Evaluation Form

Project Name :

Planning, preparation, and implementation of integrated marketing communications of Sake in Texas and Florida

Evaluator Name :

Signature :

Applicant Screening (Y or N)　　　　Evaluation Date :　　　／　　　／ 2025

		Applicant 1	Applicant 2	Applicant 3	Applicant 4
1	The applicant has an office or base in the US and primary project members are based in the US.				
2	The applicant is able to secure sufficient human resources and work hours for the project and respond promptly to requests from JETRO.				
3	The applicant is able to comply with all the requirements stated in SOW.				

Proposal Evaluation (5-point scale)

		Applicant 1	Applicant 2	Applicant 3	Applicant 4
1	The applicant fully understands JFOODO's marketing plan, and the proposal includes a thorough analysis of the marketing environment.				
2	The proposal is effective enough to achieve the objectives and marketing KPIs.				
3	The proposal includes a communication plan that effectively and efficiently utilizes owned media, paid media, and earned media, in which all actions/events are intertwined, in line with the customer journey of the target consumers.				
4	The proposal includes quantitative KPIs for each action/event, as well as the explanation of how each action/event contributes to the target consumers' attitude and behavioral changes, with their measurement methods clarified.				
5	The applicant has sufficient resources, networks, as well as prior experiences in performing work similar to this project.				

	Total points	**0**	**0**	**0**	**0**

1. Evaluators: 3 members of JETRO Los Angeles 2. Applicant Screening: If there is an N in any criterion, the applicant will be disqualified. 3. Proposal Evaluation: 5-point scale for each criterion for a total of 25 points. The applicant with the highest total score will be awarded the contract. 5 points: Very good 4 points: Good 3 points: Acceptable/Fair 2 points: Poor 1 point: Very Poor If the average of total scores is less than 15 points, the applicant will be disqualified.	Comment	Comment	Comment	Comment