



E-LEARNING JAMAICA CO. LTD.

REQUEST FOR EXPRESSIONS INTEREST OF MARKET RESEARCH

e-Learning Jamaica Company Limited is in the process of transitioning the organization as a thought leader in education technology and it is crucial that the organization gathers insights from its various stakeholders that will guide the company's Marketing Strategy. e-LJam's primary objective from this assignment is to obtain baseline information to inform the organization's marketing campaigns.

SCOPE OF WORK

Design and execute a reliable market survey using appropriate evaluation methods and data collection instruments such as surveys, interviews and/or questionnaires.

ELIGIBILITY

Interested corporate entities/consulting firms are hereby invited to submit their Expression of Interest in providing market research services and provide documentary evidence to satisfy the Pre-qualification Eligibility criteria below:

- Copy of valid TCC/TCL, and current registration with the Public Procurement Commission
- Detailed company profile including evidence and year of registration as a legal entity
- Demonstrate that the firm has a minimum of three years' experience in the relevant business area
- Provide at least two customer references for whom similar services were provided (name and contact numbers)
- Availability of requisite skill set among staff

The results of the evaluation of the Expressions of Interests submitted will be used to prepare a shortlist of entities, which will be invited to present more detailed proposals.

This consultancy is open to all eligible and qualified corporate entities/consulting firms which will be selected using the Quality and Cost-Based Selection Method in accordance with the Government of Jamaica Procurement Guidelines as stated in the Handbook of Public Sector Procurement Procedures Volume 3 (Revised March 2014) which can be found at www.mof.gov.jm/documents.

Interested entities may obtain further information by sending an email to adverts@elearningja.gov.jm with the Subject as 'Request for Additional Information – Market Research'.

Expressions of Interest must be submitted by email to adverts@elearningja.gov.jm with **Subject: 'Expression of Interest – consultant/entities name'** by **3:00 p.m. EST on Friday, January 10, 2020.**