

Apparel Export Promotion Council



Request for Proposal for Study on Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy

Date: 11 November, 2020

Important Dates

1	Issue of RFP	11 November, 2020
2	Last date & time for submission of RFP	24 November, 2020 , 12:00 Noon
3	Date & time of opening of Technical Bids	24 November, 2020 , 3:00 PM
4	Date of presentation and Opening of Financial Bid of qualified bidders, after presentation	To be decided by committee

1. Apparel Export Promotion Council & Embassy of India, Washington, DC, USA propose to do a joint study on “Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy

- i. **About Apparel Export Promotion Council (AEPC):** AEPC is the official body of Apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/ international buyers who choose India as their preferred sourcing destination for garments. AEPC has contributed towards

Integrating the entire industry, Training the workforce, Facilitating Apparel exporters to showcase their best products at domestic fairs as well as to highly visible international fairs around the world & providing market intelligence and policy advocacy

- ii. **Embassy of India in Washington, D.C, USA** - The Embassy of India in Washington DC is the diplomatic mission of India to the United States. One of its major functions as an integral part of its diplomatic activities is promotion of bilateral trade and commerce

2. Request for Proposal is invited from reputed agencies for Study on Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy as per the Terms of Reference attached at Annexure-I
3. Request for Proposal should be submitted on email: **tender@aepcindia.com** by **12.00 Noon on 24 November, 2020**
4. For any further queries in this regard please contact Mr. R K Sharma, DSG, AEPC at Phone: 0124-2708026

Terms of Reference

1. Background

Apparel Export Promotion Council (AEPC) & Embassy of India, Washington DC, USA propose to do a joint study on “Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy”.

USA is the Top destination of Apparels Exports for India which worth USD 4.4 bn with a share of 26.8% in Total India’s Apparel Exports of USD 16.2 bn. in 2019. Apparel is the major components exported to USA from India, it contributes 8% in India’s Total exports.

Recognizing the changes in Global sourcing preference of USA and the opportunity it offers for enhancing India’s Apparel exports to USA, it is proposed study the various parameters that can impact the opportunity and strengthen India’s access to USA market

In this regard we are seeking the services of qualified firms for doing the Study on Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy

2. Objective of the Study- The qualified firm will be conducting an extensive study on Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy

3. Scope of Services:

The agency will prepare a study report on “Market for Indian Apparel in United States – Trends, Potential, and Expansion Strategy”.

3.1 India-U.S. Apparel Value Chains

A detailed analysis of India-U.S. apparel value chains, including but not limited to:

- 3.1.1 Historical trends in India-U.S. bilateral trade, unit and value wise
- 3.1.2 Historical trends in India-U.S. trade in apparel, unit and value wise
- 3.1.3 Product profile of India's apparel exports to U.S., at country and state level
- 3.1.4 Description of the actors/stakeholders in the India-U.S. apparel value chain, including modes of sales, transportation, among others

3.2 India's Apparel Industry

A detailed analysis of trade data to understand trends, including but not limited to:

- 3.2.1 Global patterns of India's total apparel exports at country and state level
- 3.2.2 Product profile of India's apparel exports to the world
- 3.2.3 SWOT analysis with respect to top-ten global apparel exporter countries and recommendations thereof
- 3.2.4 Special topics: Impact of Covid-19 on India's apparel industry

3.3 U.S. Apparel Market

A detailed analysis of trade data to understand trends, including but not limited to:

- 3.3.1 Global patterns of U.S. apparel imports at national and state level
- 3.3.2 Product profile of total apparel imports into the U.S. markets at national and state level
- 3.3.3 Special topics:
 - 3.3.3.1 Impact of Covid-19 on apparel supply chains and opportunities for Indian exporters
 - 3.3.3.2 New demand trends, for example Sustainable Apparel - premium for it, positioning, prospects etc.
 - 3.3.3.3 Market overview for traditional Indian clothing

3.4 Market Expansion Strategy

Creation of an actionable market expansion plan with focus on market penetration and market development, including but not limited to:

- 3.4.1 Identification of opportunities, including but not limited to:

- 3.4.1.1 Identification of potential opportunities for Indian apparel exporters in U.S. markets through a buyer survey or similar method, representing:
 - 3.4.1.1.1 Buyers across U.S. geographic regions
 - 3.4.1.1.2 Buyers by scale of operations and revenue – small, medium, large
 - 3.4.1.1.3 Buyers in special categories - Indian traditional clothing products; organic/man-made fiber/sustainable clothing etc.
- 3.4.1.2 Identification of Post-Covid-19 opportunities due to disruption in global supply chains - demand changes (short and long term), pricing changes, among others.
- 3.4.2 Strategy to seize identified opportunities, including but not limited to:
 - 3.4.2.1 Buyer survey to include questions to assess U.S. perception on India’s apparel exporters, including:
 - 3.4.2.1.1 U.S. buyer constraints on sourcing from India
 - 3.4.2.1.2 U.S. buyer expectations from India’s apparel exporters
 - 3.4.2.1.3 Other parameters indicated in the Scope of Services
 - 3.4.2.2 Recommendations to make India’s apparel exports competitive in U.S. markets, focused on all stakeholders in the value chain
 - 3.4.2.3 Exploiting technology including e-commerce marketplaces
- 3.4.3 Special topics: Recommendations for protection of Indian apparel exporters’ interests in U.S. against defaults, Chapter 11 filings, etc. through cost effective risk management solutions, among others

4 Project Methodology

The selected agency will propose a methodology for approval which will meet the Scope of Services and Objective.

5 Project Timeline:

- 5.1 The draft report would be delivered to AEPC in a time period of 4-8 weeks from the signing of the engagement agreement.
- 5.2 Thereafter, the revised and final report will be delivered in a period of 2 weeks from the date of receiving comments and suggestions.

6 Eligibility Criteria

- i. National / International reputed agencies/firm registered under the Societies Act / Companies Act/Limited Liabilities Partnership Act
- ii. Minimum Experience – Should have been working in the same domain for a minimum of 5 years. This should be supported by satisfactory work completion letters/certificates from the clients clearly showing the name and designation of the person who has signed the letter/certificate.
- iii. A copy of the award of the contract and proof of the final instalment released will be accepted for completed projects. The name and designation and contact number of the client for whom the work has been done should be furnished since the AEPC reserves the right to verify the proof given. The successful agency should ensure that the completion letters/certificates from clients for whom the work was done are furnished before the signing of the contract with the successful agency
- iv. **Minimum Turnover: Indian Rs 10 Crore average in the last 3 years.** Audited Balance sheet and Income statements should be submitted for the last three financial years
- v. Minimum Employee **strength on the permanent rolls of the Company should be 50 and a dedicated team core team shall be assigned for the project. The details of core team shall be furnished separately along with the cover letter. Since, the study involves a substantial amount of primary and secondary research in USA. The applicants shall have to demonstrate access to such information through their own office in USA or through collaboration in USA, the agency may have some collaboration with firms in US to coordinate this study/project.**
- vi. An undertaking (self-certificate) that the agency hasn't been blacklisted by a central / state Government institution.
- vii. Details of third party control/sub-contract; if any

Related documents in evidence of above point no. i to vii shall be provided by the Agency at the time of presentation.

7 Selection Process

- i. Shortlisted agencies/firms on the basis of Eligibility Criteria at Point No. 6 will be called for a **presentation before AEPC.**
- ii. The presentation will have detailed roadmap of how the agency is going to complete the study, previous projects of the agency, details about the team and other related information
- iii. The Financial Bid will be opened only for the agencies selected during the presentation.
- iv. The selection of the Agencies/Firms will be primarily on the L1 basis only.

8 **Consultancy Fees:** Interested agencies are requested to propose their consultancy fees (All inclusive) in INR. The quote should be valid for the 6 months from the date of submission of Request for Proposal

9 Procedure for submission of bids

- i. Proposal should be submitted on email: tender@aepecindia.com.
- ii. The scanned copy of cover letter on company's letter head detailing the company's interest and eligibility (in accordance with criteria detailed in clause 6 above) should be submitted.
- iii. The financial quote should be submitted as an attachment as per format give in Annexure II, with the cover letter detailing the financial heads considered and all inclusions. Exclusions, if any, should also be mentioned separately. The Financial Bid submitted should be password protected and password shall be provided at the time of opening of Financial Bid

10 **Conflict of Interest:** An Applicant shall not have a conflict of interest that may affect the selection process or the consultancy. An applicant found to have a conflict of interest shall be disqualified during the bidding process or the consultancy terminated after the issue of LOA, as the case may be.

11 Right to reject any or all Proposals:

11.1 AEPC reserves the right to reject any Proposal if:

- i) at any time, a material misrepresentation is made or uncovered, or
- ii) the applicant does not provide, within the time specified by AEPC, the supplemental information sought by the AEPC for evaluation of the Proposal.

11.2 AEPC reserves the right to reject or accept any or all application(s) without assigning any reason(s).

11.3 AEPC reserves the right not to proceed with the study without assigning any reason(s)

11.4 AEPC reserves the right to cancel the tender without assigning any reason(s)

11.5 AEPC reserves the right to alter the functionalities/specifications & timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

12 Arbitration - If any dispute or difference of any kind whatsoever arises between AEPC and the selected agency, the same shall be referred for arbitration to Chairman-AEPC & Embassy of India, Washington, USA as sole arbitrator and their decision shall be final and binding on all the parties.

13 Proprietary data: All documents and other information provided by an Applicant to AEPC shall remain or become the property of AEPC & Embassy of India, Washington, USA. Applicants are to treat all information as strictly confidential. AEPC will not return any Proposal or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the Agency to AEPC in relation to the assignment shall be the property of AEPC & Embassy of India, Washington, USA.

14 Appropriation of Performance Security: AEPC shall have the right to appropriate the performance security, in whole or in part, without notice to the Agency in the event of breach of Agreement or for recovery of liquidated damages.

Financial Bid

S. NO.	Particulars
1	Name of the Company Name & Designation of the Contact Person Mobile No. of Contact Person e-mail address
2	Fee Quotation Professional Fee Logistic Charges Other Charges Total Charges Including All the cost incidence_____ Exclusions, if any_____

The above Financial Bid shall be submitted on company's letter head and should be password protected and password shall be provided at the time of opening of Financial Bid.