



Request for Proposal (RFP)

by: AMREST TAG, S.L.

for: AMREST TAG, S.L., Procurement Department

ref: 2023-4567847

RFP released: [15 01 2024]

Deadline for Questions: [12:00 15 02 2024]

Deadline for Proposals: [12:00 15 03 2024]

AMREST TAG, S.L.

<https://www.amrest-franquicias.com/en/la-tagliatella>

Paseo de la Castellana, 163, 6º

28046 - Madrid

The opportunity

This RFP is issued by AMREST TAG, S.L. (Single-Member Corporation), a subsidiary of the AmRest Holdings, SE group (www.amrest.eu), tax registration no. (CIF): B-86072139. Registered Office: Paseo de la Castellana, 163, 6th floor. Madrid – 28046 - (Madrid). Companies Registry of Madrid: Entry 1 of page number 28.196, sheet 141, section 8 and page number M-509.656, referred to below as “the Buyer” or “we” or “us”.

The problem of manual and inefficient processes in the management of franchisor businesses in the Italian restaurant sector affects various stakeholders involved in the franchise system. These stakeholders include franchisors, franchisees, restaurant staff, and customers.

The impact of this problem is evident in several aspects of the franchise operations. Firstly, the lack of streamlined management processes leads to inconsistent business practices across franchise locations, resulting in variations in food quality, customer service, and overall brand experience. This inconsistency not only affects the satisfaction of customers but also hinders the growth and expansion potential of the franchise system.

Furthermore, the absence of a centralized platform for communication, training, and support adversely affects franchisees. They face difficulties in accessing up-to-date information, training resources, and guidance from the franchisor. Consequently, franchisees struggle to maintain operational efficiency, comply with brand standards, and achieve optimal profitability.

In addition to these challenges, the reliance on manual record-keeping and reporting systems introduces inefficiencies and errors in financial management, inventory control, and performance analysis. These inefficiencies impede data-driven decision-making and hinder the ability of the franchisor to monitor and support franchisee performance effectively.

A successful solution to this problem would yield several key benefits. Firstly, it would establish standardized processes and practices across all franchise locations, ensuring consistent quality, service, and brand experience for customers. This would enhance customer satisfaction and loyalty, leading to increased revenue and profitability for both the franchisor and franchisees.

Secondly, a digitized system would provide a centralized platform for effective communication, training, and support. Franchisees would have access to up-to-date information, training materials, and guidance, empowering them to run their businesses more efficiently and effectively.

Thirdly, the system would enable streamlined financial management, inventory control, and performance analysis. This would improve operational efficiency, reduce errors, and provide valuable insights to the franchisor for making data-driven decisions, optimizing resources, and supporting franchisees in achieving their business goals.

Overall, a successful digitization solution for franchisor businesses in the Italian restaurant sector would enhance the competitiveness, scalability, and profitability of the franchise system while fostering a consistent and exceptional brand experience for customers.

What we need

We need a computer system that has these functionalities:

1. Online Ordering Capability: Franchisees need the ability to offer online ordering to customers for convenient and efficient food ordering.

2. **Inventory Management:** Franchisees require effective inventory management to track stock levels, streamline procurement, and prevent stockouts or wastage.
3. **Menu Management:** Franchisees need efficient menu management to easily update and maintain their menu offerings across multiple locations.
4. **Training and Support Resources:** Franchisees require access to comprehensive training materials and support resources to ensure consistent operations and successful management of their restaurants.
5. **Reporting and Analytics:** Franchisees and the franchisor need robust reporting and analytics capabilities to gain insights into key performance metrics and make informed business decisions.

What we don't want

We are looking for Respondents with extensive and intensive experience in the digitization of franchises in the Italian restaurant sector certified, at least, with CMMI level two. Therefore, we do not admit:

1. Software development without the application of known methodologies.
2. The non-application of standards or misuse of them.
3. Solutions based on spaghetti code.

What's important to us?

The computer system we are looking for must meet the following non-functional requirements:

1. **Usability:** Ease of use, ease of learning, adhere to established usability standards, accommodate users from different regions and languages, meet accessibility standards
2. **Reliability:** High availability rate, minimize the frequency and severity of failures that impact user experience, have robust mechanisms in place to recover from failures and restore normal operations with minimal data loss or downtime.
3. **Performance:** Provide fast response times, capable of handling a high volume of concurrent user requests, sufficient capacity to handle the expected data volumes and support the growth of the franchise network an start up and shut down within reasonable time frames.
4. **Supportability:** Designed to accommodate future changes, upgrades, and enhancements, compatible with the required hardware, software, and network infrastructure, provide configuration options to adapt to specific business requirements, designed to handle increased user loads, data volumes, installation process should be well-documented, straightforward and provisions for ongoing support, maintenance, and troubleshooting to ensure its long-term viability and reliability.

Why should you bid?

The computer system we are looking for would be adaptable for the digitization of multiple franchises and constitute a domain in which the Respondents can reuse components in order to achieve the highest levels of quality in their products.

International Franchise Association (IFA) - <https://www.franchise.org/> in its 2023 Report highlights these important facts:

- The overall number of franchise establishments will increase by almost 15,000 units in 2023, or 1.9%, to 805,000 units in the U.S.
- Franchising will add approximately 254,000 jobs in 2023. Growing at 3.0%, total franchise employment is forecasted to reach 8.7 million.
- The total output of franchised businesses — the measure of total economic activity in nominal dollars — will increase by 4.2% to \$860.1 billion in 2023, up from \$825.4 billion in 2022.
- Franchises' GDP share of the overall economy will remain stable at 3%. Compared with 2022, franchises' GDP — the monetary value of all the finished goods and services produced within U.S. borders — will grow at a slightly slower pace of 4.2% to \$521.3 billion.
- Service-based industries and quick-service restaurants will witness higher growth than other industries.

A bit about us

AmRest in figures: 2380 Restaurants in 23 countries and 50000 employees.

At AmRest, we have spent more than 25 years implementing and proving this idea.

Since 1993, we have developed an extensive portfolio of brands that are leaders in their respective categories. We have spent more than 25 years successfully acquiring and developing own brands, such as La Tagliatella, Blue Frog and Sushi Shop. At the same time, and in tandem, we have created a solid portfolio of franchised brands, such as KFC, Pizza Hut, Burger King and Starbucks.

<https://www.amrest-franquicias.com/en/about-us>

SECTION 1: Key Information

1.1 Context

- a. This Request for Proposals (RFP) is an invitation to submit a Proposal for the AmRest Franchises, Procurement Department contract opportunity.
- b. This RFP is a single-step procurement process.

1.2 Our timeline

Here is our timeline for this RFP (all are Basque Country times and dates):

Respondent briefing session	10:00	15 01 2024
Deadline for Questions	12:00	15 02 2024
Deadline for us to answer questions		01 03 2024
Deadline for Proposals	12:00	15 03 2024
Presentations by shortlisted Respondents (indicative)		01 04 2024
Successful Respondent(s) notified (indicative)		15 04 2024
Expected start date of Contract (indicative)		01 05 2024

1.3 How to contact us

- a. Contact us through our Point of Contact via email ~~or the Government Electronic Tenders System (GETS).~~
- b. Our Point of Contact:

Name: Jon Etxebarria
Title/role: Head of the Procurement Department
Email address: j.etxebarria@amrest.com.

1.4 Developing and submitting your Proposal

- a. This is an open, competitive tender process.
- b. Take time to read and understand the RFP.
- c. Take time to understand our Requirements. These are in SECTION 2 of this document.
- d. Take time to understand how your Proposal will be evaluated. See SECTION 3 of this document.
- e. For resources on tendering visit <https://www.amrest-franquicias.com/procurement>
- f. If you have questions, ask our Point of Contact before the Deadline for Questions (see Section 1.2 above).
- g. Use the Response Form <https://www.amrest-franquicias.com/responseForm> to submit your Proposal.
- h. Complete **and** sign the declaration at the end of the Response Form.
- i. Use the Pricing Schedule <https://www.amrest-franquicias.com/pricing> for your pricing information.
- j. Check you have provided all the necessary information in the correct format and order.
- k. Submit your Proposal before the Deadline for Proposals.

1.5 Address for submitting your Proposal

Submit your Proposal to the following address: j.etxebarria@amrest.com.

We will not accept Proposals sent by post or delivered to our office.

Make sure you include all attachments and reference material. Make sure all pricing information is in a separate file.

1.6 Our RFP Terms

a. Offer Validity Period

By submitting a Proposal, the Respondent agrees that their offer will remain open for 6 calendar months from the Deadline for Proposals.

b. RFP Terms

By submitting a proposal, the Respondent agrees to the RFP-Terms described in <https://www.amrest-franquicias.com/RFPTerms>.

1.7 Later changes to the RFP or RFP process

- a. After publishing the RFP, if we need to change anything or provide additional information, we will let all Respondents know by contacting Respondents by email.

1.8 Defined terms

These are shown using capitals. You can find all definitions next to the RFP-Term.

SECTION 2: Our Requirements

2.1 Background

This procurement relates to the acquisition of a computer system that digitizes the franchisee of an Italian restaurant. Previously, our company, using email and documents, has done a limited quality management. Looking to the future, we need a comprehensive business management system that guarantees the highest level of customer satisfaction.

The problem of manual and inefficient processes in the management of franchisor businesses in the Italian restaurant sector affects various stakeholders involved in the franchise system. These stakeholders include franchisors, franchisees, restaurant staff, and customers.

The impact of this problem is evident in several aspects of the franchise operations. Firstly, the lack of streamlined management processes leads to inconsistent business practices across franchise locations, resulting in variations in food quality, customer service, and overall brand experience. This inconsistency not only affects the satisfaction of customers but also hinders the growth and expansion potential of the franchise system.

Furthermore, the absence of a centralized platform for communication, training, and support adversely affects franchisees. They face difficulties in accessing up-to-date information, training resources, and guidance from the franchisor. Consequently, franchisees struggle to maintain operational efficiency, comply with brand standards, and achieve optimal profitability.

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A successful solution to this problem would yield several key benefits. Firstly, it would establish standardized processes and practices across all franchise locations, ensuring consistent quality, service, and brand experience for customers. This would enhance customer satisfaction and loyalty, leading to increased revenue and profitability for both the franchisor and franchisees.

Secondly, a digitized system would provide a centralized platform for effective communication, training, and support. Franchisees would have access to up-to-date information, training materials, and guidance, empowering them to run their businesses more efficiently and effectively.

Thirdly, the system would enable streamlined financial management, inventory control, and performance analysis. This would improve operational efficiency, reduce errors, and provide valuable insights to the franchisor for making data-driven decisions, optimizing resources, and supporting franchisees in achieving their business goals.

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2.2 Key outcomes.

Key outcomes are about what we are buying and why. This RFP relates to the purchase of a computer system that digitizes the franchisee of an Italian restaurant.

As we have indicated in the previous paragraph, we propose to buy a computer system for the global digitalization of the franchise with the aim of improving its operation and performance. To do this, we need to control:

- Online Ordering Capability: Franchisees need the ability to offer online ordering to customers for convenient and efficient food ordering
- Inventory Management: Franchisees require effective inventory management to track stock levels, streamline procurement, and prevent stockouts or wastage
- Menu Management: Franchisees need efficient menu management to easily update and maintain their menu offerings across multiple locations.
- Training and Support Resources: Franchisees require access to comprehensive training materials and support resources to ensure consistent operations and successful management of their restaurants
- Reporting and Analytics: Franchisees and the franchisor need robust reporting and analytics capabilities to gain insights into key performance metrics and make informed business decisions.
- Brand marketing and advertising. The beneficiaries will be the franchisor and all the franchisees.

2.3 What we require from a Respondent:

a. track record

We are looking for Respondents with more than five years of experience in the global digitization of franchises

b. capability

We are looking for Respondents with knowledge and skills to build the different components necessary for the digitization of a franchise.

c. capacity

We are looking for Respondents with CMMI level 2 or higher certification.

d. solution

We are looking for robust and maintainable solutions that:

1. Meet standardized processes and practices across all franchise locations, ensuring consistent quality, service, and brand experience for customers.
2. A digitized system that provides a centralized platform for effective communication, training, and support.
3. The system has to enable streamlined financial management, inventory control, and performance analysis.

2.4 Other information

a. We estimate the quantity to be delivered is 1.

b. The proposal must be delivered to AMREST TAG, S.L.; Paseo de la Castellana, 163, 6º, Madrid

c. Payment will be on successful delivery of milestones at the end of the Contract

2.5 Contract term

We expect that the Contract will commence 05/2024. The anticipated Contract term and options to extend are:

Description	Years
Initial term of the Contract	1
Options for us to extend the Contract	2
Maximum term of the Contract	3

2.6 Contract value

We estimate the value of this Contract to be €100000 plus GST for the initial term, and €100000 plus GST in aggregate if all renewals and extensions are taken up.

2.7 Key deliverables

Description	Indicative date for delivery
<i>Online Ordering Capability</i> module/ Module acceptance / Project web completed	31 07 2024
<i>Inventory Management</i> module/ Module acceptance / Project web completed	31 10 2024
<i>Menu Management</i> module/ Module acceptance / Project web completed	31 12 2024
<i>Training and Support Resources</i> module/ Module acceptance / Project web completed	28 02 2025
<i>Reporting and Analytics</i> module/ Module acceptance / Integrated into prototype	31 04 2025
Product web / Product acceptance / <i>FranchiseConnect</i> product and project web	31 06 2025

2.8 Other tender documents

These documents are available to Respondents – they form part of this RFP. These include:

- a. RFP Response form.
- b. Pricing Schedule.
- c. List any other documents or useful information that you think will be relevant to the Respondent in relation to this RFP].

2.9 Delivery locations

We anticipate the Respondent will need to deliver the goods or services to these locations:

Location	What is being delivered here?
AMREST TAG, S.L.; Paseo de la Castellana, 163, 6º, Madrid	FranchiseConnect product and project web

SECTION 3: Our Evaluation Approach

This section sets out the Evaluation Approach that will be used to assess Proposals.

3.1 Pre-conditions

Each Proposal must meet the following pre-conditions. We will not consider Proposals which fail to meet these conditions.

Pre-conditions
1. The Respondents have legal and financial capacity.
2. The Respondents have commercial or operational capacity or capability to deliver.
3. The Respondents have appropriate technical skills or expertise or relevant experience
3.1. The Respondents has a valid CMMI or SPICE level 2 or higher accreditation.
3.2. The project documentation presented strictly complies with the CCII-N2016-02 standard
3.3. The development life cycle strictly complies with the OpenUP methodology

3.2 Evaluation model

Evaluation model
Price quality method
- $\text{Quality score} * 0.7 + \text{Price score} * 0.3$

3.3 Broader Outcomes

We will evaluate Proposals which promote Broader Outcomes. These may be social, environmental, cultural or economic.

3.4 Evaluation criteria

We will evaluate Proposals [which meet all pre-conditions] according to the following criteria and weightings.

Criteria	Weighting
Track record [past performance of organization and products].	4%
Capacity of the Respondent to deliver	5%
Proposed solution [see 2.2 section].	60%
Broader Outcomes	1%
Price	30%
Total weightings	100%

3.5 Scoring

Rating	Definition	Score
EXCELLENT	Respondent demonstrates exceptional ability, understanding, experience and skills. The Proposal identifies factors that will offer potential added value, with supporting evidence.	9-10
GOOD	Respondent demonstrates above average ability, understanding, experience and skills. The Proposal identifies minor additional benefits, with supporting evidence.	7-8
ACCEPTABLE	Respondent demonstrates the ability to meet the criteria, with supporting evidence.	5-6
RESERVATIONS	Satisfies only a minimum of the criteria but not all. Reservations about the Respondent to adequately meet the criteria. Little supporting evidence.	3-4
SERIOUS RESERVATIONS	Extremely limited or no supporting evidence to meet the criteria. Minimum effort made to meet the criteria.	1-2
UNACCEPTABLE	Does not comply or meet the criteria at all. Insufficient information to demonstrate the criteria.	0

3.6 Price

If a Respondent offers a substantially lower price than other Proposals, we may make enquiries or require additional evidence to verify that the Respondent can meet all the Requirements and conditions of the Proposed Contract for the price quoted. Note: Any claims made about price must be clear, accurate and unambiguous.

3.7 Due diligence

Due diligence is the investigation or exercise of care that a reasonable business or person is normally expected to take before entering into an agreement or contract with another party or an act with a certain standard of care

For shortlisted Respondents, we may:

- a. reference check the Respondent and any named personnel
- b. make other checks against the Respondent e.g. a search of the Companies Office or NZBN
- c. interview Respondents
- d. request Respondents make a presentation
- e. arrange site-visits
- f. test products
- g. inspect audited accounts for the last 5 financial years
- h. undertake a credit check
- i. undertake a Police check for all named personnel

3.8 e-Auction

We will conduct an e-auction with shortlisted Respondents. A publicly held sale at which contract is assigned to the highest bidder.

SECTION 4: Pricing information

4.1 Pricing information provided by Respondents

- a. The Pricing Schedule must show a breakdown of all costs, fees, expenses and charges.
- b. Where the price is based on fee rates, specify all rates, either hourly or daily or both as required.
- c. Respondents must show how they will manage risks and contingencies related to the delivery of the Requirements.
- d. Respondents must document all assumptions and dependencies that affect its pricing and/or the total cost to us. In other words, if the Respondent would expect us to pay more than the quoted price or estimate if particular assumptions or dependencies are not satisfied, the Respondent must call out those assumptions and dependencies.
- e. Respondents must tender prices in €.

SECTION 5: Our Proposed Contract

5.1 Proposed Contract

The Proposed Contract that we intend to use for this procurement is attached to this RFP

In submitting your Proposal you must let us know if you wish to question or negotiate any of the terms or conditions in the Proposed Contract or wish to negotiate new terms or conditions.

The RFP Response Form contains a section for you to state your position. If you do not state your position you will be deemed to have accepted the terms and conditions in the Proposed Contract in full.

[Attach the Contract here