

Trout River Industries Request for Proposals Export Supply Chain Initiative



1. Introduction

Trout River is a privately held corporation that designs and builds innovative bulk transport haulage solutions from a facility located in Coleman, Prince Edward Island. Founded by Harvey Stewart in 1999, the company has evolved into a premier fabricator of highway trailers, with sales and dealer networks in Ontario, Quebec, Atlantic Canada, Western Canada and the United States of America. Currently over 100 individuals are employed at Trout River.

Trout River designs and builds unique trailer configurations founded on the live bottom structure with market usage in haulage of materials such as aggregate, asphalt, waste and constituents indigenous to both agribusiness and road construction. Founded on a belt conveyor schematic in the bottom of the trailer tub, this feature provides proprietors with a distinct competitive advantage.

- Versatility – haulage of a wide diverse of substances with year-round application in a wide array of sectors.
- Safety - unloading of materials from the stationary rear of the trailer which precludes “Roll Over” versus the conventional dump structure composition.
- Adaptability – to problematic job site constraints, prompting restrictions imposed by regulatory authorities on trailer configurations allowed proximity to end use endeavors.

The company has built a reputation for crafting unique trailer assemblies that demonstrate obstacles overcome in design and fabrication methodologies. The company distinguishes itself by its ability to manufacture customized trailers for its customers to accommodate their specific needs.

2. Project Goals

Trout River has been entering the Canadian and U.S. market with their new product, the Multi Purpose Box (“MPB”). The MPB differs from the live bottom trailer as it does not contain any undercarriage with axles and wheels, it mounts directly to a truck body. The customer base that purchases our flagship product, live bottom trailers, are not necessarily the same customer base that is going to purchase MPB’s. The purpose of this RFP is to better identify the market capacity for MPB’s, how the market differentiates from the live bottom market and most importantly the best method for getting the product to the end user with the goal of increasing MPB sales to the United States.

3. Scope of Services

The successful candidate will need to meet the following primary objectives:

- Identify at least three potential paths (e.g. partners, supply chains or distribution networks) that would be feasible to distribute MPB's through the United States.
- Include detailed scenarios of each path including estimated sales volume, pros and cons, strategy & execution, etc.
- Provide key contact data for "next step" meetings.

In addition, supporting information related to the following questions regarding MPB's will be considered secondary, supporting information.

- Get real customer data from the end user (survey, interviews, focus groups, etc.).
- Who needs MPB's?
- How are end users currently getting their boxes?
- What is the purchasing process? Do the end users buy a box already attached to a truck? Buy them separately and have someone attach them? What is the cost to attach them? Would they be more inclined to purchase a completed unit?
- What does Trout River need to do to compete with existing boxes? How do competitors differentiate? What are their trailer specifications & prices?
- State regulations around truck boxes, GVWR, axle spread, length, width, permits, etc.
- The MPB has attachments which connect to the rear, which attachments are most and least desired? Any wish-list attachments? Current attachments are: Salt Spreader Attachment, Spreader Attachment, Catapult Attachment, Shouldering Attachment and Sandbagger Attachment.

4. Instructions

Proposals are to be clear, concise, complete and well organized. The quality of information is most important, not visuals or the length of responses.

5. Elements of Proposal

- a. Key Personnel
- b. Qualifications and Experience (relevant examples)
- c. Approach, Methodology and Plan
- d. Timeline
- e. Budget

6. Evaluation Criteria

Proposals will be evaluated equally based on the degree to which the proposed solution meets or exceeds the stated requirements, other capabilities not addressed in this RFP, the delivery and implementation timeframe, vendor reputation and project budget.

7. Time and Place of Submission of Proposals

For questions regarding this RFP, submit all inquiries via email to Logan@troutriverindustries.ca by April 19th, responses will be made ASAP.

Proposals are due no later than 12:00 am on April 30th. Proposals can be submitted via email to Logan@troutriverindustries.ca, mail, courier or delivered in person to the below address.

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