# Introduction

This document is intended to help facilitate a workshop with participants in how to respond to a Request for Proposal (RFP) in a time-constrained and engaging way.

The document is broken down into the following sections:

* Workshop Agenda
* Workshop Rules
* Hidden Information
* Ideal Timelines
* Ideal Team Composition

# Purpose

# Workshop Agenda

The workshop is intended to last approximately 90 minutes for 7 teams of 7 participants in each team. For bigger or more teams, we suggest extending the time available. For fewer teams, we suggest keeping the time available the same, but allowing them more time to complete the response.

The agenda, with recommended timings, is as follows:

* Separate Participants into Teams (5 minutes)
* Introduce the RFP (5 minutes)
* Estimation (35 minutes)
* Submission & Playback (5 minutes per team – 35 minutes in total)
* Wrap-up, lessons learned, and award (10 minutes)

# Workshop Rules

Rules help create a fair environment for all to participate. The following rules have been created to make the workshop as fun and fair as possible:

* Each team may ask 3 private questions.
* Each team is allowed to ask as many questions publicly as they wish.
* Conferring with other teams will see both teams disqualified.
* Spying on competing teams will disqualify the cheating team.
* Conferring with, or bribing, a member of the “client” will see that team disqualified.

# Hidden Information

Hidden Information exists to provide additional information to facilitators to supply teams if a team asks a question that would elicit the response from the “client”. The aim of hidden information is to encourage teams to get as much information out of the “client” so that they can submit an accurate proposal.

Hidden information can be scoured from purplechocolatecompany.com for teams to find, in addition to asking questions.

## Proposed Innovation will have 3 flavours

The most popular Purple Chocolate Company flavours are:

* Alpine Milk
* Sicilian Pistachio
* Ginger Zest

## Target Customer(s)

The target customer market for Cocoa Eclipse are for those with cocoa allergies.

## Use of Factory Machinery

Despite the best intentions, Purple Chocolate Company still has on-going production lines and machinery needs to be scheduled in advance, even for limited production batch runs. There needs to be two months’ notice.

## Launch Deadline

Depending on when you run this workshop, there are four potential events that will dictate the launch deadline:

* Valentine’s Day (February)
* Easter (April)
* Halloween (October)
* Christmas (December)

As a rough rule of thumb, you will want to launch the product at least 2 months before the major event.

For the purposes of this workshop, it takes approximately 9 months to produce an innovation.

For example, if this workshop is run in April, you might want to consider Easter or Halloween (of the following year).

## Budget

Budget is arbitrary for this exercise and has been set at $500,000.

## Alternative Cocoa Product

Eclipsing Cocoa uses an alternative cocoa source and will need an additional 4 weeks of testing and approval, as it is currently an experimental

## Ingredient Sourcing

While not mentioned in the scope of the RFP, the successful vendor will also be responsible for sourcing the ingredients for the chocolate and must be in-keeping with the policy of Purple Chocolate Company. The impact of neglecting this information is that the proposed timelines will be too ambitious.

## Alternative Cocoa Product

Eclipsing Cocoa is an experimental alternative cocoa product that needs an additional 4 weeks of testing and regulatory approval. There is a risk that it wouldn’t be granted approval, but it is minimal as the base ingredients are all natural and pre-approved ingredients.

## Internal Team

Purple Chocolate Company has an experienced Master Chocolatier who is available for the majority for the project but is unavailable for a 10-week period due to a pre-booked sabbatical.

# Ideal Timeline

The following has been generated by Generative AI to give an indication of the length of time that it would take to produce a chocolate product from inception to production.

* Project Planning and Initial Meetings (1 week)
* Concept Development and Design (4 weeks)
* Ingredient Sourcing and Supplier Contracts (4 weeks)
* Prototype Development and Testing (6 weeks)
* Packaging Design (4 weeks)
* Small Scale Production Run (4 weeks)
* Market Testing (4 weeks)
* Scaling Up for Mass Production (8 weeks)
* Launch Preparation (4 weeks)
* Product Launch

# Ideal Team Composition

The following has been generated by Generative AI to give an indication of the number of roles that would need to be involved to produce a chocolate product from inception to production.

* Project Management Team (1 People)
* Product Development Team (3 People)
* Sourcing and Procurement Team (2 People)
* Quality Assurance Team (2 People)
* Marketing and Sales Team (3 People)
* Design and Packaging Team (2 People)
* Logistics and Distribution Team (2 People)
* Legal and Compliance Team (1 People)