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Tender

## Market Research

University of Exeter

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-077748

Procurement identifier (OCID): ocds-h6vhtk-05ea4e

Published 27 November 2025, 3:00pm

## Scope

## Reference

PO/2025/108/RCP

## Description

Seeking a market research partner to conduct primary research into the feasibility of launching undergraduate and postgraduate taught transnational education (TNE) programmes in India. The research will focus on understanding levels of demand and for which subject areas, pricing sensitivity, competitive landscape, and decision-making processes among prospective students in the National Capital Region and wider country. For the avoidance of doubt: This procurement is not a Covered Procurement as defined under the Procurement Act 2023 and the University of Exeter is under no obligation to and will not be undertaking a tender exercise for these goods and/or services. This procurement is being conducted in accordance with the University's procurement rules for the supply of goods and services. The University disclaims to the fullest extent possible any potential liability it may have to any parties interested in supplying the goods and services being procured and the University of Exeter shall not be held liable for any loss, damage, liability or expense incurred or suffered by any potential supplier.

### **Total value (estimated)**

- £30,000 excluding VAT
- £36,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 5 January 2026 to 16 February 2026
- 1 month, 12 days

### **Main procurement category**

Services

### **CPV classifications**

- 79310000 - Market research services

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

5 December 2025, 12:00pm

### **Tender submission deadline**

10 December 2025, 12:00pm

### **Submission address and any special instructions**

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=100395&TID105648&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=100395&TID105648&B=)

### **Tenders may be submitted electronically**

Yes

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## **Award criteria**

The contract will be awarded based on the most advantageous tender (MAT) assessed from the point of view of the University of Exeter

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## **Procedure**

## Procedure type

Below threshold - open competition

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## Contracting authority

### University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QJ

United Kingdom

Contact name: Rachel Cole-Powney

Telephone: +44 1392661000

Email: [procurement-operations@exeter.ac.uk](mailto:procurement-operations@exeter.ac.uk)

Website: <https://www.exeter.ac.uk>

Region: UKK43 - Devon CC

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)