

COVERCARE –RFP FORMS

The Situation

You are the personal assistant to the Director of Public Relations and one of your responsibilities is to evaluate various vendors for supplying goods to your company. During the last two months your section experienced difficulties with the supply of RFP (Request for Proposal) Forms and you are now looking for a new vendor. The existing vendor is always late on agreed order lead times, and it has become a most irritating situation. Your section keeps low stock levels; therefore you normally need the RFP forms as soon as possible after ordering, ideally within a month of ordering. As a result of this policy you endeavor to order small quantities. The grain of the paper being used is also important; the normal grain of 230 gram is acceptable, but you prefer a lower grain if possible.

The blue color in the "CoverCare" logo is very difficult to reproduce and therefore we need to find a vendor that can assure us that they would be able to reproduce this color 100% correctly. You are prepared to give any vendor a chance. Needless to say, this vendor must be able to prove its quality and reputation in the industry. The last and very important requirement is cost effectiveness and the ability to provide an outstanding service to the type of organization to which you belong.

You are expected to evaluate the various vendors put forward to you; and to make a recommendation:

VENDOR INFORMATION AS PRESENTED BY THE VENDORS

DATATEKS PRINTERS

Datateks Printers have already been in the industry for five years and our average growth per annum is 25%. We have 14 salespeople in the field equipped with a car phone to enable them to respond immediately to your needs. We guarantee that a salesperson will contact you within 12 hours of your enquiry, and always try to visit each and every client at least once a month. We believe our growth is due to the excellent service provided to our clients. The following is a typical quotation as requested by you:

1. Quantities:	Prefer orders above 20 000 copies but will accept smaller orders.
2. Grain and Cost:	Only the 230 gram is provided at competitive prices such as \$230-00 per 1 000. Price for the 160 gram is much higher at \$500-00 per 1 000.
3. Delivery:	Three weeks after order placement.
4. Color Effectiveness:	Normally good, but will be replaced if wrong, at no extra charge.

CONSOLIDATED SYSTEMS

We are involved in various transactions, especially with bigger Agencies like "CoverCare". You might not be aware of this but we are already doing RFP forms for one of your other departments and they seem to be very happy. We were initially a veteran-owned family business, which has grown into a small company with a few salespeople. Personally I have withdrawn from the field

to manage the company more professionally. Our motto is to provide the clients with what they want, and if we cannot do so, we say so. We are not making regular visits, but we guarantee my immediate personal attention after which we send the salesperson out to finalize the order. The following is our quotation:

1. Quantities:	We accept any quantity, but prices go up if quantities are reduced.
2. Grain and Cost:	The following are our prices for average orders: 230 gram = \$220-00 per 1 000 190 gram = \$260-00 per 1 000 160 gram = \$380-00 per 1 000
3. Delivery:	As a result of volumes handled, we provide a four-week delivery period, but we can fit in specific crisis orders.
4. Color Effectiveness:	If it is the same blue used by the other department, it should not be a problem.

EASY PRINT

We are a big company with branches in all the major cities of East America. No assignment is too big for us and our clients represent some of the biggest companies and agencies in the country.

Our corporate head office is in Washington DC and our PRO is also situated there to sort out any problems that you might experience. We specialize in large orders, but we will not ignore smaller orders. Once you are an established client, we will do everything possible to visit you on a regular basis. You've requested the following:

1. Quantities:	Any order above 10 000 copies, but smaller orders are acceptable.						
2. Grain and Cost:	<table> <tr> <td>5 000 – 10 000</td><td>10 001 – 20 000</td></tr> <tr> <td>• 230 gram = \$210-00 per 1 000</td><td>• 230 gram = \$180-00 per 1 000</td></tr> <tr> <td>• 190 gram = \$250-00 per 1 000</td><td>• 190 gram = \$200-00 per 1 000</td></tr> </table>	5 000 – 10 000	10 001 – 20 000	• 230 gram = \$210-00 per 1 000	• 230 gram = \$180-00 per 1 000	• 190 gram = \$250-00 per 1 000	• 190 gram = \$200-00 per 1 000
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• 190 gram = \$250-00 per 1 000	• 190 gram = \$200-00 per 1 000						
3. Delivery:	As a result of bigger orders being a priority, delivery can only be made between five to six weeks after the placement of the order.						
4. Color Effectiveness:	At least 90% accuracy guaranteed.						

RESULTS PRINTERS

I am flattered that you should consider me as an alternative, but am sure that you were referred to me. As you know, we do not advertise and we are a small private company. My two sons and I believe in personal service, and we always try until we get it right and our client is satisfied.

For us, quality is of paramount importance and this is also the reason for our business growth. We allocate one of our three representatives to your company and she will ensure that we build a long-term relationship. We specialize in smaller companies and provide a wide variety of services. The next is a typical quotation, but we prefer to treat each order individually.

1. Quantities:	Any
2. Grain and Cost:	Any grain, and costs vary from R550-00 for 80 gram per 1 000 to R200-00 per 230 gram per 1 000.
3. Delivery:	Depending on your needs, it could be anything between one and three weeks.
4. Color Effectiveness:	We make proofs until we get what you want.