

tender documentation

Recruitment for Partner Company

~Japanese Sake Promotion on Malaysian E-commerce Site~

JETRO collaborates with a potential Japanese sake importer to run a Japanese sake promotion campaign on Malaysian E-commerce site in order to support Japanese sake breweries and Japanese exporters in expanding their business to Malaysia and boosting their sales. JETRO is finding potential Japanese sake importer which can meet below conditions and conduct the project as per requested by JETRO.

Project Outline

1. Project details  
JETRO collaborates with partner company to run a Japanese sake promotion campaign on a Malaysian E-commerce site.
- (1) Target products  
Japanese sake imported from Japan
- (2) Number of promotion products  
Minimum 100 products but JETRO can support in promoting unlimited number of products as long as the promotion expenses borne by us stay within the approved budget
- (3) Promotion venue  
E-commerce site in Malaysia which is owned by the partner company
- (4) Promotion duration  
Maximum about 4 weeks (decided upon consultation with JETRO)
- (5) Promotion time period  
In January 2021 (decided upon consultation with JETRO)
- (6) Promotion strategy/method  
Decided upon consultation with JETRO
- (7) Sales result report  
The partner company needs to compile the sales result and submit a report in the format decided by JETRO.
- (8) Project schedule (from NOV 2020 to FEB 2021)

Date	Contents
NOV	Recruit a potential partner company by JETRO
DEC	Select partner company by JETRO
DEC	Partner company conducts online business meetings with Japanese companies through the arrangement of JETRO and procures at least 3 promising products
DEC	Decide on the promotion products (upon consultation with JETRO)
DEC	Decide on the promotion content (upon consultation with JETRO)
JAN	Partner company runs Japanese sake promotion campaign on its E-commerce site
FEB	Partner company reports sales result to JETRO
FEB	JETRO makes payment for the promotion expenses based on invoice

## 2. Partner company conditions

Partner company needs to meet below conditions

- (1) Based in Malaysia
- (2) Having Malaysian E-commerce site
- (3) Handling over 100 Japanese sake on own Malaysian E-commerce site
- (4) Having ability to conduct Japanese Sake Promotion while strictly complying with specification of Appendix 1
- (5) Having ability to communicate in English

## 3. How to register and deadline

Completing and submitting all sheets of Appendix 2 to below JETRO Email address **by 17:00 PM 2 DEC 2020 (Wed).**

\*Please read carefully the specification of Appendix 1 before submitting your application.

## < Application submission >

JETRO Email address: [MAK@jetro.go.jp](mailto:MAK@jetro.go.jp) CC: [takayoshi.yamada@jetro.go.jp](mailto:takayoshi.yamada@jetro.go.jp) , [yenyi.lim@jetro.go.jp](mailto:yenyi.lim@jetro.go.jp)

## 4. How to decide on the partner company

JETRO comprehensively considers the following criteria to determine and select partner company

- ① Quoted price stated by the applicant company for carrying out promotions in Appendix 2

## 5. Partner company selection result announcement date and number of selected company

JETRO will select only one company as the partner company and inform candidate the result of selection by 3rd DEC 2020 (Thu).

## 6. Contract period

From contract date to 31 March 2021 (Wed)

## 7. Contact information

JETRO Kuala Lumpur Office (Ms. Yen, Mr. Yamada)

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