

Analysis of Food Sector Tender Opportunity

This grid is designed to objectively assist us in our subjective thinking. As a guide, it highlights the areas that may influence our decision to tender, our chance of success and our provision of a suitable solution. The score is important, but of primary importance are the issues in which we fall short. Answer the following questions, awarding a score to the level at which you feel appropriate. These questions have been deliberately orientated towards a “provision of product” service (e.g. a typical food sector contract) so please do not dismiss the issues raised in all of these questions.

Client:

Project:

Date:

		Scale		Score (from 0-5)
		No	Yes	
The Client	Have we supplied to them before?	No	Yes	
	Did we influence their decision to tender, or the invitation to tender?	No	Yes	
	Were we invited to reply, or did we source this opportunity?	Source	Invite	
	Are we able to impact their strategic objectives through the delivery of our food service?	No	Yes	
	What is our current standing with the client?	Dislike	Love	
	Have we reached the key decision makers (maybe 3-5 people)?	0 persons	5 people	
	What is their success criterion and how do we score?			
	1.	0	5	
	2.	0	5	
	3.	0	5	
The Compet- ition	Are we fully aware of the competitors?	No	Yes	
	How well do we know their strengths and weaknesses?	Innocence	Inside Track	
	What is the nature of the client's relationship with the main competitors?	Love	Dislike	
	What is our track record against the competition?	Can't compete	Victorious	
Our Solution	Can we provide what they are looking for?	No	Yes	
	Is our approach noticeably different than other peoples?	Standard	Smart	
	Have we tendered for a similar solution before?	No	Many times	
	Do we fully understand their needs and wants?	No	Intimately	
	Have we fully addressed their needs and wants?	No	Fully	
	Will we reach our business objectives by delivering this?	No	Yes	
	Do we want to go for this?	No	Yes	
		Total Score (100)		

Scoring Guideline:
50% = Consider Tendering
66% = Competitive Position
75% = Well placed

Remember that this grid, of course, gives no guarantees. It should, however, help us consider our position and identify areas for improvement.

