

Request for Quotation

Summary

Who we Are

Reimar Consulting and Analytics is a research focused advisory firm specializing in market research, competitive intelligence and ethnic markets.

The Product

We have developed an exciting new series of reports called *Ethnic Insights* directed at the small and mid-sized business market.

Our first report, *The Latin American Consumer in Canada: Consumer Profiles, Buying Behaviour and Strategies for Business Success*, is being released March 31st. This report is designed for the small/mid-sized business in Canada seeking to attract, expand or better service their Latin American clientele. Our report is filled with practical and insightful information such as:

- How does Latin American buying behaviour differ from the mainstream population?
- What sales strategies are more effective when selling to Latin Americans?
- Why do I need to know the differences and similarities amongst different subsets of the Latin American population?
- What do Latin American consumers look for in a product/service provider?
- Do I need to hire a Spanish speaker to effectively sell to this population?
- How do I reach/market to Latin American consumers?

.....And many more practical insights.

Based on preliminary research, we believe this price need to be set at \$250-\$350 to make it accessible to the small and midsized business. We offer both soft and hardcover binding.

At present, we are only offering printed copies of the report since we want to avoid people forwarding on electronic copies.

We are willing to offer a discount on “pre-orders”, but the price will go up once the printing is complete.

Shipment

All orders received by March 31st, will be shipped with tracking to the client.

Orders received after will be shipped within 2 weeks.

The Challenge

Reimar is a small firm of less than 5 employees. Our specialty is research and we do not have the resources or full-time staff to develop sales channels for this product.

What we Seek

We are looking for a firm to handle our sales. Sales will generally be business to business (b2b) and thus can be done in person or over the phone.

We are willing to offer calling/contact lists if necessary, but would just prefer to outsource everything.

We can help to develop a script/pitch and will provide flyers, press releases and so forth.

Payment Methods

Responding organizations should have the capability to accept all major credit cards, and or debit over the phone or in person.

Quantity

We would like to move at least 250 of these by the end May (90 days). If you are able to move more, we will gladly get more produced but want to set 250 as the minimum.

Market Area

Small and midsize businesses -All of Canada

Compensation

Since we are a small firm, compensation must occur as a percentage of sales. We cannot afford a flat fee per call/contact. We are willing to pay a higher commission rate in lieu of this.

Please provide a CLEAR quote, phrased as a percentage of sales as compensation for the work.

What we need from you?

*A clear, concise and short marketing plan (maximum 5 pages) and point form is acceptable so long as it is clear. This must include timeframe for execution and delivery

*A price-expressed as a percentage of sales

*Any other information you think we need.

Other information

- We will not allow email spamming.
- The total package, including appendices cannot exceed 15 pages, and please try to make it a font that is big enough for me to read.
- Submissions should be emailed to Carmen.Reis@reimarconsulting.com by March 5th at 3pm with RFQ in the subject line. No hard copy proposals will be accepted
- Questions must be received no later than Thursday at 9:00 am via the above email address.