



Government of the Republic of Trinidad and Tobago

Ministry of Trade and Industry

REQUEST FOR PROPOSALS

**Consultancy Services to Design and Conduct a
National Consumer Profile Study for the
Ministry of Trade and Industry**

RFP No. : RFP/01/CSDINCPS/CADRU-MTI/2023

Issue Date: August 24th, 2023

TABLE OF CONTENTS

Section	Description	<u>Page</u>
1.0	Letter of Invitation	3-6
2.0	Instructions to Bidders	7-18
3.0	Terms of Reference	19-28

SECTION 1.0
LETTER OF INVITATION



Government of the Republic of Trinidad and Tobago

Ministry of Trade and Industry

Section 1.0

Letter of Invitation

Title: Consultancy Services to Design and Conduct a National Consumer Profile Study for the Ministry of Trade and Industry

RFP No. : RFP/01/CSDINCPS/CADRU-MTI/2023

The Client hereby invites Bidders to submit sealed Proposals for the provision of Consultancy Services to Design and Conduct a National Consumer Profile Study. The Terms of Reference enclosed provides specific details regarding the services to be performed.

Please be instructed by the following:

1. This invitation is open to all eligible consultants and firms
2. Any clarification must be directed to the Director, Research and Project Management, Consumer Affairs Division, Ministry of Trade and Industry using the contact information provided below no later than seven business (7) days before the deadline for submission of proposals.

Director, Research and Project Management
Consumer Affairs Division
Ministry of Trade and Industry
Level 16 Nicholas Tower
63-65 Independence Square
Port of Spain, Trinidad and Tobago
Email: MTI-CAD-ResearchUnit@gov.tt

3. Bidders should include “**Consultancy Services to Design and Conduct a National Consumer Profile Study**” in the subject of the email regarding their questions and queries. Responses to all questions and queries will be forwarded to all Bidders via email.

4. The Technical and Financial Proposals are to be submitted together in two (2) separately sealed envelopes, each containing one (1) original and four (4) copies. Additionally, a soft copy of the Technical and Financial Proposals are to be submitted on separate flash drives in the respective sealed envelopes. **The name of the consultancy, the firm and the address of the firm must be printed on both envelopes.** The envelopes must also be clearly marked on the outside:

“Tender to Design and Conduct a National Consumer Profile Study”

Envelope #1 - **Technical Proposal**

Envelope #2 - **Financial Proposal**

5. Envelopes must be deposited in the white tender box labelled **“Consultancy Services to Design and Conduct a National Consumer Profile Study for the Ministry of Trade and Industry”** located on the eastern side of the 16th floor, Ministry of Trade and Industry, Nicholas Tower, Independence Square, Port of Spain, not later than **September 14th, 2023 at 12:00 noon**. Bidders should note that the dimensions of the slot in the tender box are **37.5cm x 5.5cm**, and as such, Proposals should be packaged accordingly.

6. Envelopes should be addressed to:

**The Permanent Secretary
c/o Director, Research and Project Management
Consumer Affairs Division
Ministry of Trade and Industry
Level 17, Nicholas Tower
63 – 65 Independence Square
Port of Spain**

7. The successful Consultant will also be required to enter into a written Contract with the Client upon notification of an award of Contract (**See Appendix 1**).
8. Late Proposals will **NOT** be considered in any circumstances.
9. The Client does not bind itself to accept any Proposal.
10. Proposals would be evaluated in accordance with the evaluation criteria and methodology outlined herein.
11. The Client reserves the right to cancel the bidding process in its entirety or partially without defraying any cost incurred by any individual, partnership or company in the preparation and submission of its Technical and Financial Proposals.

Permanent Secretary
Ministry of Trade and Industry

DEFINITIONS:

- (a) **“Bidder”** also referred to as the **“Consultancy Services”** means any consultant/ firm that will provide Services to the Client under a contract;
- (b) **“Client”** means the Ministry of Trade and Industry;
- (c) **“Consultant”** means any consultant/ firm that will provide Services to the Client under a contract;
- (d) **“Contract”** means the contract signed between the Client and the Consultant and all the attached documents listed in said Contract;
- (e) **“Day”** means calendar day;
- (f) **“GoRTT”** means the Government of the Republic of Trinidad and Tobago;
- (g) **“MTI”** means Ministry of Trade and Industry.
- (h) **“CAD”** means the Consumer Affairs Division
- (i) **“Proposal”** or **“Proposals”** means the Technical Proposal and the Financial Proposal;
- (j) **“Services”** means the development of a National Consumer Profile to be provided to the Ministry of Trade and Industry in accordance with the Terms of Reference.
- (k) **“Consultant Personnel”** means the permanent or temporary employees of the Consultant who have been trained and equipped to perform the services;
- (l) **“Terms of Reference”** (TOR) means the document which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Ministry and the Consultant, and expected results and deliverables of the assignment;
- (m) **“TTD”** means Trinidad and Tobago Dollars;
- (n) **“VAT”** means Value Added Tax.

SECTION 2.0
INSTRUCTIONS TO BIDDERS

Section 2.0

Instructions to Bidders

1.0 INTRODUCTION

- 1.1 The Ministry of Trade and Industry (MTI), hereinafter referred to as “the Client,” will award a contract to the Consultant (herein after referred to interchangeably as “the Consultant” or “the Firm”) based on an evaluation of the Proposals submitted by the Consultant, in accordance with the method of selection described in this Request for Proposals (RFP).
- 1.2 Bidders are invited to submit a Technical Proposal and a Financial Proposal, for the provision of a technical and professional Market Research Consultancy Services to Design and Conduct a National Consumer Profile Study.
- 1.3 The Proposal submitted will be evaluated and be the basis for contract negotiations and form part of a signed Contract between the Client and the selected Consultant.
- 1.4 Bidders shall bear all costs associated with the preparation and submission of their Proposals, and the contract negotiation process. The Client is not bound to accept any Proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Bidders.

1.5 Conflict of Interest

- 1.5.1 The Client requires that Bidders provide professional services and hold the Client’s interests’ paramount at all times. The Bidder shall also strictly avoid conflicts with other assignments or their own corporate interests and act without any consideration for future work.
- 1.5.2 Without limitation on the generality of the foregoing, Bidders, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

1.5.2.1 Conflicting Relationships

- 1.5.2.1.1 A Bidder (including its Personnel) that has a business or family relationship with a member of the Client’s staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference, (ii) the selection process, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.

Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Client, or that

may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Bidder or the termination of its Contract.

1.5.2.1.2 No current Government of the Republic of Trinidad and Tobago (GoRTT) employees (Public Servant or Contract employee) of the Client or another Ministry, department or agency of the GoRTT shall work as Personnel of the Service Provider. Bidders should note that the recruitment of former GoRTT employees of the Client to work for their former ministries, departments or agencies is acceptable provided no conflict of interest exists. When the Bidder nominates any current GoRTT employee as Consultant Personnel in their Technical Proposal, such Consultant Personnel must have written certification from the GoRTT that they are on leave without pay from their official position and allowed to work full-time outside of their previous official position. Such certification shall be provided to the Client by the Bidder as part of their Technical Proposal.

1.6 By submitting a Proposal, the Bidder represents and warrants that it has studied and is thoroughly familiar with the requirements and specifications of the Services outlined in the Terms of Reference, with all current labour and market conditions, and with applicable laws, such that the Bidder accepts responsibility for, is prepared to execute and shall completely fulfil all obligations under the proposed Contract. Likewise, the Bidders shall warrant the accuracy and reliability of all information they submit in this process.

2.0 PROPOSAL DOCUMENTS

2.1 Proposals must comply with requirements

2.1.1 The Bidder is expected to carefully examine all instructions, conditions, forms and terms. Failure to comply with the requirements of the tendering procedures will be at the Bidder's own risk.

2.2 Language of the Proposal

2.2.1 All documents, correspondence, and any other formatted communication shall be written in the English Language (UK).

2.3 Communications regarding the RFP

2.3.1. Bidders are required to submit written questions on matters that require clarification. These questions should be raised **not later than seven (7) business days** before the deadline for submission of Proposals, to permit the circulation of the responses to all proposers, without identifying the source.

2.3.2. All communications should be in writing addressed to the Director, Research and Project Management, Consumer Affairs Division, Ministry of Trade and Industry using the contact information provided below not later than seven (7) business days before the deadline for submission of proposals.

**Director, Research and Project Management
Consumer Affairs Division
Ministry of Trade and Industry
Level 16 Nicholas Tower
63-65 Independence Square
Port of Spain, Trinidad and Tobago
Email: MTI-CAD-ResearchUnit@gov.tt**

- 2.3.3. All responses shall be made in writing. Only written responses to written communications shall be considered official and binding upon the GoRTT. The Client reserves the right, at its sole discretion, to determine appropriate and adequate responses to written comments, questions, and requests for clarification.
- 2.3.4 Not all responses will constitute an amendment to the RFP. Only if the Client deems it necessary to amend the RFP as a result of a significant clarification will an amendment be made and an extension be considered.
- 2.3.5 Written copies of the responses and notifications will be sent to all prospective Bidders that have received the Proposal documents.

3.0 PREPARATION OF PROPOSALS

- 3.1 The Bidder is expected to examine all terms and instructions included in the Proposal documents. All information requested must be provided.
- 3.2 Bidders must provide the following in their Proposal:
- (i) The full legal name of the person or entity making the bid, signature, registered office of the Bidder;
- 3.3 In the case of any discrepancy between the copies of the Proposals, the original will govern. The original and each copy of the Proposal must be prepared in indelible ink and must be signed by the authorised representative of the Bidder.

4.0 COSTING OF PROPOSALS

- 4.1 The Bidder shall bear all costs associated with the preparation and submission of the Proposals. The Client shall in no case be responsible or liable for these costs regardless of the conduct or outcome of the tendering process.
- 4.2 By submitting a Proposal, the Bidder accepts that it shall bear any and all costs due to the Bidder's misinterpretation or misunderstanding of the Contract requirements, or because of any information which is known or should have been known to the Bidder, such as the Bidder's labour costs.

5.0 INCOME TAX AND VALUE ADDED TAX (VAT)

5.1 Income Tax

5.1.1 -The tax laws of the Republic of Trinidad and Tobago prescribe that all Bidders must comply with all tax obligations to the GoRTT and in this respect, all Bidders must submit with their Proposals where applicable.

-Valid Income Tax Certificate

5.2 Value Added Tax (VAT)

-Valid Value Added Tax Clearance Certificate as issued by the Board of Inland Revenue and dated not more than six (6) months prior to the closing date of Proposals; and

-Valid National Insurance Certificate of Compliance (issued in accordance with the National Insurance Act).

Failure to provide the above mentioned documents listed in 5.0 will result in such Proposals not being considered.

6.0 PROPOSAL VALIDITY

6.1 Bidders must provide in their Proposal, an assurance that their Proposal will remain valid for an initial minimum period of **one hundred and twenty (120) days** from the closing date of the Proposal or as extended in accordance with 6.2 of this section, during which time the Bidders will undertake to maintain the Proposal including named personnel.

6.2 In exceptional circumstances, prior to the expiry of the original offer validity period, the Client may ask the Bidder for a specified extension in the period of validity. The request and responses thereto shall be made in writing.

7.0 SUBMISSION OF PROPOSALS

7.1 Bidders may only submit one Proposal. **If a Bidder submits or participates in more than one Proposal, all such Proposals shall be disqualified.**

7.2 The Proposals must be submitted in two (2) separate sealed envelopes consisting of the Technical Proposal and the Financial Proposal.

7.3 Technical Proposal

In preparing the Technical Proposal, Consultants are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested will result in the rejection of a proposal.

7.3.1 A Bidder's Technical Proposal must include the following:

(a) A brief description of the Bidder's Organization including :

- A copy of the Bidder's Articles of Incorporation
 - A disclosure statement of conflict of interest, where applicable
- (b) Comments on the Terms of Reference (TOR).
- (c) The Bidder's understanding of the Services.
- (d) The Bidder's professional/technical approach to the delivery of the Services.
- (e) The list of the proposed staff team, by specialty, the tasks that would be assigned to each staff team member, and their timing.
- (f) Curriculum Vitae recently signed and dated by the proposed professional staff and the authorized representative submitting the proposal. Key information should include number of years working for the consultancy and degree of responsibility held in various assignments during the last three (3) to five (5) years.
- (g) Any other information, in descriptive format, which would indicate that the Consultant understands the project and the methodology for approaching the tasks to be undertaken.
- (h) A detailed Project Plan/Campaign of the activities, human resource and other needs, and timelines that are proposed to deliver the Services.
- (i) An outline of any recent work or experience of a similar nature in the subject area of the initiative.
- (j) Information on the financial capacity of the Bidder:
- Copies of the Auditor's report together with audited financial statements made in accordance with approved standards for the last two (2) years.
 - A Letter of Comfort i.e. a letter from the Bidder's Bank/Financial Entity certifying the Bidder is in good financial standing; and
 - A Statement of all legal claims locally or abroad (previous and pending) against the Bidder or any Sub-Contractor included in the Proposal, which could impact upon the Bidder's ability to perform and/or complete the Services, if successfully contracted to perform the Services.
- (k) Valid Income Tax Certificate, VAT Clearance Certificate and valid National Insurance Certificate of Compliance.
- (l) Acknowledgement of any Addenda issued by the Client in response to any queries received by Bidders or for any other reason.

7.4 Financial Proposal

7.4.1 The Financial Proposal must include the following:

- (a) A general price summary in Trinidad and Tobago dollars;
- (b) A detailed description of the fee(s) and the associated breakdown, such as salary, overheads and allowances for the Services to be provided. All activities should be costed out separately, and in the case of those for which no costing information is provided, it will be assumed that they are included in the overall amount cited in the Financial Proposal;
- (c) All local tax liability.

7.4.2 The VAT should be shown in the Financial Proposal.

7.4.3 Bidders should also indicate their acceptance of the Payment Schedule proposed in the Terms of Reference.

7.4.4 All quoted prices are to be expressed in Trinidad and Tobago Dollars (TTD).

8.0 ENVELOPE PREPARATION

8.1 Bidders are to submit **one (1)** original and **four (4)** copies each of the Technical and Financial Proposals, and mark “**ORIGINAL**” or “**COPY**” as appropriate.

8.2 The original and all copies of the Technical Proposal should be placed in a sealed envelope clearly marked: -

a. Envelope A – Technical Proposal

“Tender for the provision of Consultancy Services to Design and Conduct a National Consumer Profile Study”

8.3 The original and all copies of the Financial Proposal should be placed in a sealed envelope that is clearly marked: -

b. Envelope B – Financial Proposal

“Tender for the provision of Consultancy Services to Design and Conduct a National Consumer Profile Study”

The Bidder’s name and address must be included on each envelope.

8.4 The two (2) sealed envelopes containing the Technical Proposals and the Financial Proposals are to bear the tender title, name of the firm and address of the firm.

8.5 The Proposals must be deposited in the **Tender Box** located on **Level 16, Nicholas Tower** no later than **September 14th, 2023 at 12:00 noon**. Please note that:

- (a) The Tender Box's slot has the dimensions of **37.5 cm** (length) x **5.5 cm** (width). Proposals should be packaged to fit into this slot.
- (b) Late submissions will not be accepted.
- (c) Faxed/emailed Proposals will not be considered.
- (d) All Proposals will be publicly opened. The Bidder or his authorised representatives may be present at the virtual opening.
- (e) The Tender Box will be opened on **September 14th, 2023 at 12:05 p.m.** (immediately after the closing time for submissions).

9.0 BID OPENING AND EVALUATION

9.1 Clarification of Bids

The Client may request in writing, clarification of a Bid by the respective Bidder. This option is to be used only to facilitate the evaluation of Bids. No change in the price or substance of the Bid shall be sought or permitted.

9.2 Preliminary Examination of Bids

9.2.1 The Client will examine Bids to ensure they have complied with the requirements stipulated in the Bidding Documents. Bids found to not conform to stipulated requirements may be deemed non-responsive and thus rejected.

9.2.2 A Bid deemed non-responsive and thus rejected, cannot be made responsive by the correction of the non-conformity at this stage.

9.2.3 Arithmetical errors will be corrected as follows:

- (a) Discrepancies between unit prices and total prices will be corrected by assuming the unit prices are correct and making the necessary calculations.
- (b) Words shall prevail if there is a discrepancy between words and figures.
- (c) If the Bidder does not accept the corrected figures, the Bid will be rejected.

9.3 Evaluation and Comparison of Bids

9.3.1 Only Bids deemed substantially responsive as indicated in this section will be evaluated.

9.3.2 The Client's evaluation will not take into account any price adjustments and as such, the Client will not be liable to bear any cost associated with a price adjustment by a Bidder.

9.3.3 The Ministry of Trade and Industry reserves the right to contact any reference to assist in the evaluation of the proposal, to independently verify information contained in the proposal, and to discuss the vendor's qualifications with any person

or entity not affiliated with the Ministry of Trade and Industry’s office. Evaluation of the bids shall be undertaken using the following criteria with the points for each as follows:

Criteria	Weight
Company Profile	5
Overall understanding of the assignment	15
Proposed methodology and approach <ul style="list-style-type: none"> • Survey Design (10) • Questionnaire (8) • Sample Selection (7) 	25
Demonstrated capability of the consultancy to successfully execute projects of a similar nature – field, size, organisation type, scope as per 2 client references within the last 2 - 5 years. This will include team qualifications and experience.	20
Team Members demonstrated skills as per Terms of Reference.	15
Financial viability of the Consultancy: <ul style="list-style-type: none"> • Audited financial statements for the past 2 years 	20
Total Possible Score	100

9.4.1 A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score of 70 points.

9.4.2 Evaluation of Financial Proposals

Following the ranking of the Technical Proposals, the top-ranked Bidder shall be invited to negotiate the Contract. Only the Financial Proposal of the technically top-ranked Bidder will be opened by the Client.

9.4.3 All other Financial Proposals will remain sealed and if an agreement is reached with the top-ranked Bidder, the envelopes will be returned to the other Bidders unopened after Contract negotiations are successfully concluded and the Contract is signed.

9.5 Evaluation Committee

9.5.1 An Evaluation Committee will review the Proposal for responsiveness to the Client’s Proposals. Proposal evaluation will be based on a set of evaluation criteria that reflect the relative importance of the various aspects of the Proposal and the Bidder’s submission in relation to the Client’s requirements.

9.5.2 The Evaluation Committee reserves the right to conduct due diligence checks of any information submitted by any Bidder. Additional information may also be requested from a Bidder.

- 9.5.3 The Evaluation Committee reserves the right to reject any Proposals which are not signed, or are submitted in unsealed envelopes, or which contain alterations or erasures which are not initialed by the authorised representative of the Bidder, without incurring any liability whatsoever.

10.0 CONTRACT PRICE

- 10.1 The rates and prices included in the Financial Proposal of the Bidder shall be fixed for the duration of the Contract and shall not be subject to adjustment on any account except as otherwise provided in the Contract.

11.0 TAX LAW COMPLIANCE

- 11.1 The successful Bidder shall comply with all of the Income and Tax laws of the Republic of Trinidad and Tobago inclusive of the payment of VAT.

12.0 NEGOTIATION AND AWARD OF CONTRACT

- 12.1 Following the ranking of the Technical Proposals, the top-ranked Bidder will be invited for technical, financial and contract negotiations. The objective of the negotiations will be for the Client to achieve best value for money. The negotiations will be held at a date, time and address to be indicated by the Client with the Consultant's representative(s) who must have written power of attorney to negotiate and sign a Contract on behalf of the Bidder. The Bidder will be required to submit a copy of their By-laws as well as confirm the availability of their key experts as a pre-requisite for negotiations. Should negotiations with the top-ranked Consultant fail, the discussions would be formally terminated. The Financial Proposal of the next ranked Bidder will be opened and evaluated. Negotiations will be conducted with the next ranked Bidder, and so on until the contract can be successfully negotiated.
- 12.2 The Client shall prepare minutes of negotiations that are signed by the Client and the Consultant's authorized representative.
- 12.3 If successful, the Consultant will be required to enter into a formal contract with the Permanent Secretary, Ministry of Trade and Industry. The contract will be executed following successful negotiations with the top-ranked, or subsequent Consultant, and the fulfilment of the Client's requirements for the creation of binding legal relations, including its internal approval process.
- 12.4 The successful Consultant and the Client shall make every effort to execute the formal contract within fourteen (14) days from the date of the Letter of Award.
- 12.5 Unsuccessful Proponents will be so notified as soon as possible after the award of contract.

13.0 CHANGES TO THE BIDDER AFFECTING PERFORMANCE

- 13.1 Any changes in the financial or legal aspects of the Bidder which may affect the execution of the Services and which occurred from the date of Proposal to the award

date must be reported to the Client. Failure to provide such data could result in the refusal of the Bidder's Proposal.

14.0 COMMENCEMENT AND COMPLETION OF CONTRACT

14.1 The commencement date and completion date of the Services shall be clearly outlined in the Contract between the Client and the successful Bidder. The successful Consultant shall agree to begin work upon formal agreement with the Ministry of Trade and Industry. **The duration of the contract for services shall be for a period of six (6) months commencing from the execution of the contract.** The successful Consultant will complete all work performed under this contract within current Ministry of Trade and Industry policies, guidelines and procedures.

15.0 TERMS OF PAYMENT

15.1 Payment will only be made upon submission and approval of deliverables by the Client. Payment on deliverables will only be made when documents produced by the implementing partner have been reviewed and endorsed by the MTI as having met the required standard. Payments will be disbursed based on the following schedule:

Contract Price Payable upon submission and approval of	Percentage Payment
1. Inception Report, Indicative Work Plan and Progress Report Template	5%
2. Completed survey design, questionnaire and sample selection	15%
3. Completed pilot study and pilot report	15%
4. Conduct of survey	50%
5. Final report	15%

15.2 Invoicing

The successful consultancy is required to submit invoices in keeping with the agreed payment schedule, detailing sufficient information for approving payment and auditing purposes. Invoices shall be addressed to the Permanent Secretary, Ministry of Trade and Industry and hand delivered to:

**The Permanent Secretary
Ministry of Trade and Industry
Level 17, Nicholas Tower
63 – 65 Independence Square
PORT OF SPAIN**

16.0 RIGHT TO ACCEPT OR REJECT ANY OR ALL PROPOSAL(S)

16.1 The Client is **not** bound to accept any Proposal.

17.0 CANCELLATION OF PROCUREMENT PROCESS

17.1 The Client reserves the right to cancel the Procurement Process in its entirety or even partially without defraying any costs incurred by any Bidder.

18.0 CONFIDENTIALITY

18.1 Information regarding the evaluation process will not be made available to anyone until the Contract Award. A Bidder's misuse of confidential information regarding this process may result in the rejection of its Proposal.

SECTION 3.0
TERMS OF REFERENCE

Section 3

Terms of Reference

1. BACKGROUND AND JUSTIFICATION

The marketplace in which consumers carry on commercial activities has changed drastically over the recent decade. The Covid-19 pandemic coupled with the Russia/Ukraine conflict; increases in shipping; logistics and freight costs; rising fertilizer and energy prices; and adverse weather conditions have greatly affected the current global economic climate. These have led to major supply chain disruptions resulting in escalating food prices with the FAO Food Price Index reaching an all-time high of 158.1 points in May 2022¹. Domestically, within the last two (2) years, the average increases in food prices in Trinidad and Tobago have been approximately 9.7%². The pandemic has also led to an inevitable surge in reliance on digital technologies and further pushed the country toward e-commerce. These market factors have exacerbated the need for crystallising healthy consumption patterns in Trinidad and Tobago and strengthening consumer protection and regulatory systems that currently exist in Trinidad and Tobago.

While the government has already put forth a number of collaborative measures to mitigate (and in the case of e-commerce, facilitate) the fall-out from these market events, in order to strengthen these efforts, it is imperative that an accurate picture of current consumption patterns be obtained.

The National Development Strategy, Vision 2030, establishes a framework for propelling Trinidad and Tobago (T&T) toward sustained growth and development. Part of this development rests heavily on the institutional transformation of the public service and the transition from ad-hoc reactionary policy-making to more evidence-based decision making. To achieve such, capturing a realistic picture of current consumer patterns will better aid in policy development and legislative reform.

The Consumer Affairs Division (CAD) of the Ministry of Trade and Industry (MTI) is charged with the responsibility to safeguard and promote the economic interests of consumers and to provide relevant information that can assist in making financially-sound purchasing decisions. The CAD continues to fulfil this mandate through three main functions: consumer protection, consumer education and consumer research.

¹ <https://www.fao.org/worldfoodsituation/foodpricesindex>

² news.gov.tt. (2022, March 30). Government Proactive in Mitigating Impact of Rising Global Food Prices. Retrieved November 16, 2022, from <http://www.news.gov.tt/content/government-proactive-mitigating-impact-rising-global-food-prices#.Y3UIBHbMI2w>.

In keeping with Vision 2030, the CAD has always recognised the need to be relevant to the changing economic climate and to improve on the legal and regulatory consumer protection systems that exist. In March 2018, a revised National Consumer Policy for Trinidad and Tobago was launched by Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry. In congruity with the National Consumer Policy, the CAD is charged, inter alia, with improving consumer wellbeing through enhanced consumer empowerment and protection, as well as, enabling confident participation of consumers and suppliers in the market place.

A review of the existing policy is imminent within the next 1-2 years. To this end, the development of a comprehensive consumer profile would permit a better understanding of consumers nationwide. To obtain the information to develop an updated consumer profile, a national survey will be conducted. Consequently, the Ministry of Trade and Industry is inviting proposals from Consultants to Design and Conduct a National Consumer Profile Study for a period of six (6) months.

The survey will be supervised by the Consumer Affairs Division, Ministry of Trade and Industry (MTI).

Justification

In keeping with the provisions of the Consumer Protection and Safety Act of 1985, the Consumer Affairs Division (CAD) has identified the need for a Consumer Profile Study to be undertaken, given that the last Consumer Profile Study (CPS) was conducted by the CAD in 1997. The proposed CPS will be a study of consumer behaviour which would provide data on consumers' attitudes, values and needs, and seek to develop the following areas:

- **Review of National Consumer Policy**

The National Consumer Policy (2018-2023) is eligible for review. In order to effectively update the policy to meet current consumer needs and concerns and provide better protection, keen intelligence on their needs, habits, patterns, attitudes and values, along with the factors that influence such, is paramount. A National Consumer Profile Study would successfully obtain this information and would allow for a more guided review of the policy to meet post-pandemic needs. It would also capture consumer trends in a more digitalised world that could better protect consumers online as the country transitions toward becoming a digitally progressive nation.

- **Robust, Targeted Consumer Education Programme**

The Report stemming from the Consumer Profile Study (CPS) will inform the development of a more robust and effective Communication Plan. An improved communication programme will be pivotal in reengineering the attitudes and behaviour of consumers to redound to their economic benefit. The CAD, through the CPS, would be able to educate

consumers and more aptly transform their purchasing behaviour in which they are most vulnerable or weak, once these areas and groups have been identified. This is necessary given the current global economic climate and its effect on domestic prices and market trends.

- **Further Identified Areas for Consumer Research**

It is imperative that the institution with the responsibility to empower consumers achieve a current, scientific understanding of modern consumers and the environment in which they operate. The findings of the Consumer Profile Study (CPS) will inform consumer related research studies intended to adequately satisfy this responsibility. Findings of these studies will serve to build the capacity of the Research and Advocacy arms of the CAD to better serve the needs of the consumers of Trinidad and Tobago.

2. OBJECTIVES

The Consumer Profile Study aims to achieve the following:

- To examine current consumption patterns and detect emerging trends in these patterns;
- To investigate consumers’ attitudes and values in the current market environment;
- To determine the factors which influence consumers’ purchasing decisions; and
- To identify areas for attention with regard to consumer outreach, education, empowerment and research.

3. SCOPE OF SERVICES

Pursuant to the objectives of this project, the Consultant will be required to, but not be limited to, the following activities:

Phase 1: Survey Preparation		Phase 2: Survey Implementation		Phase 3: Review and Submission of Consumer Profile Report	
1.1	Produce Inception Report inclusive of an indicative action plan	2.1	Develop Survey Instrument/ Questionnaire	3.1	Prepare first draft of National Consumer Profile Report for review and consultation by the MTI

Phase 1: Survey Preparation		Phase 2: Survey Implementation		Phase 3: Review and Submission of Consumer Profile Report	
		2.2	Select survey sample. Sample must be inclusive of Tobago and must be representative of varying demographics such as age, gender, religion, ethnicity, location.	3.2	Prepare final Consumer Profile Report for submission inclusive of statistical database, data collation & analyses, comparative report and recommendations.
		2.3	Conduct Pilot Survey		
		2.4	Process and Analyse Data for Pilot Survey		
		2.5	Prepare Report on Findings of Pilot Survey		
		2.6	Conduct National Consumer Profile Survey		
		2.7	Process and Analyse Data for National Survey		

4. DELIVERABLES

A detailed deliverables schedule must be included in the Bidder's proposal which will include specific components of the project such as date of commencement, duration and cost.

4.1 Deliverables/Specific Outputs and Timeframe for Deliverables

No.	Deliverable	Delivery Timeframe from commencement of services ³	Reporting Details	Format	Review Period
PHASE 1					
1	Inception Report should include: <ul style="list-style-type: none"> ▪ detailed description of the methodology ▪ an indicative action plan 	7 days	<ul style="list-style-type: none"> ▪ Meeting and presentation of the Inception Report to the MTI 	<ul style="list-style-type: none"> ▪ PowerPoint Presentation of report to the MTI ▪ Two (2) Bound Hard Copies to 	7 days

³ Calendar Days

	<ul style="list-style-type: none"> ▪ an implementation schedule and budget ▪ a progress reporting template. 			be hand delivered to the MTI	
PHASE 2					
2	Survey Instrument namely a questionnaire document	14 days after approval of Inception Report	<ul style="list-style-type: none"> ▪ Meeting and presentation to the MTI 	<ul style="list-style-type: none"> ▪ Electronic submission in Microsoft Word ▪ Two (2) Bound Hard Copies to be hand delivered. 	14 days
3	Survey Sample Document <ul style="list-style-type: none"> ▪ outline in detail the sampling frame selected for the project. 	14 days after approval of Inception Report	<ul style="list-style-type: none"> ▪ Meeting and presentation to the MTI 	<ul style="list-style-type: none"> ▪ Electronic submission in Microsoft Word ▪ Two (2) Bound Hard Copies to be hand delivered. 	14 days
4	Pilot Survey Report <ul style="list-style-type: none"> ▪ identify any design issues or areas for adjustment that were discovered in the small scale pilot exercise prior to the conduct of the national survey. 	14 days after conduct of pilot survey	<ul style="list-style-type: none"> ▪ Meeting and presentation to the MTI 	<ul style="list-style-type: none"> ▪ Electronic submission in PowerPoint and Microsoft Word ▪ Presentation to the MTI ▪ Two (2) Bound Hard Copies to be hand delivered. 	14 days
5	Milestone Progress Reports must be delivered after the achievement of each milestone	14 days after achieving each outlined milestone	Meeting and Submission to the MTI	<ul style="list-style-type: none"> ▪ Electronic submission in Microsoft Word. ▪ Two (2) Hard Copies to be hand delivered. 	7 days

6	Draft Consumer Profile Report should include <ul style="list-style-type: none"> ▪ a statistical database, ▪ data collation and analyses, ▪ a comparative report and ▪ recommendations 	21 days after survey completion	<ul style="list-style-type: none"> ▪ Meeting, presentation and submission to the MTI 	<ul style="list-style-type: none"> ▪ Electronic submission in Microsoft Word ▪ Two (2) Bound Hard Copies to be hand delivered. 	14 days
PHASE 3					
7	Final Consumer Profile Report should include: <ul style="list-style-type: none"> ▪ a statistical database, ▪ data collation and analyses, ▪ a comparative report and ▪ recommendations 	14 days after feedback from MTI on draft report	<ul style="list-style-type: none"> ▪ Meeting and submission to the MTI 	<ul style="list-style-type: none"> ▪ Electronic submission in PDF. ▪ Two (2) Bound Hard Copies to be hand delivered. 	14 days

- **All deliverables must be approved by the MTI prior to final submission.**

5. SERVICE REQUIREMENTS

5.1 Characteristics of Consultancy

The characteristics of this consultancy are outlined below:

- i. Type of Consultant: Consultancy/Firm
- ii. Start Date: **Q1 of Fiscal 2023/2024**

5.2 Team Composition and Qualification Requirements for Key Experts

The Consultancy must designate a Consulting Team consisting of a Head Consultant and at least two (2) or a combination of Sub-Consultants with skills and expertise in areas such as: project management, market research, statistics, or any of the social sciences, with knowledge in research theories and practice.

The selected consulting agency/team must have a track record expertise in socio-economic research and survey design and analysis by evidence of having undertaken at least two (2) similar exercises within the last three (3) to five (5) years.

Consultant Team Members	Requirements
Team Leader	<ul style="list-style-type: none"> ▪ A Post-graduate Degree in the field of Project Management, Social Sciences, Statistics, or any equivalent combination of qualifications and experience. ▪ A minimum of 8 years' experience in market research with strong survey capability. ▪ Knowledge of survey design and planning. ▪ Excellent written and oral communication and presentation skills. ▪ Fluent in English.
Research Officer	<ul style="list-style-type: none"> ▪ Undergraduate Degree in the field of Social Sciences, Statistics, or any equivalent combination of qualifications and experience ▪ Knowledge of research theories, concepts and practice. ▪ Excellent written and oral communication skills. ▪ Fluent in English.
Statistical Officer	<ul style="list-style-type: none"> ▪ Undergraduate Degree in Social Sciences, Statistics or any equivalent combination of qualifications. ▪ Experience with Microsoft PowerPoint and Word, as well as statistical software platforms such as SPSS, WinCross, SAS, or any other program which deals with sorting data, as well as creating visual results and trends. ▪ Excellent written and oral communication skills. ▪ Fluent in English.

6. WORKPLAN

The Consultant is expected to include in their Technical Proposal, a detailed work plan identifying the individual work components (specific tasks) and the related staff assignments.

7. CAPACITY

The Consultant is expected to identify the human resources available for the conduct of this assignment. This should include Consultant Personnel with the competences required for the conduct of the Scope of Work. Sufficient Consultant Personnel should be available to ensure the timely delivery of the work plan. Per the work plan, the Consultant will be required to certify that the persons assigned to the individual elements of work are qualified, trained, equipped and available. Substitution of the designated Consultant Personnel will only be allowed following a request submitted and approved by the Permanent Secretary, Ministry of Trade and Industry.

8. REPORTING

8.1 Reporting Requirements

The Consultant shall report directly to the Consumer Affairs Division, MTI during the execution of this Consultancy.

The Consultant shall meet with the MTI as requested and will be required to report on the progress of ongoing project activities, inform of any technical issues related to the consultancy and present project deliverables as agreed upon.

All submissions must be in English Language, delivered via the format and media stated in the schedule, delivered on the date requested, and addressed to:

**Permanent Secretary
Ministry of Trade and Industry
Level 17 Nicholas Tower
63-65 Independence Square
PORT OF SPAIN**

9. CONFIDENTIALITY

The Consultant shall not, except as authorized by the Ministry of Trade and Industry or required by the stipulated duties under the Contract, use for the Consultant's own benefit or gain or divulge to any persons, firm, company or other organization whatsoever, any confidential information belonging to the GoRTT or relating to its affairs or dealings, which may come to the provider's knowledge during the engagement. This restriction shall cease to apply to any information or knowledge which may subsequently come into the public domain other than in breach of this clause.

10. RESPONSIBILITY OF THE CLIENT AND CONSULTANT

10.1 Responsibility of the Client

The MTI, as the executing agency shall support the implementation of this Consultancy. Accordingly, the MTI will:

- Provide access to all necessary source documents, relevant existing legislation and policies, as required. Efforts will also be made to have the Firm(s) provided with relevant reports, information and contacts from other key stakeholders.
- Ensure all necessary approvals and permissions are obtained prior to any/all activities embarked on by the Consultant.
- Publish all relevant media releases to ensure that citizens are thoroughly informed of field activities and encourage participation in the survey.

10.2 Responsibilities of the Consultant

The Consultant will:

- Absorb all expenses inclusive of direct staff, office space and facilities, computer systems and software, telecommunication systems, travel expenses, hard copy report deliveries and any other incidentals.
- Undertake the activities of the Consultancy utilizing primarily its own technical resources.
- Ensure that its field officers provide proper identification during the execution of any field work.
- Ensure that the Client is informed prior to embarking on field activities.
- Ensure the accuracy, validity and reliability of any/all instruments, tools and reports developed and/or utilized and submitted.
- Ensure the confidentiality of all aspects of this Consultancy.

11. OWNERSHIP

All data, records, reports and other documents prepared by the Service Provider, or obtained from whatever source in connection with carrying out the functions of this position, shall become and remain the property of the Ministry of Trade and Industry and the Consultant shall not later than upon termination or expiration of the contract, deliver all such documents to the Client together with a detailed inventory thereof. The Consultant may retain a copy of such documents but shall not use them for purposes unrelated to this contract without prior written approval of the Client.

**Permanent Secretary
Ministry of Trade and Industry**

Date: