

# SENTINEL SUBCONTRACTING OPPORTUNITY

Reference: SENTINEL\_1

Date of publication: 1<sup>st</sup> February 2018 – Deadline: 7<sup>th</sup> March 2018

## PRESENTATION

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The Cluster Network for Hospitality Sustainable Development and Internationalization, SENTINEL, project (Cosme Go International of the European Union) aims to develop a long-term collaboration framework to enable SMEs to acquire capacities to start their internationalization process and entering in better condition the selected emerging markets, being the common target the hospitality sector. To select the preferred markets it is necessary to partially subcontract a MARKET ANALYSIS to:

- Identify new and emerging markets where the tourism and hence the hospitality sector is expected to boost in the next years (short/medium term).
- Select which of these identified markets are potentially more interesting for the SME members of the clusters in the partnership
- Obtain market intelligence about how do the contract-hospitality industry and its value chain work, in those selected markets (5 forces analysis).
- Understand who the main competitors, potential buyers, specifiers and other relevant actors are, in the contract-hospitality industry, working in the target markets.

## MARKET ANALYSIS METHODOLOGY

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The market analysis will be conducted in two different phases:

### 1. Market Identification and Selection in order to identify 4 priority Markets for the four clusters and their SMEs.

1.1. **Market Identification.** Identification of emerging markets for the tourism sector where the hospitality sector is expected to grow by accessing and analyzing secondary data coming from international organizations (UNWTO, OECD, PWC, World Bank, etc.). Generation of a list of most interesting markets (between 8 and 12) that includes specific geographical areas inside the country where the tourism sector grow up based on:

- General indicators: i.e. GDP growth, amount and growth of imports, trade openness, tariffs and non-tariffs barriers, political stability and corruption, among others to be identified.
- Tourism and hospitality indicators: i.e. tourism turnover, number and growth of local and foreign tourists, investments in tourism sector, number and growth of hotels.
- Indicators of interest for each cluster's sector: i.e. Imports of furniture and furnishings, Tariffs regarding furniture & furnishings, Local furniture & furnishings industry development, electricity price, public programmes supporting market development of renewable energy and energy efficiency, water stress and availability, water price, environmental legislation, etc.

Executive summary about the 8-12 most interesting markets, indicators and reasons to be selected as priority market has to be generated.

### 2. Market Analysis.

This study will deliver knowledge to cluster members about:

- a. Marketing strategy used by main competitors of partnership clusters' members in order to allow and facilitate them to select the correct market penetration strategy
- b. Estimated market share for each player
- c. Market segments where the player is addressed, competitors and profile of clients in every segment
- d. List of specific contacts and potential partners

**The Market study** has to include the global value chain and its players in the hospitality sector renewal/new building projects, from architectural to interior design, including energy efficiency, sustainability, water consumption, new materials used in projects, new technologies and domotics. The study will contain information and transactional flows, it will define the decision makers and which are the connections among the before mentioned stakeholders, with the strategic brand positioning of the hotel.

## SUBCONTRACTED TASKS

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- Assessment, guidance and supervision of the market identification and selection tasks in order to ensure the best Markets prioritization (selection of 4 markets). Participation at the market identification process considering the general hospitality trends of each market, as well as, the performance indicators prioritized by each participant cluster.
- Execution of the Market Analysis and Competitors analysis for the contract-hospitality sector in the selected markets. Some mandatory results from the Market analysis are:
  - a. 5 Forces analysis of the contract-hospitality industry for each cluster in the partnership (furnishings, sustainable use of water, sustainable building, energy efficiency and ICT) of each analysed market.
  - b. Marketing strategy used by main competitors of partnership clusters' members in order to allow and facilitate them to select the correct market penetration strategy
  - c. Estimated market share for each player
  - d. Market segments where the player is addressed, segment profiles and geographical areas in every market-country selected
  - e. List of specific contacts and potential partners
  - f. Potential Agenda to four sectors: habitat, water, energy and ICT in the four markets

## CONDIITONS, BUDGET AND TIMING

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The budget associated to the subcontracted tasks is 20.000€

The timing deadlines are:

- Markets selection
  - 28<sup>th</sup> March 2018 – 8-12 Markets Identification report
  - 21st May 2018 – 4 Markets pre-selection report (will be done by the SENTINEL partnership)
- Market Analysis
  - 15<sup>th</sup> September 2018 – 4 Markets Analysis report

Weekly meetings will be set up to Update and discuss about Market Analysis progress

## CONSULTANCY PROFILE AND PREVIOUS EXPERIENCES

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It is requested previous experience about international market studies for the contract-hospitality sector.

## HOW TO APPLY

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### Documentation to be Submitted:

Consultancy presentation, CV of proposed project managers and Motivation Letter, economical proposal.

### Applications and Deadline:

Send the required documents to [info@cosmesentinel.eu](mailto:info@cosmesentinel.eu) indicating reference SENTINEL\_1 deadline to submit the required documentation is March, 7<sup>th</sup> 2018.

## SELECTION PROCESS

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### Pre-selection

Criteria selection (up to 50 points)

- Experience in international tourism consultancy in similar projects (up to 15 points)
- Experience in projects for clusters (5 points)
- Methodology of the technical proposal (20 points)
- CV of the project manager proposed by the consultant (10 points)

**Interview:** Short-listed candidates selected by the previous criteria will be interviewed for the final decision (conducted by agreement of all the partnership).