



## **REQUEST FOR PROPOSAL**

**RFP Title:** Cambodia Soy Trade, Business Opportunity Analysis and Targets

**RFP Contact:** Alan F. Poock     **Email:** apooock@soy.org

**Proposal Due:** November 22, 2019; 17:00 CST

### **Organization Background**

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers looking to promote the crop for high protein applications in developmental settings. Overseas activities began in the mid-1950s and to date, ASA has worked in over eighty countries globally. In 2000, ASA expanded and focused its international role and founded the World Initiative for Soy in Human Health (WISHH) whose mission is to create sustainable solutions for the protein demands of people in developing countries through the introduction and use of soy products. Since its creation, ASA/WISHH has been enhancing the protein intake of many nations through market development, education and research.

Today, ASA/WISHH works in both the feed and food sectors, providing a multitude of services to support its international market development activities. This is accomplished through working exclusively in partnership with host country and international community stakeholders and drawing upon the resources and experience of the commercial sector, Private Voluntary Organizations (PVO's), host country and U.S. governments, international donors, academia, as well as the services of a cadre of ASA/WISHH professionals with technical expertise in the agricultural, international and commercial development spheres.

### **Project Purpose**

WISHH received USDA Agricultural Trade Program (ATP) funding to conduct a market assessment in Cambodia. This assessment will be an integral part of the future soy entrepreneurial program and develop new customers for U.S. soy products.

U.S. soybean interests desire to expand their market penetration into the Cambodian animal feed, aquaculture and human food/beverage sectors. The purpose of this RFP is to solicit applications from companies and/or individuals to conduct a three-component market assessment.

The first component of the market assessment is to gain a better understanding of how the current China-U.S. trade war is impacting trade between the U.S. and Cambodia. The assessment team will also research how this trade war can be leveraged to increase U.S. soy exports to Cambodia. There are evolving trade patterns which may become permanent.



The second component of the market assessment is a business opportunity analysis for soybean usage in the Cambodian animal feed, aquaculture and human food/beverage sectors. The market assessment results will be shared with entrepreneurs/ individuals, investors and companies in Cambodia to inform and assist them in determining the sector(s) with the highest appeal and/or best fit for their investment criteria.

In every emerging market, there are entrepreneurs, individuals, families and companies with capital to invest in new business opportunities. The market assessment's third component would be to construct a prospects list comprised of the leading businesspeople and investors known for their successful entrepreneurial endeavors and/or business investments. Their current business activities may or may not utilize soy or currently be in the animal feed, aquaculture or human food/beverage sectors. This list will likely contain companies that are not known to ASA/WISHH and be used to invite participants to the soy entrepreneur seminars.

There is one RFP per country (Sri Lanka, Myanmar and Cambodia). Firms are welcome to submit separate bids for one, two or all three countries.

## **COUNTRY TO BE ASSESSED**

Cambodia

## **SCOPE OF WORK**

Component 1: Conduct a market assessment of the impact the current China-U.S. trade war is having on U.S./Cambodia trade patterns and how they can be leveraged to increase U.S. soy exports. Examples include China importing Argentinean soybean meal; the U.S. exporting whole soybeans to Argentina; and Mexico, a long-time U.S. buyer, increasing their imports of South American whole soybeans and soybean meal. The market assessment results will be helpful in determining if there are new opportunities for U.S. soy in this new trade environment.

The Cambodian trade assessment will look at any possible impediments and opportunities and how companies should respond.

Some potential areas for investigation include:

- The impact of reduced China container traffic to/from the U.S., on U.S. container pricing and availability and location (containers are the export backbone of U.S. soy exports into Cambodia)
- U.S. soy exporting whole soybeans to Argentina

Component 2: Conduct a country level assessment collecting the quantitative and qualitative data necessary to, at the minimum, provide a realistic impression of the fundamental market dynamics and growth prospects in the Cambodian animal feed,



aquaculture and human food/beverage industries. Some potential areas for investigation include:

- Market sector size, associated trends, projected growth
- Current and near-term market conditions/trends within each market sector
- Market drivers
  - Barriers to entry
  - Opportunities and potential threats, including non-tariff barriers
- Channels of distribution and key/prospective players
- Competitive intelligence – Companies and products already in the animal feed, aquaculture and human food/beverage sectors
  - Market Share and geographic penetration
  - Partners
  - Production capacity
  - Distribution
  - Product offerings
  - Strengths, weaknesses, etc.
- The target markets/consumers; how they make purchase decisions and consumer preferences
- Recommendations and/or gap opportunities seen as likely business successes

Component 3: Develop a prospect list a list of prospects of the leading and mid-size business leaders, entrepreneurs, companies and investor known for their successful entrepreneurial endeavors and/or business investments. Trade associations, business groups and government ministries that help with business development should also be included. This list may or may not have companies that utilize soy and/or currently be in the aquaculture or human food/beverage sectors. The prospects list needs to minimally include

- Name and current contact information
- Concise history on business history, including investments and business categories

## **DELIVERABLES**

- The market assessment needs to include the evaluation approach for each of the three components, methods for data collection, overview about data processing and analysis, list of team member's roles and responsibilities and planned schedule of deliverables.
- Two progress reports. Format are conference calls with an agenda
- Draft and Final Reports are to be in word format and include a concise Executive Summary that provides a brief overview of the study's purpose, project background, methods, findings, and lessons learned from the study. The prospect list needs to be in MS Excel.



**BUDGET**

The proposal’s budget is not to exceed \$45,000, which includes time, travel and other costs

**QUALIFICATIONS**

The lead Consultant(s) or firm(s) will have the following qualifications:

- At least five years of market research experience in the animal feed/agriculture/food/beverage industry, preferably in Cambodia Lanka
- Consultants who do not have experience evaluating animal feed, aquaculture or human food/beverage markets in Cambodia are strongly encouraged to sub-contract with a technical expert(s) based in Cambodia to collect the data
- Experience in study design and data collection and analysis of quantitative and qualitative data and supervisory capabilities of each of these areas.
- The approach taken on the market assessment

**PRINCIPAL POINT OF CONTACT:** Alan F. Poock      apoock@soy.org

**TIMING:** November 5, 2019 to January 31, 2020

RFP Posted	November 5, 2019
Proposals due	November 22, 2019
Decision made	November 26, 2019
Contractor Notified	November 27, 2019
Progress Report #1	December 20, 2019
Progress Report #2	January 17, 2020
Draft Report due	January 24 2020
Final Report due	January 31, 2020

**SELECTION CRITERIA AND WEIGHTS**

Proposals submitted will be evaluated according to the following criteria:

Supplier skills/ experience	35	%
Comprehensiveness	30	%
Cost	20	%
Timing	15	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>



## **INSTRUCTIONS TO BIDDER**

Proposals must contain at a minimum the specific criteria requested in the Request for Proposal:

- A description of the bidder's capabilities, resources and experiences on company letterhead.
- Please include your expertise in assessing the animal feed, aquaculture and human food/beverage and business environments of Cambodia. Detail the qualifications that make the proposed assessor an expert.
- Goals and measurable objectives for the activity must be included.
- A line-item budget, detailing each activity cost, must be included. The maximum cost for the market assessment is \$45,000

ASA/WISHH reserves the right to reject any proposal that is in any way inconsistent or irregular. ASA/WISHH also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the bidder regarding the proposal.

**Organization website:** [www.wishh.org](http://www.wishh.org)

**Non-Discrimination Statement:** In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. ASA/WISHH is an equal opportunity provider and employer.

### **Contact Information**

For additional information, please contact:

Alan F. Poock  
Director, Asia Division  
American Soybean Association-WISHH Program  
12647 Olive Boulevard, Suite 410  
St. Louis, MO 63141  
Email: [apoock@soy.org](mailto:apoock@soy.org)