of Croatia as a tourist destination (in general and for each product)• Identify the positive and negative elements communicated by the retail travel agencies (in general and for each product)• Know the perception of retail travel agencies in regards with some elements of Croatia**Universe:**Travel agencies, that:• Are placed in the 2-5 largest cities in the country• Belong to, at least, 5 different companies• Sell one or more of the following products:o Sun & Beacho Itineraries / Touring o Cultureo Countryside / Ruralo Nauticalo Eno-gastronomy / Food & Wineo Medical - wellnesso Biking**Method to obtain data:** Mystery shopping**Sample**The minimum sample size, required in each source market, for this market research is the following:• Germanic area (Germany and Austria): 12• United Kingdom: 12• France: 12**Expected analysis and reports:**Transcriptions from the mystery shopping visits and main conclusions regarding the knowledge objectives. All reports will be delivered in English.**Guiding notes**The winning bidder will be provided with guiding notes to conduct the research. Translation costs of these guiding notes will be entirely borne by the Tenderer.  | [30 days from the signature of the contract] |
| **Assignment 6** | **Market research 6:Social Media Intelligence** | **Objective of the assignment:**Determine the level of conversation about Croatia in online media, the most mentioned elements and whether the comments are positive or not.**Knowledge objectives:**• Identify the volume of conversations generated by Croatia as a tourist destination compared to its competitors (3-5 competitors)• Identify the most mentioned tourist elements (destinations, tourist attractions, products, accommodation, etc.).• Know the perception regarding some elements• Determine the extent of positive, negative and neutral comments and identify the elements they are referring to.**Universe:**The main online spaces, such as social networks, blogs, forums and other online communication channels. **Method to obtain data:** Specific tools for Social Media Intelligence**Sample**The source markets to undertake this research are the following:• Germanic area (Germany and Austria)• United Kingdom• Italy**Expected analysis and reports:**Reports will have to be delivered according to the knowledge objectives stated above. All reports will be delivered in English. | [40 days from the signature of the contract] |

**Relationship between source markets and countries**

Table 2

|  |  |
| --- | --- |
| **Source market** | **Country** |
| Germanic area | Germany and Austria  |
| United Kingdom | United Kingdom |
| Italy | Italy |
| France | France |
| Poland | Poland |
| Russia | Russia |
| Scandinavian area | Sweden and Norway |

**Minimum sample size by source market**

Table 3

|  |  |
| --- | --- |
|  | **Market research** |
| **Source market** | **Market research 1: Brand adoption & primary demand** | **Market research 2: Brand positioning & competitors** | **Market research 3: Brand visual & baseline evaluation** | **Market research 4: Customer behaviour** |
| Germanic area | 1.000 | 600 | 600 | 600 |
| United Kingdom | 1.000 | 600 | 600 | 600 |
| Italy | 1.000 | 600 | 600 | 600 |
| France | 600 | - | - | - |
| Poland | 600 | - | - | - |
| Russia | 600 | - | - | - |
| Scandinavian area | 600 | - | - | - |
| TOTAL | 5.400 | 1.800 | 1.800 | 1.800 |

**List of countries in which the tenderer has physical offices:**

|  |  |
| --- | --- |
| **Country** | **Disposal of physical office (YES / NO)** |
| Germany |  |
| Austria |  |
| United Kingdom |  |
| Italy |  |
| France |  |
| Poland |  |
| Russia |  |
| Sweden |  |
| Norway |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**List of countries in which the tenderer has physical offices:**

|  |  |
| --- | --- |
| **Country** | **Disposal of physical office (YES / NO)** |
| Germany |  |
| Austria |  |
| United Kingdom |  |
| Italy |  |
| France |  |
| Poland |  |
| Russia |  |
| Sweden |  |
| Norway |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Schedule of contracts for significant services which the tenderer performed in the previous five years (2008, 2009, 2010, 2011 and 2012)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| List of contracts | Name and address of the commissioner | Subject of the contract | Value of the contract in HRK | Time and place of the completed contract |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
| 6. |  |  |  |  |
| 7. |  |  |  |  |
| 8. |  |  |  |  |
| 9. |  |  |  |  |
| 10. |  |  |  |  |
| 11. |  |  |  |  |
| 12. |  |  |  |  |
| 13. |  |  |  |  |
| 14. |  |  |  |  |
| 15. |  |  |  |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Confirmation by the commissioner concerning the satisfactory completion in the last five years (2008, 2009, 2010, 2011 and 2012) of contracts in which significant services were rendered and cited in the subject of the purchase.**

|  |  |
| --- | --- |
| Name and address of the Commissioner |  |
| Subject of the contract |  |
| Value of the contract in HRK |  |
| Time and place of the completion of the contract |  |
| Attestation by the Commissioner of due completion of the contract | With this, we certify that the Tenderer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Name and adress of the tendererduly completed the agreement which is the subject of this certificate. |
|  |  |

Signature of the authorised

representative of the Commissioner Stamp of the Commissioner

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 1 –Market research 1: Brand adoption & primary demand** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 2 – Market research 2: Brand positioning & competitors** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 3 – Market research 3: Brand visual & baseline evaluation** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 4 – Market research 4: Customer behaviour** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 5 – Market research 5: Travel trade attitude & perception** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**Description of the planned methodology, output and schedule for completion of the requested assignments**

|  |
| --- |
| **ASSIGNMENT 6 – Market research 6: Social media intelligence** |
| Approach and methodology of the assignment |  |
| Expected output |  |
| Schedule of activities |  |

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.

**FORM FOR THE TENDER**

Name and the head office of the Tenderer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PIN (Croatian OIB): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The account number and bank:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First name, surname and position of the contact person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Based on the Call for submitting the tender, reference number 77/13 from 26. July 2013, we are submitting the following

**TENDER No.\_\_\_\_\_\_**

FOR THE PROCUREMENT OF THE PROJECT FOR THE EXECUTION OF MARKET RESEARCH

1. We undertake the responsibility to provide the service for the subject matter in accordance with the procurement terms
2. **Price for the procurement of the Project of execution of market research (without VAT):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HRK

(in letters): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

VAT of \_\_\_% is not included in the price and it amounts to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HRK

(in letters: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**Total price for the Project for the execution of market research (with VAT):**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HRK

(in letters: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

1. Deadline for the validity of the tender is 60 days.
2. We undertake to carry out the procurement in agreement with the schedule stated in Annex 2. of the Tender Documentation.
3. The payment will be made within 30 days of the completed service, in accordance with the agreed schedule of implementation of the individual assignments.
4. For the mutual rights and obligations between us and the Commissioner, not indicated in this tender, the Civil obligations act will apply.
5. We submit, in the attachment, the documents which prove the competences stated in Article 7. of the Tender documentation.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2013.

Signature of the authorised

representative of the Tenderer Stamp of the Tenderer