

AMERICAN Christmas

Request for Quotation

Product Launch Consultation

Background

American Christmas is an online retailer of American themed Christmas lights and decorations. These decorations are all manufactured to British Standards and almost all products are unique to us. The company was set up due to our other business interests making it possible for us to manufacture these products while at the same time noticing that UK marketplace doesn't make available some of the biggest selling products in the US marketplace.

Here in the UK we tend to look at Americans as being really big into Christmas. They certainly do go all out at Christmas time. The biggest single selling Christmas light in the US is called a C9 which looks like a strawberry and typically spaced at 12 inches apart. You can cut and tailor this set of lights to any length enabling it to fit to any property exactly, without falling short or having too many lights left over. This set of lights generates over \$55m a year in the USA but isn't available in the UK, until now! We have put our C9 lights through various laboratory tests and now have a certificate to prove it meets British Standards.

We started to sell this item amongst other on our online shop in 2022. We have also created lot of collateral of images and video to support these products on several social media platforms.

Requirement

We require an expert agency to set up, launch and manage our own private label for selling on Amazon UK, or equivalent. In the USA, one Amazon seller is grossing \$2.5m per year on just C9 lights alone.

We would expect to have each product fully researched in order to measure and compare similar products pricing, volume and profitability.

We will take care of the pictures and video content as well as write all descriptions.

Once our brand is launched we would require thorough SEO and sponsored listings to appear at the top of Amazon.

We would require a written strategy and timeline in order to ascertain the ability of the successful tender award.

Deliverable Timescale

Start – ASAP: Complete by 1st May 2023

Indicative Budget

The indicative budget is in region of £11,000.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (70%)**
Supplier must demonstrate they have the technical and professional capability to deliver the requirement.
- **Delivery Timescale (10%)**
Supplier must demonstrate they can deliver the requirement to timescales above.
- **Cost/Value for money (20%)**
Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and, in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 24th Mar 2023 either electronically or by post/in person to Nick Bolton at info@amercianchristmas.co.uk

Date Published

9th March 2023

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Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.