



REQUEST FOR PROPOSALS

Market research on staple food (particularly edible oil) in Bangladesh

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND

1. About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

GAIN's work to improve the consumption of safe and nutritious food is based on three interlinked strategic objectives:

1. to improve the demand for safe, nutritious foods,
2. to increase the availability and affordability of nutritious foods and enhance the nutritional value of foods, and
3. to strengthen the enabling environment to improve the consumption of safe, nutritious foods

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. Background

Over two billion people, mainly living in Asia and Africa, are affected by malnutrition. One of the most critical forms of malnutrition is micronutrient deficiency, or a lack of the essential vitamins and minerals required for healthy growth, development and function.

Micronutrient deficiency has multiple underlying causes but is most directly affected by narrow diets of energy-dense staple foods that lack micronutrients (refined cereal grains, rice and cassava). One of the most rapid, cost-effective and directly impactful strategies to reach hundreds of millions to combat micronutrient malnutrition is to fortify staple grains and condiments with vitamins and minerals – this process is done through the addition of *Vitamin and Mineral Premix or straight fortificants (either a Vitamin or Mineral)* to a food, e.g. wheat flour, maize flour, edible oil or condiments such as sugar, soy sauce and salt. Food fortification has been ranked among the top

three international development priorities by the Copenhagen Consensus³. The intervention needs to be scaled up to ensure it plays its part to help achieve the Sustainable Development Goals (SDGs), including Goal 2 which aims to end hunger and ensure access by all people, in particular the poor and those in vulnerable situations, to safe, nutritious and sufficient food and end all forms of malnutrition by 2030. Staple and condiment fortification increases intakes of critical micronutrients, including iron, folic acid, vitamin A and iodine in populations without requiring them to change their diet or household spending and has been used effectively since the early 20th century in the U.S. and Europe. GAIN has, over the past 15 years, mobilised partnerships to catalyse food fortification programmes in over 30 countries.

Global Alliance for Improved Nutrition (GAIN)

The Global Alliance for Improved Nutrition (GAIN) was launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with partners, GAIN aims to make healthier food choices more affordable, more available, and more desirable. We aim to support and advise governments, businesses, and development partners as they build and mobilize food and nutrition plans to advance nutrition outcomes. GAIN's purpose is to improve nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially the most vulnerable.

GAIN is a global, Swiss-based foundation that mobilizes public-private partnerships and provides financial and technical support to deliver nutritious foods to those people most at risk of malnutrition. GAIN's programs in Africa and Asia enable better diets via nutritional products, such as fortified staple foods, including cooking oil and flour, and condiments like salt and soy sauce.

Country fortification programs and performance data

A key focus is improving the management and performance of food fortification programs by making key performance indicators available (see table 1 below) that will facilitate decision making and trigger program improvements.

To inform the food fortification program management in Bangladesh, GAIN is focused on strengthening monitoring at different points and improving the reporting of key indicators to understand the food market and performance of the fortification program:

Table 1: Key indicators

Objective	Key indicators
1. Assess the availability of brands for a mandated food in the market	<ul style="list-style-type: none"> • Total number of brands of a food • Proportion of food brands that are locally produced or imported (other characteristics)
2. Assess the market share of available brands and producers/suppliers of a food in the market	<ul style="list-style-type: none"> • Total volume / market value, leading brands, local and imported • Proportion of total market share occupied by a food brand and/or producer/supplier
3. Assess the market share of food compliant with fortification standard available to consumers	<ul style="list-style-type: none"> • Food supply volume • Proportion of food volume that are fortified (to any extent) • Proportion of food volume fortified to the extent

in the market	that qualifies as compliant with standard
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The indicators under the first two objectives (number and volumes of brands and producers/suppliers) also provide the underlying data that is related to fortification quality under the third objective.

While this assignment is focused on data that inform the indicators under objectives one and two, the disaggregation of this data into categories should enable linkages with data on fortification quality that is collected at the production site and/or the market level, which requires a disaggregation of the oil volume by producer, oil type and ideally brand product.

3. Fortification programs and fortification performance data

Fortification of edible oil with Vitamin A has been mandated in Bangladesh since 2013, while salt fortification with Iodine has been mandatory since 1989.

A household survey conducted at 64 districts in 2015 reported that overall, 87.5% of the Bangladeshi households purchased fortifiable edible oil. (Insert the citation here: Raghavan R 2019).

In 2017, GAIN conducted a market assessment in eight divisions of Bangladesh, namely Dhaka, Barisal, Khulna, Mymensingh, Rangpur, Rajshahi, Chittagong, and Sylhet, which found that the majority of the bulk oil was not fortified or below the minimum of the standard. Based on the average fortification status of packaged brands, 26 brands were found not to be fortified (39%), 40 oil brands were fortified (61%) and 28 of them above the standard minimum (70% of the fortified brands). More than a third of the local brands were not fortified (40%) while all imported brands analyzed were fortified above the standard minimum. With regards to bulk oil, over two-thirds of the bulk palm oil samples (69%), half of soybean samples (50%) and nearly two-thirds of super palm oil samples (63%) were not fortified.

In 2025 GAIN plans to conduct another round of market assessment in collaboration with local stakeholders in Bangladesh to reassess availability and fortification quality of oil brands/products. This will provide updated fortification quality data to respond to objective 3 and allow to update the market share of fortified oil by combining the fortification quality data with the availability and market share data under objective 1 and 2.

II. OBJECTIVES THE STUDY

A good understanding of the food market sizes, market shares by producer/supplier and their brands is required for better decision making and fortification management improvement in Bangladesh.

The objectives of this market research are to assemble most recent data from available sources, identify any additional secondary data sources, compile the data following an available data model and template with the following disaggregation:

- list the *suppliers / producers* of all *products/brands* available in the country;

- define products/brands with characteristics such as: brand name, food type, producers or suppliers, origin, price, packaging, logos to enable identification of the product/brand in the market. These categories will enable linkages to available product/brand availability and fortification quality data as well as the household / consumer selection criteria and preferences.
- approximate market volumes and values, shares/proportions, food volumes/value by supplier / producer and their products/brands available in the market
- approximate volumes/values and proportions in the country and by state or province determine the volumes/values and proportions of *packaged* brands and food sold as *bulk* by supplier/producer that are present in the country, state, or province/district
- approximate volumes/values and proportions distributed through different *supply channels* (import, local production, and sales through different retail outlet types)

III. SCOPE OF WORK

Market research methodology

The consultant/agency will review and use the already available data model and template as well as data sources provided by GAIN and propose any improvements to the data model and provide an updated in-depth overview of the food market including in-country production, imports and exports and a dataset with breakdown by food producers/suppliers and brands/products and their respective market volumes/values, which will then be used to update the key fortification indicators.

The data sources included should ideally be publicly available and routinely updated to enable regular updates of the data model. If up-to-date data from the desired sources are not regularly available, the methodology should propose estimates based on other more indirect more frequently available data.

The existing methodology can be improved, and any additions will be included in the outline of the database structure, and syntax to update producers/suppliers and brands/products lists as well as estimate/model market proportions when primary data is not available at that level.

IV. DELIVERABLES

For the following food vehicle for Bangladesh:

- a. Edible oil
 - b. Salt
- An Executive Summary and responding PowerPoint presentation summarizing the data, data source, estimation models, indicators updates
 - A report (update on the existing documentation) comprising the following:

- Overview and description of the entire market as well as the relevant market categories and suppliers/producers and brand definitions by food
 - Food market: disaggregated by region, brand, and supplier
 - Consumption
 - Production
 - Imports
 - Exports
 - Market categories disaggregated by region, brand, and supplier e.g.:
 - Different food type categories
 - Regional supply/production differences
 - Supply from different categories of producers/suppliers
 - Supply channels
 - Etc.
 - Producer/supplier categories disaggregated by region, brand, and supplier:
 - Supplier/producer type (trader/importer, distributor, processor, producer)
 - Local or imported
 - Production from small to large scale producers
 - Opening stock, closing stock, export, import, waste
 - Brand/products disaggregated by region, brand, and supplier
 - Open and packaged
 - Food type category
 - Labelling
 - Price
 - Supplier/producer type (trader/importer, distributor, processor, producer)
- Description of the data sources and frequency of data updates
- Data sets with the detailed tables:
 - Exhaustive list of at least the main (representing >80% of the market share) suppliers (importers, processors/producers) and of their respective brands/products or their food supply provided in bulk
 - List of brands and bulk food distributed/sold or available in the market by province/region/state, retail outlet type and volume and value and/or proportion of total market volume/value
 - Other data tables or database queries with break-down by food and food type, total supply, and channel (geographic, type of edible oil, data type, retail outlet type), produced and volume and/or proportion of total market volume
 - Total Supply Volume, total Supply volume available for domestic consumption (industrial use, government procurement, food processing, consumption via retail and foodservice). Have the consumption via retail and foodservice data further disaggregated into packaged and unpackaged and then into retail and foodservice availability. Total retail and foodservice availability, further disaggregated by region, brand, and supplier, respectively.

- Total Supply volume and Channel; Consumption Via Retail and Foodservice; and Production which is disaggregated by Brands, regions, type of edible oil, data type.
- Retail Availability by Product Name/ Brand Description, type of edible oil.
- Description of estimation model and syntax to estimate data required to inform the key fortification indicators that is not regularly available from primary sources, i.e., estimate the food brand volume supplied to the regions based on e.g., total supply volume in the country and data on availability of the food brand in the regions. Further disaggregation by brand, supplier, and region.
- Description of the approach to update the market data sets with any new data

TIMELINE

2023	Feb	Mar	Apr	May	Jun	Jul
RFP Launch						
Confirmation of Intent to Respond						
Proposal Deadline						
Award of Contract						
Contracting						
Data model update and compilation of data sources						
Report and data set						

AGENCY SELECTION CRITERIA

The Market Research Agency will be expected to have extensive experience in market research including market size and share determination.

Key criteria for the agency to be hired include:

- Proven expertise in market research including market size and share determination.
- In-depth knowledge of the market in the country of interest
- Registered business entity in the country is an advantage.
- Strong analytical skills and expertise in market estimations and models.
- Previous experience working in all or some of the market categories, including pre-existing data would be an added advantage.
- Excellent writing skills in the English language.

V. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. Contact

A selection team of the organization and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved. Contact person: **Sabi Gurung, Technical Specialist**, sgurung@gainhealth.org

2. Budget

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organization prior to starting the project.

3. Format for proposal

The proposal needs to be formatted as follows:

1. Executive summary
2. Technical proposal
 - a. Development process: explain the process you envisage to achieve the deliverable, including major milestones and evaluation
 - b. Address the deliverable and quality criteria
 - c. Address any important technical information
3. Schedule
 - a. Provide a detailed workplan with deliverables, on a week-by-week basis
 - b. Include a schedule for preparation and review by GAIN
4. Budget break down
 - a. Include a break-down of costs for the work components and deliverables
 - b. Include travel costs if required
5. Attachments
 - a. Relevant qualifications and experiences relevant to this RFP
 - i. Agency's capacity statement &/or proof of experience on the assignment
 - ii. Team's composition and key CVs.

4. Submission

An electronic copy containing the documents preferably in MS Word along with all the required information including the fee/budget and proposal should reach GAIN by email to **Sabi Gurung, Technical Specialist**, sgurung@gainhealth.org

5. Deadline

Completed proposals should be submitted to GAIN by email **before 12:00 p.m. Central European Time on 20th Feb. 2023.**

6. Unacceptable

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Incomplete proposals.

7. Revisions

Proposals may be revised by electronic mail provided such revision(s) are received before the deadline.

8. Acceptance

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

9. Completion

- Proposals must be submitted must be signed by a principal or authorizing signatory of the lead firm or organization.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. Rights of rejection

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses,

payments or damages directly or indirectly linked to the preparation of the submission.

11. References

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical, and other qualifications and abilities of the applicant.

12. Release of information

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.

I. TERMS AND CONDITIONS OF THIS SOLICITATION

1. Notice of non-binding solicitation

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. Confidentiality

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. Right to final negotiations on the proposal

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. Evaluation criteria

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. Review process

The review process will involve a Review Panel with participants selected by GAIN.

6. Limitations with regard to third parties

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. Communication

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other

party may be considered a conflict of interest and could result in disqualification of the proposal.

8. Final acceptance

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. Validity period

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. Intellectual property

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. Scope of change

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorized representative, the work as

described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

2.1 [to be completed]

2.2 [to be completed]

2.3 [to be completed]

2.4 [to be completed]

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

(a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.

(b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location]

_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)