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Tender

## **Retail EPOS Data**

Sea Fish Industry Authority

F02: Contract notice

Notice identifier: 2021/S 000-014979

Procurement identifier (OCID): ocds-h6vhtk-02c1f7

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### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Sea Fish Industry Authority

18 Logie Mill

Edinburgh

EH7 4HS

#### **Contact**

Richard Watson

#### **Email**

[richard.watson@seafish.co.uk](mailto:richard.watson@seafish.co.uk)

#### **Telephone**

+44 1472252331

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.seafish.org/about-us/working-with-us/invitations-to-tender-for-projects-and-services/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.seafish.org/about-us/working-with-us/invitations-to-tender-for-projects-and-services/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.seafish.org/document/?id=9540F8CE-4C71-4C06-93F7-165F1553F286>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Industry Support

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Retail EPOS Data

Reference number

TD2021-001

#### **II.1.2) Main CPV code**

- 48480000 - Sales, marketing and business intelligence software package

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

Over half of the volume of sales of seafood in the UK is sold through retailers and it is vital that Seafish have a detailed understanding of the dynamics in this marketplace. This insight is core to our information delivery. Data on the retail market influences strategic planning and operational decisions for Seafish, our levy payers and wider stakeholders.

We are seeking to appoint a single provider of both Epos and panel data, along with information and intelligence on the UK retail seafood market, including demographics, switching and promotions.

#### **II.1.5) Estimated total value**

Value excluding VAT: £135,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## II.2.4) Description of the procurement

### Data requirements

The tender specification is outlined below:

- UK coverage (England, Scotland, Wales, Northern Ireland)
- Full Epos coverage including Marks and Spencer and Iceland, discounters
- Database flexibility and open to coding changes by Seafish as required;
- Chilled pre-pack; chilled loose; frozen; ambient seafood.
- Species (defined list 50+); including cod, haddock, tuna, warm water prawns and salmon
- Product type (coated, natural, added value etc.) as defined;
- Sub sectors (battered, breaded, fingers etc.) as defined
- Multiple grocer vs. independent mongers
- Measures:
  - o Value sales
  - o Volume sales
  - o Unit sales
  - o Penetration;
  - o Frequency;
  - o Trip spend;
  - o Loyalty;
  - o Standard consumer demographics
  - o Any additional measures you can supply showing additional costs
- Retailer share of trade detailing individual multiples

- 8 standardized reports by key species (as defined); delivered monthly
- 4 quarterly reports detailing switching, promotions and demographics
- Reporting in PowerPoint (or pdf) in a format that can be readily disseminated and understood by industry
- Bi-annual State of the nation/ seafood trends and opportunities presentations to seafood industry stakeholders
- Easy to interrogate database with training for 3 people and maximum of 3 software licenses
- Contextual data to include but not limited to
  - o Quarterly data on sales of other proteins;
  - o Retailer share of trade of other proteins
  - o Key category performance
  - o Changing consumer attitudes and preferences

The provider must allow sharing of reports and data with seafood businesses of all sizes; and provide a seamless transition and continuity of data (less than 10% variance) and at least 3 years back data.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Following each successful annual partnership we plan to continue the partnership for an

additional 12 months with a new contract, without tendering again until dictated for by the Seafish Corporate Plan.

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

Following each successful annual partnership we plan to continue the partnership for an additional 12 months with a new contract, without tendering again until dictated for by the Seafish Corporate Plan.

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

30 July 2021

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

31 July 2021

Local time

9:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Sea Fish Industry Authority

Edinburgh

EH7 4HS

Country

United Kingdom