

Request for Proposals Competitive Analysis

About amfori:

As the leading global business association for open and sustainable trade, we bring together over 2,000 retailers, importers, brands and associations from more than 40 countries. Our membership contains organisations of all sizes and all sectors with a combined turnover of more than one trillion euros. Our mission is to enable each of our members to enhance human prosperity, use natural resources responsibly and drive open trade globally.

Purpose of Competitive Analysis:

The Competitive Analysis will serve as input to the strategy and innovation plan of amfori.

Expectations:

amfori will provide an excel file with an initial list of approximately 60 organisations working in the sustainability / responsible sourcing / advocacy space with some initial research into the scope of their activities and organisational structure. The request for further support and analysis includes:

- Review the excel file add other organisations/criteria/data that we may have missed
- Verify the data at a high level to check for any inconsistencies
- Analyse the information and provide a report and recommendations
- Propose best practices on setting up an internal methodology for a periodic competitive analysis.

Timeline:

RFP Launch date: 15th April 2019

Deadline for submissions: 12th May 2019

Start Date: 3rd June 2019

Expected Delivery date: 1st July 2019

Please submit proposals (or any questions) to:

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