

**RFQ-FW21-004 Australian and New Zealand demand analysis for outsourcing services
Market Development Facility (MDF)**

Addendum 1

Date: 1 April 2021

Pages: 2

Questions from Interested Service Providers

1. **Question:** I could not see a timeline in the RFQ documentation. What is the deadline for delivery of the:
 - a. research plan
 - b. demand analysis report
 - c. directory

Response: The project completion date is 15 June 2021. Please provide suitable timeframes for each component to ensure the project is completed on time.

2. **Question:** Is there any guidance available on the budget range allocated for this project?

Response: MDF does not publish budgets as part of our procurement process. Please provide your best offer based on the requirements of the RFQ, the deliverables / outcomes and value for money.

3. **Question:** Is there any guidance available on the expected length of the report?

Response: There is no guidance on the report length – it is more important to ensure the report covers the key findings and recommendations addressing all sections outlined in the approved Research Plan.

4. **Question:** In terms of surveying businesses, does MDF have in mind a minimum survey sample size? Or are you open to any proposals?

Response: There is no size restrictions – the focus should be on what is the best information to be included in the report to meet the requirements of the RFQ and the Research Plan.

5. **Question:** In terms of the business directory, MDF has requested “key contact” information. From a data privacy perspective, how will this contact data be used by MDF? Could you clarify whether you are looking for a list of businesses in industries which simply have a propensity to outsource, and/or which outsource to other countries already, or have been screened during the research process, or something else? Are you looking for the provider to identify options to acquire a marketing list of SMEs?

Response: The contact list will be used by MDF to understand businesses operating in this sector, their requirements etc. This is outlined in the RFQ. The data may be used to engage these businesses to grow the Fiji market – this may be through several channels such as digital marketing and/ or cold calling. The final contact list should identify all key businesses of interest and rank them by their propensity to operate in Fiji or Samoa. Options to acquire marketing lists for businesses operating in this sector

could be considered – however the list needs to be credible, verified and businesses ranked or rated – and the response should articulate how this will be achieved.

6. **Question:** The RFQ mentions Fiji can boast conversion rates of 25%. While it's not critical for our response, I'd like to understand what is meant by "conversion rates". Is this conversion of leads to clients by BPOs in Fiji?

Response: The conversation rate is part of the selling proposition (case studies on existing operations) to attract businesses to use Fiji as an outsourcing services destination. It is not the conversation rates of leads sent to BPO businesses in Fiji.

Amendments:

1. The **Registration of Interest** is extended to **Thursday 8 April 2021, 5:00pm Brisbane Time**.
2. The **Closing Date** is extended to **Friday, 16 April 2021, 5:00pm Brisbane Time**

End of Addendum