

ANNEX B - SUPPLIER PROPOSAL

Experience

We allocate teams to projects on a case-by-case basis depending on who has the most relevant experience. The key project management team for this project will be as follows:

REDACTED

This team would be supported by experienced research and operations staff. CVs for the core project team are provided below.

REDACTED

Case Studies

We have a strong record in conducting research in the regulated and public sectors, as well experience of segmenting customers for public sector bodies and private sector clients alike. This means that we are well aware of the need to conduct rigorous research which can stand up to scrutiny and is suitable for publishing and informing Government strategy.

More broadly, we have a strong track record of conducting research for Government and public sector clients:

REDACTED

We have a wealth of experience in segmentation and provide three examples below:

REDACTED

Methodology and Approach

In this section we lay out our thinking on what approaches will best meet the research objectives, before describing our proposed process.

REDACTED

Adding Value

We would endeavour to add value throughout the programme, ensuring a slick process, timely delivery and insightful analysis and reporting. Specific areas where we feel we will add value include the following:

REDACTED

Account Management – Quality Assurance and Timings

Quality Assurance process

REDACTED

Timeline

We can confirm that we have the capacity to meet the deadlines outlined in your brief.

The table below outlines key project timescales.

REDACTED

Account Management – Risks and Mitigations

Risk Management

There are a number of potential risks and challenges that can potentially affect the successful delivery of research studies.

REDACTED