



**Embassy of India
Muscat, Oman**

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**REQUEST FOR PROPOSAL (RFP) FOR
MARKET STUDY ON FOOD, AGRICULTURAL AND MARINE
PRODUCTS OF OMAN - OPPORTUNITIES & POTENTIAL**

TENDER NO. MUS/COM/209/1/2023

DATE : 29th October 2023

LAST DATE FOR SUBMISSION OF BIDS: 20th NOVEMBER 2023

**Diplomatic Area, Jamiat Al Dowal Al-Arabia Street, Diplomatic
Quarters, Al-Khuwair, Po Box No. 1727, Postal Code 112, Ruwi,
Sultanate Of Oman**

Embassy of India
Muscat

No. MUS/COM/209/1/2023

Date: 29.10.2023

REQUEST FOR PROPOSAL

Subject : Invitation of Bids for Commissioning of a Market Research/Study on the Food, Agricultural and Marine products of Oman- Opportunities & Potential

The Embassy of India, Muscat invites sealed bids (under two bids system) from reputed consulting firms for commissioning of Market Research/Study on Food, Agricultural and Marine products of Oman- Opportunities & Potential, as per the scope of work and terms and conditions given in this RFP:

2. The Embassy of India would like to conduct a market study on “Food, Agricultural and Marine Products in Oman” and to prepare a report on opportunities and potential in these sectors.

3. Following are the main objectives of the study:

- Does Oman have the capability to sustain and grow its Food, Agricultural and Marine products?
- How importance does the government of Oman accord to the Food, Agricultural and Marine products? What are initiatives and strategies of the government of Oman to support the import of Food, Agricultural and Marine products?
- What is the impact of these strategies and initiatives of the government?

- How well Oman's Food, Agricultural and Marine products are received in the regional and global markets?
- What makes an investor choose Oman as the preferred location for exporting Food, Agricultural and Marine products to Oman?
- What are the trade barriers being faced by exporters while exporting Food, Agricultural and Marine products to Oman?
- What is the standard and procedure being followed by Oman for importing Food, Agricultural and Marine products?
- To estimate the size of Oman's Market in Food, Agricultural and Marine products sector?
- Analysis of present Oman imports in these sectors.
- To identify specific products where India has definite advantage and market demand of the Indian Food, Agricultural and Marine products and suggest potential markets for the Indian Food, Agricultural and Marine products.
- To determine target customers and their preferred choices
- Demand pattern of Food, Agricultural and Marine products at the hypermarket/supermarket in Oman which are produced and can be exported from India.
- To provide a better understanding of registration process for export of Food, Agricultural and Marine products to Oman.
- Major supermarket importers of Oman which may be interested in import from India.
- Possibility of trade link at provincial level (states in India) for promoting export of Food, Agricultural and Marine products.
- Identifying Non-tariff barriers and other restrictions on Food, Agricultural and Marine products import in Oman.
- Recommendation/suggestion for tackling the Non-tariff barriers/ market access of Food, Agricultural and Marine products.
- Any other important local factor affecting trade/import of Food, Agricultural and Marine products into Oman.
- Suggest ways to target customers and factors determining purchase decisions.

Scope of Work:

The market study on Food, Agricultural and Marine products should involve analyzing the supply and demand dynamics, pricing trends, consumer preferences, distribution channels, and various factors that impact these sectors. The study is targeted to help stakeholders, including farmers, producers, distributors, and policymakers, make informed decisions. The comprehensive market study on these sectors should entail

a) Brief analysis about Oman's Food, Agricultural and Marine products

- Conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for each sector in Oman.
- Provide an introduction to the food, agricultural and marine product sectors, highlighting their significance in the Oman economy.
- Any specific related projects more or less aligned with Oman Vision 2040 and its 5 year plans.
- Oman's local players in the market and their cooperation with other countries
- Surveys/interviews of manufacturing companies are encouraged for the report.

b) Industry regulations

- Import regulations in Oman market (pertaining to Food, Agricultural and Marine products) and related ministries and government organizations for approval and certification
- Trade regulation and procedures for export to Oman.
- Trade barriers (tariff, non-tariff, etc.) and other entry level barriers for Food, Agricultural and Marine products in Oman. Recommendation/suggestion for tackling the Non-tariff barriers/market access of Food, Agricultural and Marine products.
- Incentives/packages offered by the Sultanate of Oman for investors in Food, Agricultural and Marine product sector in Oman.

c) Strategy for Food, Agricultural and Marine product sector in Oman

- USP of Indian companies in the Oman for Food, Agricultural and Marine products and positioning strategy
- India's strategy for effectively entering Oman for export of Food, Agricultural and Marine products
- Forecast of future growth opportunities and scope for export by Indian companies in Food, Agricultural and Marine products sector in Oman

d) Market Segmentation:

- Break down the Oman market into segments, such as crop types, livestock, aquaculture species, and processed products.

e) Supply Chain Analysis:

- Analyze the supply chain from producers to consumers, identifying key players, including farmers, processors, distributors, and retailers in Oman.

f) Demand Analysis:

- Explore the current and future demand for Food, Agricultural and Marine products in Oman
- Identify consumer preferences, trends and factors influencing consumption patterns

g) Pricing and Cost Analysis:

- Investigate pricing trends and fluctuations in these sectors.
- Assess the factors affecting pricing, including production costs, market competition, and external factors like weather conditions.

h) Competitive landscape:

- Examine key players in each sector and their market share.
- Analyze their production capabilities, distribution networks, and branding strategies.

h) Regulatory Environment:

- Discuss relevant regulations, standards and certifications governing the production and distribution of these products.

- Evaluate the impact of government policies on the sectors.

i) Market Trends and Challenges:

- Identify current trends, such as organic and sustainable farming, health-conscious consumer choices, and eco-friendly packaging.
- Highlight challenges, including climate change, disease outbreaks, and international trade issues.

j) Consumer Behaviour and Preferences:

- Investigate consumer demographics, behaviours and preferences, including factors that influence purchase decisions.

k) Distribution Channels

- Examine the various distribution channels, including wholesale, retail, e-commerce, and export markets.
- Assess the efficiency and challenges within these channels.

l) Market Entry and Expansion Strategies:

- Provide recommendations for market entry or expansion for businesses or entrepreneurs looking to enter these sectors.

m) Export and International Market Opportunities:

- Analyse export potential, market access, and opportunities for Indian exporters in each sector in international markets.

n) Environmental impact and sustainability:

- Explore sustainable farming and fishing practices, environmental concerns, and the importance of eco-friendly initiatives

o) Technology and Innovation:

- Discuss technological advancements and innovations that are driving the sectors, such as precision agriculture, aquaculture automation, and biotechnology

p) Future Outlook:

- Provide a Projection of future trends, challenges, and opportunities in the Food, Agricultural and Marine products sector in Oman.

q) Conclusion and recommendations:

- Summarize the key findings and provide recommendations for stakeholders, including potential areas for growth, investment or diversification.
- Executive Summary of the report should be a part of the report

Eligibility Criteria :

a) The firm should possess all necessary registration and certificates required under local regulations.

b) The firm should have minimum 5 years of work experience in the market study field and the history of working on the Oman market report.

c) Period of completion for the **work is 2 months from the date of commencement**, including the feedback sessions.

d) Price quoted should be on an all-inclusive basis and shall include the cost of all services, personnel, material, delivery, etc. inclusion/exclusion of all levies/taxes, where applicable, should be clearly specified.

e) Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and cost.

f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.

g) Bidders should quote for all the scope of work altogether, done from one company.

h) Bids should remain valid for acceptance for 90 days from date of closing without any price escalation for whatever reasons.

i) Once the tender is awarded, the winning bidder will have to complete the task **strictly within 2 months of award of work.**

j) No Advance or down payment will be made to the successful bidder. The Payments to the selected bidder would be through bank transfer on satisfactory completion of work.

k) The Embassy of India will have exclusive IP rights on the report. The language of the report should be in English.

Bid System

(a) The Company shall submit its quotations in two separate sealed envelopes, namely (a) **First Envelope**–super-scripted “Technical Bid for Market study on Food, Agricultural and Marine products”; and (b) **Second envelope**– super-scripted “Financial Bid for Market study on Food, Agricultural and Marine products in Oman”. It should also be super-scripted at the bottom left corner of the envelopes with full name, postal address, fax, email, telephone number of the bidder.

(b)The sealed bids shall be submitted to The Head of Chancery, Embassy of India, Muscat by 20 November, 2023 by 1700 PM.

(c) Any clarification on the scope of work may be sought by email at email id sscom.muscat@mea.gov.in before 16th November 2023.

(d) Bids may be sent by hand in person or by speed post/courier. Bids received by fax/email shall not be accepted.

(e) Bids received after the closing date and time 20 November 2023 at 17.00 PM as prescribed in the tender notice shall not be accepted.

(f) **Earnest Money Deposit (EMD):** The Earnest Money Deposit (EMD) of **OMR 100/- (Omani Rial One hundred only)** in the form of Account Payee Demand Draft/Pay Order/Bank Guarantee drawn in favour of “Embassy

of India, Muscat” is required to be submitted along with tender bids (**inside technical bid folder**). Bids shall not be considered in case the EMD is not submitted and would be rejected summarily.

(g) Bids shall be opened on the date and time as given below in the presence of the authorized representatives of the companies, who may wish to attend. The technical bids shall be opened on 21st November 2023. Financial bids of only of those companies who have qualified in the technical bid stage shall be considered.

Events	Date	Time (Oman Local Time)
Date of Publishing	29/10/2023	1500 AM
Bid submission Start date	30/10/2023	1500 AM
Bid Submission End date	20/11/2023	1700 PM
Technical Bid opening Date	21/11/2023	1500 AM
Financial Bid opening Date	To be intimated later	-

Terms & Conditions:

i) The Tender issuing authority reserves the right to withdraw / cancel the Tender for any reasons whatsoever after publication / award of contract.

ii) The Tender notice issuing Authority reserves the right to accept or reject any or all the Tenders without assigning any reasons whatsoever.

iii) The companies will be shortlisted for participation in the tender on the basis of their technical bids. The financial bids of only the eligible companies so shortlisted will be considered. All submitted bids shall be confidential and will remain with the Embassy. The decision of the Embassy in this regard will be final . The Embassy reserves the right to reject any bid without assigning any reasons.

iv) The tendering authority reserves the right to accept any tender not necessarily the lowest, reject any tender without assigning any reasons.

v) Successful bidder has to provide ten (10) hard bound color printed copies and fifty (50) soft copies in USB drive of the final approved report.

Interested parties may forward their sealed quotations (Technical and Financial bid in separate sealed envelopes) on the letterhead of the company on or before 20 November 2023 to :

Head of Chancery
Embassy of India, Muscat
Diplomatic Area, Jamiat Al Dowal Al-Arabia Street,
Diplomatic Quarters, Al-Khuwair, PO Box No.1727,
Postal Code 112, Ruwi, Sultanate of Oman.

**Praveen Kumar
Head of Chancery
Embassy of India, Muscat
Tel: +968 24684393
Email: sscom.muscat@mea.gov.in**

(To be submitted with Technical bid)

To,
Head of Chancery
Embassy of India,
Muscat

Dear Sir/Madam,

I/We, representative(s) of M/S_____ solemnly
declare that:-

a) I/We are submitting tender for COMMISSIONING OF MARKET RESEARCH REPORT ON 'Food, Agricultural and Marine products of Oman- Opportunities & Potential' against tender Notice No. MUS/Com/209/1/2023 dated 29-10-2023.

b) All information furnished by me/us in respect of fulfillment of eligibility criteria and other information given in this tender is complete, correct and true.

c) All documents / credentials submitted along with this tender are genuine, authentic, true and valid.

d) The Price – Bid submitted by me / us is "Without Any Condition".

e) I/We have not been banned /de-barred by any Government or Quasi Government agencies or PSU's.

f) In any information or document submitted is found to be false / incorrect, Embassy may cancel my/our Tender and can take any action as deemed fit including termination of the contract, forfeiture of all dues and blacklisting of my/our firm and all partners of the firm etc.

g) All the terms and conditions of the tender are acceptable to us.

h) Earnest Money Deposit (EMD) of OMR 100/- (Omani Rial One hundred only) in the form of Account Payee Demand Draft/Pay Order/Bank Guarantee drawn in favour of "Embassy of India, Muscat" is attached with the Technical bid offer.

Yours sincerely

(Signature of Tenderer)

with company seal.

Date :

CONTACT DETAILS FORM

Bidder's description format summary
(To be submitted with Technical bid)

Name of the Bidding Firm	
Name of Partner(s) & Nationality	
Name of the Authorized Signatory	
Nationality	
Passport No.	
E Mail ID	
Telephone No.	
Fax No.	
Year of Incorporation	
Registration No.	
Service tax no.	
Registered Office & Address	
Branch offices in (with address and Contact details) if any	
Average Annual turnover in the <i>last five</i> financial years	
Total Staff Strength <i>with Nationality of Employees</i>	

Total Technical staff percentage	
Nationality of Staff working in Company and to be deputed for work	

DETAILS ABOUT KEY PERSONNEL OF THE BIDDING COMPANY (With ID proof/supporting documents)

1.

2.

3.

4.

5.

(Signature of Tenderer)

with company seal

Date :

Financial Bid

Proforma for Financial bid

To,
Head of Chancery,
Embassy of India,
Muscat

Dear Sir,

Sub : Financial bid for COMMISSIONING OF MARKET RESEARCH REPORT ON ' Food, Agricultural And Marine Products Sector of Oman- Opportunities & Potential' vide TENDER NO. MUS/COM/209/2/2022.

_____ (Name of the Company) proposes to undertake the work of MARKET RESEARCH REPORT ON 'Food, Agricultural And Marine Products SECTOR OF THE OMAN- OPPORTUNITIES & POTENTIAL' at a total cost of_____ (amount in words) payable after completion of the work. The cost is all inclusive of tax and rates.

2. We are bound by this offer if the Tender is awarded to us.

For and on behalf of:

Signature (Authorized Signatory)

Designation:

Date :