

Specifications of Services

Promotion Activities for Japanese Liquor in Australia

Jetro Sydney
24th October 2022

1) Title of Services

Promotion Activities for Japanese Liquor in Australia

2) Contract Period

From approval of tendering process through to the 28th of February 2023.

3) Overview and Intent of Project

Japanese liquor products such as sake and shochu have been increasing in popularity in overseas markets over the past decade.

Promotional activities in Australia aim to continue the interest and momentum of sales to both new and repeat customers.

4) Country of Implementation

Australia

5) Scope of Subcontracted Services

Conduct activities below by partnering with Australian distributor/wholesaler/retailer(s) of Japanese liquor products.

Increase Brand Awareness - Raise awareness and promote Japanese liquor products through in-store activities, advertisements, and events. Target not only customers who are already familiar with Japanese liquor such as Japanese and Asian, but broader customers.

Educate, Engage, and Excite – Provide information to stores offering Japanese liquor products designed to increase understanding and empower staff to conduct promotional activities.

6) Expected Outcome

Conduct a number of varied events and promotional activities designed to meet the scope of the contract.

7) Fees and Expense Conditions

180,000 AUD (GST included) is the maximum amount to be paid by Jetro.

Applications are strictly to be kept with the instructions below and when trying to use in other ways than written below, JETRO is to be informed in a timely manner and await further advice.

Due to the nature of this budget, free sample giveaway is not allowed, and some form of questionnaire/survey must be answered by customers who wish to receive samples.

Items you can include	Items you cannot include
<ul style="list-style-type: none">• Advertisement fee(In-store)• Advertisement fee(online)• Staff education/training fee• Purchase fee for items that are used/consumed solely for the promotional activities (such as disposable cups, pops...etc)	<ul style="list-style-type: none">• Discount on items• Meal fee (dinner, etc.)• Purchase fee for items that are not used/consumed solely for the promotional activities (such as furniture, electric appliances, etc.).

8) Report

A report to be submitted to Jetro by the end of the contract. It should include at least these items.

- Contents of the promotional activities
- Questionnaire/Survey results
- Customer reactions
- Figures and its growth for purchase of Japanese liquor items by the distributor/wholesaler involved. Growth is to be calculated between 2021(April2021-March2022) - 2022(April2022-March2023, estimate).

9) Working Language

English

10) Others

- Matters not specified in this set of specifications will be decided in consultation with JETRO.
- The final outcomes of the promotional projects are to be reported to and shared with JETRO (and the Japanese government).

11) Method of Selection of Service Provider

Overall evaluation

12) Deadline for the Submission of Proposals

7th November 2022

13) Format of Proposal

PowerPoint with no limit on the number of slides. However, the following items must be included

- Details and schedule of project implementation
- Past project achievements which are similar in nature to this project
- System of implementation
- Estimated fees (Please indicate separately)

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