

Request for Proposal

For New Ecommerce Venture By Videocon Group

**Digital Marketing Campaign
(Pre-Launch and Post Launch)**

18th February, 2012, Saturday

Table of Contents

1. Summary	3
2. Proposal Guidelines and Requirements.....	3
3. Evaluation Criteria.....	4
4. Contract Terms.....	4
5. Company, Business Background and Target Market.....	4-6
6. Objectives.....	6-7
7. Budget.....	7
8. Scope Of Work.....	7
9. Time Frame.....	7
10. Agency Information.....	8
11. Agency Proposed Solution.....	8
12. Basic Summary of the Solution.....	8
13. Details on Proposed Solution.....	8
14. Proposed Budget.....	8
15. List Of Deliverables.....	8
16. Ownership.....	8
17. Team Working on This Project.....	9
18. References.....	9

Information for Agencies:

1. RFP SUMMARY

We are accepting proposals to Strategize and Execute our Digital Marketing Campaigns for up-coming Multi-Brand, Multi-Category eCommerce Portal. We are going to sell ONLY International Brands at affordable prices. This will be a concept to strategize and execute our Pre-Launch and Post Launch Digital Marketing Activities. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The Portal is under development; hence you will not be able to get any sneak peak.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

- This is an open and competitive process.
- Proposals received after 18:00 IST, 24, Friday 24, 2012, will not be considered and will be returned unopened.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- If you wish to submit alternate solutions, please do so.
- The price you quote should be inclusive of Service Tax and other surcharges.
- If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of additional skilled manpower on contractual basis you must clearly state this in your proposal. Your employees must be identified and the work they will perform must be defined. In your proposal please provide the name, and contact information of the employee hired for this project on contract basis. We will not refuse a proposal based upon the use of contractual employees; however we retain the right to refuse the contractual employees you have selected.

- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. EVALUATION CRITERIA

The following criteria will form the basis upon which we will evaluate proposals. The mandatory criteria must be met and include:

- Three (3) copies of your proposal must be received no later than 18:00 IST, Friday, Feb 24th, 2012. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

4. CONTRACT TERMS

We will negotiate contract terms upon selection. All contracts are subject to review by Videocon Group's highest authorities, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

5. COMPANY, BUSINESS BACKGROUND AND TARGET MARKET

5.1 Company

Videocon group has emerged as a USD 4 Billion global conglomerate continuing to set trends in every sphere of activities.

Today our group operates through 7 key sectors:

- Consumer Electronics & Home Appliances
- D2H
- Videocon Mobile Phones
- GSM Mobile Services
- Oil & Gas
- Display industry and its components
- Colour Picture Tube Glass
- Consumer Electronics & Home Appliances

We enjoy a pre-eminent position in terms of sales and customer satisfaction in many of our consumer products like Colour Televisions, Washing Machines, Air Conditioners, Refrigerators, Microwave ovens and many other home appliances, selling them through a Multi-Brand strategy with the largest sales and service network in India.

5.2 Background

Videocon Group is starting with a new venture in ecommerce. This will be Multi-Brand, Multi-Category ecommerce Portal. To Name some of our important categories: Electronics, Mobile, Gadgets, Perfumes, Watches, Music, Movies, Gaming Consoles, Gaming CDs and so on... We will sell ONLY INTERNATIONAL BRANDS on this portal.

The PRIME Objective behind this ecommerce Project is to get International Brands in reach of common man, with AFFORDABLE PRICES, without compromising on Delivery, Quality of the Product, Warranties, and Customer Service.

We are currently under Development phase; the expected Launch Date is: **1st Week of April 2012**. We want to pre-define our Digital Marketing Activities for pre-launch and post launch for this portal. For Agencies opportunity exists to build the Brand from the Scratch; however the campaigns better reflect the mission of the New Venture and incorporate the Creative Ideas and latest Digital Technologies.

5.3 Target Market

Our Target Market is both men and women. We will cater to mass across the country with promises to offer seamless online shopping experience and merchandise of international standards.

Our Target Market is:

- Sex: Both Men and Women
- From: Metro Cities and Tier 2 Cities
- Age Group: 21 – 40
- BQ: Brand Quotient, who is more inclined towards buying Branded Products.

- Competitors: Someone who is already buying Branded Products online. Someone who's already a customer for Fashionandyou.com, FreeCultr.com, Fetise.com, FlipKart.com (only for International Brands).

6. OBJECTIVES

The Objectives are defined under 2 phase of this project

6.1 Pre-Launch – Primary Goal

a) Communication

- a. Take company's message ("Made in Abroad, Priced in India") to the Mass in clear, concise and creative manner.
- b. Create Buzz and Viral before Pre-Launch
- c. Stimulate interest and Curiosity
- d. Encouraging Trail
- e. Promoting Purchase
- f. Engagement on Social Media Platforms

b) Transition

- a. Generate Leads
- b. Move Customers Closer to the Point of Recommending their Friends and Generate more Leads
- c. Give us information about their expectation from this portal, preference when it comes to online buying.
- d. Downloading of promotional discount offers
- e. Signing up for mailings and catalogues
- f. Joining mailing lists

6.2 Post Launch – Secondary Goal

a) Transaction

- a. Generate Sales through Digital Marketing Campaigns
- b. Promote Special Offers and Deals

b) Transition

- a. Generate Leads
- b. Move customers closer to the point of purchase

c. Give information about the products that they wish to see or buy on the website

c) Communication

- a. Keep the Buzz ON and Viral post-launch
- b. Stimulate interest and Curiosity
- c. Encouraging Visits to Website
- d. Promoting Purchase
- e. Engagement with Customer and Potential Customers through Digital Platforms

7. BUDGET

If you can Scale your Deliverables higher than our expectations, Budget is not a constraint.

8. Scope of Work

Integration of Online Channels which has impact on Traffic on Website, Sales and Online Reputation

- a) SEO
- b) AdWords
- c) Email Marketing
- d) Affiliate Marketing
- e) Display Advertisement(NO Impressions, PPC)
- f) Mobile Marketing(Applications, Mobile Ads, iAds, Mobile Website)
- g) Social Media(Facebook, Twitter, Blogging, YouTube)
- h) Online Reputation Management

We are open to any more suggestions of Digital Platforms that can be used for this project.

9. Time Frame

- a) Proposals Submission: 24th February, 2012
- b) Initiate Pre-Launch Campaigns: 1st Week of March 2012
- c) Portal Launch Date: 1st Week of April 2012

10. Agency Information:

- a. Company Background
- b. Quick Overview of Services and Capabilities
- c. Management or Key Personal Bios
- d. Contact Information

11. Agency's proposed Solution

12. Basic summary of the Solution

- a. Solutions Methodology/Process
- b. Development & Execution Plan
- c. Lists of Tasks
- d. Time Lines
- e. Expected Results from the Campaign

13. Details on Proposed Solution

- a. Original Ideas – Strategy, Creative, Etc
- b. Features and Functionality
- c. Options and Add-ons
- d. Scalability
- e. Technical Requirements
- f. Support from Videocon

14. Proposed Budget

- a. Cost of Services
- b. Cost of Development
- c. 3rd Party Cost(in case of additional applications, add-ons)
- d. Support and Maintenance

15. List of Deliverables

16. Ownership

17. Team working on this Project: For

- a. SEO
- b. AdWords
- c. Email Marketing
- d. Affiliate Marketing
- e. Display Advertisement(NO Impressions. ONLY PPC)
- f. Mobile Marketing(Applications, Mobile Ads, iAds, Mobile Website)
- g. Social Media(Facebook, Twitter, Blogging, YouTube)
- h. Online Reputation Management

18. References

- a. Show examples of Previous work
- b. Provide Client References
- c. List award/accolades and special achievements

Thanks & Warm Regards

Mohit Laamba

mohit.lamba@next.co.in

Mobile: +91-9958823316