

# Independent Review and Price Competitiveness Assessment

## CHALLENGE

Our client had previously been listed on several large value public sector framework agreements, but unfortunately over recent years had failed to secure a place when the framework agreements were renewed. This ultimately resulted in a major decline of their public sector revenue and market share. To remedy this, the client needed advice, support and guidance on the qualitative areas required to win forthcoming public sector tenders, as well as understanding where their commercial offering lies in comparison to their main competitors within the industry.

## SOLUTION

Apsiz acted as a 'critical friend' to the client, undertaking an independent review of all the responses prepared for the questions, as well as providing advice on the areas to focus time and effort in response to the evaluation criteria and question requirements.

Using our detailed benchmarking information relating to the client's industry, we were able to provide them with insight on the specific commercial areas where they could be viewed as being uncompetitive by public sector contracting authorities.

The client was then able to factor this commercial intelligence into their decision making process when establishing the pricing aspects of their tender submission, resulting in a bid which provided value for money.

As a result of our support, the client was awarded a place on the largest pan government framework agreement for their services within the industry.

## RESULTS THAT SPEAK FOR THEMSELVES

- ⇒ Won a place on the largest pan government framework agreement.
- ⇒ Expert knowledge and insight provided in relation to new standard questions included within Selection Questionnaires.
- ⇒ Ability to re-write responses to ensure they satisfy the requirements of the question and evaluation criteria, and are compliant with all word count limitations imposed.
- ⇒ Detailed insight into the competitiveness of the client's commercial offering, highlighting the percentage variance between their prices and those of their competitors within the industry.
- ⇒ Guidance provided relating to the contracting authority's eSourcing Portal and the requirements for submitting a compliant tender response.