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ADVANCE CONTRACT AWARD NOTICE: (ACAN) # 01B68-17-0233

The Department of Agriculture and Agri-food Canada (AAFC) has a requirement for the provision of E-Commerce Data Collection related to Agri-food and Agriculture, Fish and Seafood Products.

The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to Web Presence In China, 400 - 73 Water Street, Vancouver, BC, V6B 1A1.

Before awarding a contract, however, the government provides other suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this Notice, by submitting a statement of capabilities during the fifteen calendar day posting period.

If other potential suppliers submit a statement of capabilities during the fifteen calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.

OBJECTIVE

AAFC is undertaking this project to gain insight and understanding of the Chinese E-Commerce market in which AAFC's stakeholders will operate. This project will undertake many several activities over three phases in order to achieve the intended outcomes.

SCOPE OF WORK

Conduct a full, end-to-end data program research package for the Ministry, targeting the Agriculture sector in China for current online performance, the performance of key products groups inside Agri as well as the market as a whole.

Phase 1 – Market-Wide Data

The focus will be on end-to-end data, mapping out the E-Commerce food market in China. This phase will provide industry-wide intelligence which will deliver clear understanding as to the past, present and likely future state of E-Commerce in China for food merchants. Key areas of focus will be:

China E-Commerce Market Trends – Food Products:

- Trend line/growth
- Mainstream food products being purchased online
- Up and coming food products being purchased online – emerging leaders
- Competitor (non-Canadian) products currently experiencing growth
- Up and coming Canadian products that could see increased growth in the near future
- Gaps – areas where there is little representation of Canadian product online and potential opportunity

Information that can inform us on how best to position Canadian products online

- keywords used
- entry points and motivators

- content competitiveness
- expectations/preferences as it relates to product delivery times i.e. sales of items delivered in short periods versus sales of items delivered over longer periods

General Overview of E-Commerce Market – Food Products:

- Volume sales of food products sold online
- Areas for quick growth
- The % of volume sales that represents Canadian food
- Major competitors (non-Canadian brands/leaders) and their % of total volume sales
- The top 10 food products sold online in China
- The top 10 Canadian food products sold online
- Top 3 competitors by Canadian food product
- Volume sales of food products by platform
- Volume sales of Canadian food products by platform
- Volume sales of top 5 competitors by platform
- List of over-supplied and under-served products/markets
- ID low-hanging fruit for quick opportunities for Canadian producers

Conversion Performance

- Map out market conversion and monetization performance by promotional periods (e.g. 11/11) and by Canadian product groups
- Locations of high-conversion models

Cross-Border vs. Domestic

- Outline performance of cross border sellers and domestic sellers on available data
- Brand position, presence and overall delivery of the brand UX
- Revenue and turnover
- Market feedback and perception

Phase 2 – Product/Sector Deep-Dive

After Phase 1 is delivered, the client team will advise on selecting 4 products or sectors (deliverable will be in same format as product/sector selected by Client. If client chooses “Seafood”, the seafood Deep Dive will be delivered. If Client chooses “Lobster”, then a Lobster deep dive will be delivered). There will be an assumed pause between Phase 1 and Phase 2 of two weeks, in order to allow the Client team to decide on Products/sectors for Phase 2:

Execute a deep dive, and focus on:

- Volume sales of food products from each chosen sector sold online in China
- The % of volume sales that represents Canadian food from each sector
- The % of volume sales for top 3 competitors in each sector
- Multi-sector comparative data, by platform
- Volume sales of Canadian food products from each 4 sectors, by platform
- Volume sales of non-Canadian food products in each of the 4 sectors, by platform

Phase 3 – Final Analysis, Recommendations & Report-Out

Upon the closing of Phase 2, produce and deliver an analysis of the data as well as a general guideline for Canadian Food brands looking to enter or export to China via E-Commerce:

Technological Best Practices:

- Current best digital performance online in China
- Component requirements
- UX recommendations
- Localization levels recommended
- General web minimum standards

Marketing and Growth Data

- Overall market behaviors
- Changes/Advances in funnel stages, entry points & motivators
- Channel changes & preferences
- Size, areas for growth and ROI via channel
- Consumer conversion tools used and forecasting new opportunities
- Media & Marketing Landscape

ESTIMATE OF COSTS

Contract will commence January 8, 2018 and finish March 31, 2018. The estimated value of the contract is \$82,500.00 (plus applicable taxes).

MINIMUM ESSENTIAL REQUIREMENTS

Any interested supplier must demonstrate by way of a statement of capabilities that it has the capacity to provide the same services listed in the support plan listed above

GOVERNMENT OF CANADA REGULATIONS EXCEPTION

The Treasury Board's Government Contract Regulations, Part 10.2.1 Section 6 states there are four exceptions that permit the contracting authority to set aside the requirement to solicit bids. This includes:

- d. "only one supplier person or firm is capable of performing the contract."

LIMITED TENDERING PROVISIONS IN ACCORDANCE WITH THE TRADE AGREEMENTS

The North American Free Trade Agreement, the World Trade Organization - Agreement on Government Procurement, and the Agreement on Internal Trade permit the contracting authority to set aside the requirement to solicit bids under the following condition:

- b) "For works of art, reasons connected with protecting patents, copyrights, other exclusive rights, or proprietary information or where there is an absence for technical reasons, the goods or services can be supplied by a particular supplier and no reasonable alternative or substitute exists"

JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER

Web Presence In China(WPIC) has proprietary software called Discripto (Distributed Script Processing) PIC) a proprietary hi-speed script processing engine for programmatic scraping, data processing, archiving and custom functions, built for use on the China web. The software is able to collect the following data; competitor sales by product, price and date on multiple platforms; target market & demo/geographic data and search volume & growth, and keyword analysis. Other web companies have performance and metric data for their specific platforms but have indicated to us that this information is proprietary and not for sale and as AAFC's requirement is for data across many platforms even if we were able to purchase it, the data would not meet our needs.

SUPPLIERS RIGHT TO SUBMIT A STATEMENT OF CAPABILITIES

Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority identified in this Notice on or before the closing date of this Notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

The closing date and time for accepting statements of capabilities is January 2, 2018 at 2:00 p.m.

Inquiries and statements of capabilities are to be directed via email to:

Agriculture and Agri-Food Canada (AAFC)
Central Material Management Centre (CMMC)
Professional Services Contracting Unit
1285 Baseline Road, T5-2-345
Ottawa, Ontario K1A 0C5
Attention: Andre Gravelle, Senior Contracting Specialist
Solicitation Number: ACAN: 01B68-17-0233

Statements of capabilities must be sent on or before the closing date/time. Statement of capabilities received on or before the closing date will be considered solely for the purpose of deciding whether or not to conduct a more extensive tendering process. Information provided will be used by the Crown for technical evaluation purposes only with respect to a decision to proceed to a further competitive process.

Suppliers that have submitted a statement of capabilities will be notified in writing of AAFC's decision to proceed to award the contract without a further additional tendering process.

Should you have any questions concerning this requirement, contact the contracting officer identified above. The AAFC file number, the contracting officer's name and the closing date of the ACAN must appear on the outside of the envelope in block letters or, in the case of facsimile transmission, on the covering page.

The Crown retains the right to negotiate with suppliers on any procurement. Documents may be submitted in either official language of Canada.