

Creation of Comprehensive Responses to Critical Tender

CHALLENGE

Our client was a company that specialised in the design and installation of audio visual equipment, that wished to respond to a critical tender issued by a large household appliance manufacturer.

Due to the tight response timescales, the client lacked the time and resources to prepare a tender response which would fully meet the procurement requirements. Apsiz therefore delivered its bid writing service as an outsourced solution to prepare a compliant tender response on the client's behalf.

SOLUTION

In view of the tight tender timeframe, Apsiz organised immediate face-to-face interviews with the client's key staff members so that information could be obtained from each subject matter expert relating to the requirements of the procurement.

Apsiz then used this information to draft a response to each of the qualitative questions ensuring that the responses reflected the client's organisational set up and capability, and highlighted their unique selling points and experience within the industry.

To aid the client in the subsequent steps associated with the procurement, Apsiz also developed an action log to list the supporting material required for the tender, and to identify the client staff member responsible for its provision. This also acted as a progress plan so each client staff member was aware of the timescales and their requirements, so they could supply the supporting material accordingly to ensure a successful and compliant tender submission.

RESULTS THAT SPEAK FOR THEMSELVES

- ⇒ Immediate action taken by Apsiz upon appointment to ensure the client could submit a comprehensive and compliant tender within the required tight timescales.
- ⇒ Client was able to outsource their bid writing requirements as they lacked the time and resources required.
- ⇒ Ability to interview key client staff to obtain the necessary information in order to draft compliant responses which fully meet the requirements of the evaluation criteria.
- ⇒ Production of an actions log for subsequent use by the client's staff to ensure they have clear visibility of the supporting documentation required, along with the responsibilities and timescales associated with this.