# REQUEST FOR EXPRESSIONS OF INTEREST
# CONSULTING SERVICES

Selection # as assigned by e-Tool: RG-T4008-P004
Selection Method: Full Competitive Selection
Country: *Regional*
*Sector: Private Sector and MSME Development*
*Funding – TC #: ATN/CO-19210-RG*
*Project #: RG-T4008*
*TC name: Strengthening the Implementation Capacity of Caribbean Blue Economy Clusters and Value Chains*
*Description of Services:* The Compete Caribbean Partnership Facility (CCPF) seeks the services of a suitably experienced consulting firm to support The Bahamas C-CORAL in designing new, unique, specialty product experiences and packages for sale to the dive niche specialty market targeted, developing these experiences with brand differentiation, effectively promoting the designed experiences and packages, and ensuring that potential customers have ample, relevant, and easy access to purchase the experiences. The overall objective of this consultancy is to build the competitiveness of The Bahamas blue economy cluster by the development and implementation of a product expansion and marketing promotion strategy.
*Link to TC document: https://www.iadb.org/en/project/RG-T4008*

The Inter-American Development Bank (IDB) is executing the above mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations ( http://beo-procurement.iadb.org/home) by: *November 14th*, 5:00 P.M. (Washington D.C. Time).

To access the IDB Portal, the firms must generate a registration account, including ***all*** the data requested by the Portal. In the event that any of the information requested is not included, the firm will not be able to participate in this or any other Bank-executed selection process for operational work. If the firm has been previously registered, please validate that you have ***all*** the firm's information updated and complete before submitting an expression of interest.

The consulting services ("the Services") include the support to The Bahamas C-CORAL in designing new, unique, specialty product experiences and packages for sale to the dive niche specialty market targeted, developing these experiences with brand differentiation, effectively promoting the designed experiences and packages, and ensuring that potential customers have ample, relevant, and easy access to purchase the experiences.

1. The overall objective of this consultancy is to build the competitiveness of The Bahamas blue economy cluster by the development and implementation of a product expansion and marketing promotion strategy.
2. Specifically, the objectives are to differentiate the product, stimulate demand, expand market penetration, and attract targeted customers to increase product sales by:
   - increasing the niche products/experiences/packages available for sale;
   - creating a product/marketing brand;
   - raising awareness/informing potential and existing markets; and
   - enable online access to the products and cluster members for product purchasing.
3. The consultancy also seeks to ensure that capacity is built to continue product development/designing experiences and to promote to the niche specialty dive target market.

3. **Scope of Services**

The scope of the services is for:

1. **Experiences Design/Product Development:** Development of specialized dive (and non-dive) reef restoration and ocean resilience experience/products for sale in line with the needs of the target market;
2. **Brand Development:** Develop and/or enhance the brand image for the cluster that best defines the cluster in the marketing of its products/experiences, domestically, regionally, and internationally.
3. **Marketing Promotion Strategy Development and Implementation:** Develop, define and implement over a 6–9-month period the best, innovative strategy to market the products within the budgetary allocation for this project.
4. **Trade Marketing & Strategy:** Development and implementation of a trade marketing strategy. It is anticipated that, in its implementation, the consulting firm, working with the cluster and its partners, will select and cover the cost of the cluster collectively and up to 10 individual cluster members to attend identified trade shows. The airfare for up to 10 cluster members may also be included in the cost of attendance.
5. **Website Development:** Building on the existing website utilized by the cluster as a reef rescue network, upgrade the digital presence of the cluster to increase direct communication with existing and potential customers. More specifically, the scope involves building online awareness to further promote the products and sales and increase/enhance customer interactions.
6. **Product Development and Marketing Knowledge Transfer:** Transfer knowledge to the cluster to enable it to continue developing specialty diving and non-diving experiences. The scope also includes knowledge transfer to continue marketing the product/experiences and for continued administration and content management of the website.

4. **Key Activities**

The firm will be required to work closely and in collaboration with the cluster coordinator, the Cluster Steering Committee, and other cluster stakeholders including The Bahamas Ministry of Tourism Vertical Market Department to undertake, but not limited to, the following:

1. **Experience/Product Development:**
    - Undertake a situational analysis with the goal of identifying and designing new/innovative experiences and products to offer to the target market;
    - Based on the analysis, design the experiences along with, inter alia, product descriptions, and operational consideration;
    - Product Marketing, Outreach and Branding Plans Outline, i.e., target audience, product/service messaging and branding; unique selling proposition; key sales/marketing strategies; creative assets (social media samples, photography, and video).
    - Provide supporting materials, i.e., sample itineraries with options. Options should include various themes and varying durations suitable for the diver and accompanying non-diving family and friends;
    - Provide a plan and activities to increase the number of times and days divers (and their families) are able to utilize the products per trip;
    - Transfer knowledge to the cluster/train on:
    - Ocean resilient product package design, and
    - Upselling Ocean Restoration Product/Experience/Packages.
2. **Brand Development:**
    - Prepare a Branding Strategy inclusive of logo, name, tagline, colour scheme, e brand messaging, sustainability messaging, message hierarchy, graphic look and feel etc.,
    - Assess the availability of existing photos and videos for use and indicate gaps.
3. **Marketing Promotion Strategy Development and Implementation:**
    - Develop a marketing and social media promotion strategy that includes a "media strategy plan/campaign";

- Implement the marketing strategy and media channel postings (as identified in the social media promotion strategy) over a period of 6 months;
- Develop all creative materials including social media posts; digital adds; e-newsletters; influencer campaign, Search engine optimization (SEO) etc.

4. **Trade Marketing & Strategy:**
   - Develop a trade marketing strategy;
   - Identify niche trade shows to which cluster members must attend and facilitate their attendance;
   - Facilitate the participation of the cluster at the shows as identified and include air fare cost of up to 10 cluster members.
5. **Website Development:**
   - Building on the existing reef rescue network website currently utilized by the cluster, review and assess the gaps;
   - Based on the gaps, develop a website creative brief; and update the website by implementing the brief;
   - Update image and video bank;
   - Transfer knowledge to the cluster to manage the revised website and hand-off accordingly.

5. **Expected Outcome and Deliverables**

1. **An Inception Report:** The inception report should be prepared by the Consultant before starting the fully-fledged activities of the consultancy. The inception report will detail the Consultant's understanding of the work to be done, as well as proposed methodology intended for the required work. The inception report should also include a proposed schedule of tasks, activities, timeline, and milestones.
2. **Situational Assessment Report:** This report will provide a situational analysis of all areas that impact upon the consultancy including product assessments, branding, website, marketing promotion, skill set of the cluster for product development/design and for website administration and management.
3. **Product Development & Branding Strategy:** Given the situational assessment, this assessment will detail a product development strategy and design plan and the branding for the cluster.
4. **Marketing & Trade Promotion Strategy:** Based on the Assessment this strategy will deliver a Marketing Promotion Strategy suitable for the cluster along with a suitable trade promotion strategy.
5. **Strategy Implementation:** Implementation of the agreed Product/Experiences Development, Branding and Marketing and Trade Strategies are critical deliverables within this consultancy. The strategies should be designed in the first 3 – 4 months of the project with implementation within the following 6 – 11 months accordingly;
6. **Website Development:** Cluster Website developed/enhanced.
7. **Close-off Report:** This report closes off the consultancy by providing a review of the work undertaken, results achieved, lessons learnt and closing advice/recommendations for the cluster and its members.

**NOTE: Please Submit an Expression of Interest document of a maximum of 30 pages.**

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: *Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work* - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among

staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

*Special requirements according to the Donor Trust Fund (DTF), if applicable.*

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: *cmarinez@iadb.org*

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