# QualPro LTD.
# Request for Proposal
# Sales and Marketing Application

May, 2015

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## Summary

QualPro Ltd. (QualPro) is accepting proposals from agencies to design and develop a 'sales and marketing application'. The application will be in both English and Arabic. The application will be created from the ground up and will be based on the Request For Proposal (RFP), which includes application objectives, feature details and any subsequent meetings, conversations and email communication between the agency and QualPro.

## Proposal Guidelines

Proposals must be submitted by end of day Sunday, June 14th, 2015. Any proposal submitted after this date will not be considered.

The quoted fees are to be all inclusive. If any charges are excluded, the agency must provide a detailed list of excluded fees with an explanation for every item listed.

## Contract Terms

Once an agency is selected, an agreement detailing the terms, scope, budget and any additional relevant items will then be signed between the agency and QualPro. The signed Non-Disclosure Agreement (NDA) between QualPro and the agency will be incorporated into the contract.

Any work developed and launched by the agency for QualPro will belong to QualPro.

The 'sales and marketing' application has been conceptualized by QualPro. The agency does not have the right to share concepts included in this RFP with any other entity, during or after the development of this application.

## Timeline

The approximate timeline from the receipt of the RFP to the application launch date:

- RPF
  - To be delivered on Thursday, May 7th, 2015
- Initial meetings and sharing of any additional information with the agency
  - QualPro to meet all agencies that are pitching and provide additional information and answer any questions in parallel to the proposals' development between Monday, May 11th-Thursday, May 28th, 2015
- Proposal
  - To be received by end of day Sunday, June 14th, 2015
- Proposal evaluation
  - To be reviewed between Monday, June 15th and Thursday, July 9th, 2015. Meetings, if any, requested by the agency to present their proposal, will take place during these dates as well.
- Awarded agency
  - To be announced on Thursday, July 16th, 2015
- Negotiations and contract signing
  - To be finalized on Tuesday, July 28th, 2015
- Application soft launch
  - To be launched on Monday, December 21st, 2015
- Application launch
  - To be fully launched on Sunday, February 21st, 2016. This includes all fixes and comments from both QualPro and any third party agency who will review the application.

## Adhering to Timelines

To ensure that there are no delays in the delivery timeline, the agency and a QualPro team member will have weekly calls/meetings. The agency will provide weekly status updates and have the opportunity to ask questions or request clarifications from QualPro.

Any delay on the agreed delivery dates will result in the following deductions from the total value of the contract:

- 2 months = 10%
- 3 months = 15%
- 4 months = 25%
- 5 months = 40%

Completion of the project requires:

- The agency to deliver a fully functioning application as per the signed contract.
- QualPro to source a recognized third party to review the application upon its delivery by the agency. The application will only be deemed complete once the agency addresses any additional bugs/issues that the third party may identify, plus a one month 'live testing period' where the QualPro team can revert with any issues/bugs that may have been missed prior to launch.

If QualPro is responsible for any major delay resulting in the agency not adhering to the agreed timelines, the agency will not be penalized. The agency must detail, in writing, the delays caused by QualPro and clearly explain the impact these delays had on the final delivery date. If valid, a new date will be set with both QualPro and the agency being party to the decision.

## Cost Breakdown

The agency will provide a cost for each of the heads specified below. Any additional fee must be clearly identified and priced separately.

- Application development
- Yearly hosting fees
- Application maintenance
- Any applicable additional fees

## Data Storage

The proposal should include details about how best to store all data being generated from the application.

QualPro would also want to store the data on its own servers, in addition to any other data storage recommendations from the agency.

## About al alali

al alali is a leading food brand that operates throughout the Gulf Cooperation Council (GCC) and provides over 20 product categories and 250 Stock Keeping Units (SKUs).

For additional information, please visit [www.alalali.com](http://www.alalali.com).

## Application Objectives

QualPro's objective is to develop an application that is compatible with major smart phone and tablet platforms, with the goal of improving the efficiency, reporting and tracking of a number of sales and marketing functions.

The application will allow the al alali team, across countries, to utilize technology to reach their sales and marketing goals by providing the following features and information:

- Team objectives and monthly tasks
- In-store reporting
- Contracts
- Price
- Items' list
- Shelf shares
- Shelf planograms
- Display planograms and branding objectives / details
- Introduction of new products / promotions
- Price surveys
- al alali activity reporting
- Competitor activity reporting
- Notes

## Security

QualPro will hire a recognized third party to validate that the application adheres to industry security standards. The application is deemed complete only after passing such a review.

Key considerations that must be addressed are:

- Printing or transmitting any information within the applications (i.e. uploaded data, comments and images) should not be possible other than by the Master Administrator(s).
- There needs to be the ability to erase/destroy data on specific smart phones/tablets. Meaning, at any time the Master Administrator should have the ability to 'delete' all information within a specific application that is being used by a specific employee. This would be needed in situations such as when a salesman loses his phone or if a merchandiser gets fired.

## Supporting Information

To ensure that the agency has all the required information needed to successfully develop the sales and marketing application QualPro will provide all required information, such as forms (i.e. price surveys), samples of previous applications, in market sales reporting and additional information on how the sales and marketing team functions in the market.

## General Guidelines

The application must have the following features:

- Bilingual
  - Support both English and Arabic.
- Visually appealing
  - Include esthetically appealing images, layout and font.
- Easy to navigate
  - Easy to navigate and easy to use for the non tech savvy.
- Easy to use CMS
  - The CMS of the application must be easy for non tech savvy personnel to use.
- Compatible and accessible
  - Must be compatible with both iOS and Android.
  - Must be accessible and usable without Internet access.

## Application Interface and CMS

The proposal must detail the actual interface design and CMS details comprehensively.

Some key considerations for both the application interface and CMS development are detailed below.

**Interface**

The application must be:

- Easy to use and intuitive, being built keeping the non tech savvy in mind.
- Consistent with the brand's other digital platforms in terms of look and feel, even though the application will be used internally.
- Accessible and usable without the need for Internet access. (Updates that require Internet access can take place once Internet access is available.)
- The application will need to be accessible by 'country' with specific features and information available depending on the 'level' of the respective team member. For example, a salesman would have access to only specific features and information assigned to his 'level'.

**CMS**

The CMS must be:

- Very simple to use and navigate.
- Both dynamic and flexible.
- Easily upgradable with new features or advancements in new technology as the application will need to evolve continually.

Based on market feedback and learnings after launch, the application could be developed further. Therefore, it is important to build the application from scratch (as opposed to off-the-shelf solutions) using the best, most up-to-date and relevant technology available.

For phase 1 development, some key CMS considerations include:

- Master Admin must have full access to the system. So, Master Admin should be able to upload specific information related to all markets while country-specific or outlet-specific information should be available for defined individuals and group members.
- Access to the system will provide Master Admin with complete control. Therefore, Master Admin will be able to appoint country administrators, block access to certain individuals, delete accounts, create accounts, etc.

- Country Admin will have access to the system, so he will be able to upload certain types of information to their respective markets and assign certain features and tasks to certain individuals or groups.
- Master Admin will have the ability to 'layer' access to the application depending on 'rank'. For example, the 'In Market Sales Team' for Qatar will be able to access X information specific to Qatar while the Qatar 'In Market Merchandising Team' will only be able to access Y information. This ‘layering’ needs to be defined in the CMS, assigning one of the following 'titles' to every team member:
  - All Team Members
  - Top Management
  - Master Country Management
  - Country Management
  - Sales Team
  - Merchandising Team
- The CMS must adopt a systematic approach to how a feature and the content relevant to the feature are addressed and assigned. For example, the 'Master Admin' will be able to log in, select the 'Shelf planograms' feature, select the country that the planogram will be pushed out to (i.e. all countries, Qatar specific, UAE specific, etc.) and select the 'title' for whom this feature/content will be made accessible (i.e. all team members or sales team members only).
- The relevant levels must be easy to set in the CMS. For example, the contract for Lulu Fujairah will be relevant only to that specific outlet/country. The UAE 'Country Admin' will be able to log into the CMS, select the 'contract' feature', select/create the outlet name, upload the contract details and assign it to the 'Market Sales Team' or a specific individual on the team. Therefore, only the UAE 'Market Sales' team or assigned individual, UAE 'Country Management' and the 'Top Management', will be able to view this specific information.
- Master Admin should have the ability to grant and revoke features to the Country Admin.
- Country Admin should be able to control only those features and content that are to be administered to their specific country/region. For example, the Country Admin for KSA (Kingdom of Saudi Arabia) will only have the ability to upload and edit the 'Set Objectives' feature for KSA by specific regions.
- An option to add a number of individuals, as Master Administrators should be included.
- An option to add a number of individuals in each country, as Country Administrators should be included.

**Further points for consideration:**

While each feature will have a fixed template (i.e. how the price list is displayed), actual content will change on either a market by market basis or across all markets. Therefore, any change in the content of a specific feature in the CMS must be translated across the ‘country’ and ‘feature’ selected. For example, if the 'Master Admin' changes the shelf planogram of the tuna category, for 'All Countries' and makes it accessible for 'All Team Members', once that data is pushed live, then immediately every team member will be able to visit the application, select the 'Shelf Planogram' feature, choose the tuna category and view the updated information provided by the Master Admin.

Populating the CMS with content needs to be as easy as possible. Multiple options should be made available and depending on what the Master Admin chooses, the CMS would populate content accordingly. For example, if there is an across market activity, Master Admin should be able to select 'All Countries' and allow 'All Team Members’ access. So, once that specific piece of content is uploaded, it will be uploaded to all markets and will then be accessible to all countries. However, if Master Admin wants to upload an 'item’ specific to KSA and specific to 'all Carrefour outlets' then the content will automatically be placed in ‘all Carrefour outlets’ in KSA. The key is to minimize the number of entries and present logical content flow into features taking into consideration the country and who in each country can access respective features and content.

Some features and content will be assigned as 'All Markets' while others as 'Country Specific'. For example, if we have a price list for KSA in the CMS the Master or Country Admin will go to KSA, and upload the price list.

This price list will not be relevant for the team members in any of the other markets. A team member in Qatar would only receive data/features that are specific to 'All Markets' or Qatar in particular (i.e. across country activity details or the price list specific to Qatar).

All data, for all features, should be archived in a systematic manner for easy access for the Master and Country Administrators.

The Master Administrator(s) can appoint Country Administrator(s) who will then have complete control of the CMS specific for only the country they are managing. As required, Master Administrator(s) can revoke the Country Administrator(s) total or partial access to the system.

If possible, it is preferable that Master Admin has the ability to add new sections to the CMS. Once a new section is created and a template is developed, if necessary, Master Admin will be able to assign it to the 'Country Admin' and the newly created feature will then function like all the others.

## Clarification of Features

The information below details the purpose of each feature and illustrates how each feature should function.

This information should only be considered for illustrative purposes. Actual functionality and logical flow should be comprehensively detailed in the proposal provided by the agency.

### Team Objectives and Monthly Tasks

*CMS access:*
The CMS must be accessible to and managed by both the Master and Country Administrators.

*Purpose:*
Master Admin, Master Country Admin (Sales Manager) and Country Admin in each country will be able to assign and detail monthly/daily sales objectives for each of his team groups/ members. Only one Master Country Admin and a select few Country Administrators will have access to this feature in each market. The respective team groups/member will also have the ability to not only action but notify the Manager on completion of each defined objective. All objectives, being set and addressed, will be illustrated via text, imagery or video.

The Country Master Admin will be able to:

- Appoint Country Administrators (Sales Supervisors).
- Assign companywide objectives (objectives for all the teams).
- Monitor and edit, if required, the objectives set by the Country Administrator for each of their team members.

The Country Administrators will set objectives specific to their team members.

When an objective(s) is set for a team member/sales group, the respective individual/group may do the following:

- Complete the objective on time (and the Country Administrator signs off on the objective).
- Reassign a date for an objective to be completed and explain to his supervisor why that objective due date was moved.
- Miss the objective completely (the supervisor would then follow up with the salesman/team member and assign another due date).

In addition to the monthly /daily objectives being set by the Sales Manager or Sales Supervisors, a 'Tasks and Opportunities' module will also be included. Both modules will operate in a similar manner, however, the 'Tasks and Opportunities' tasks are not set at the beginning of the month, since they are a result of unplanned market opportunities. For example, while the Supervisor in Qatar is visiting Lulu Airport, the outlet section manager notifies him that he will support al alali by providing free aisle branding for our mushroom category. The Sales Supervisor would then have the ability to notify a specific team member/group and ensure that we implement this unplanned opportunity.

There should also be a search tool available, so the Master or Country Admin can quickly search archived objectives/tasks. Also, all historical data should be archived and easy to access (i.e. history of objectives being set and met)

In the CMS, the Country Admin will have the ability to assign an objective(s) to one or more of the following:

- Entire Sales Team
- Entire Merchandising Team
- Group Sales Team (objectives would only be sent to a defined group of salesmen)
- Group Merchandising Team (objectives would only be sent to a defined group of merchandisers)
- Individual Team Member (objectives would only be sent to that specific person)

Each objective will provide the following information to the assigned team group/member:

- Objective details (via text, imagery or video)
- Completion date (if applicable)
- Outlet location (if applicable)

Depending on whom the objective(s) were assigned to, only that respective group/individual will receive notifications for those respective communications.

Once an objective is 'complete' the Country Admin (Manager) will be notified, so he can either approve the objective as 'complete' or comment upon the action taken to ensure that the objective(s) is/are properly addressed.

*Example of how the feature will function:*

The Kuwait Country Admin (Sales Manager) assigns the following monthly objectives to the individual salesman, Ahmad (all these objectives would be 'pending' for Ahmad within his section of the application):

- Make sure that all the chicken stock stands are implemented across all Sultan hypermarkets by the due date, June 1$^{st}$, 2015. Here is an image of the chicken stock stand for your reference.
- Make sure that the new tuna SKU is listed in all Carrefour hypermarkets by the due date, June 5$^{th}$, 2015.
- Make sure that the new tuna display is placed in all the Lulu hypermarkets by the due date, June 10$^{th}$, 2015. Here is a video of how to set up the display along with written instructions.

Since these objectives were specifically set for Ahmad, he will be the only team member in Kuwait to receive these objectives.

Ahmad will ensure that each of these objectives is met by the assigned due dates.

For example, Ahmad will highlight completion of his objectives as follows:

- All chicken stock stands have been placed in Sultan hypermarkets. Here are pictures of the stands in each outlet.
- The new tuna SKU is listed across all Carrefour hypermarkets. Here is a picture of the approval from Carrefour and a picture of the new tuna SKU on the shelves.
- The tuna display has been successfully placed in all Lulu hypermarkets. Here is a video of the display and our consumers interacting with the display.

Every time the assigned team group/member completes an objective, the Sales Manager will get a notification to view the completed objective(s). He will then be able to:

- Sign off on the completed objective(s), by marking 'objective complete'. This specific objective will then be cleared from the respective salesman list and archived.
- Comment on the completed objective(s) and mark as 'Fix Objective'. For example, if branding is missing on the chicken stock stand, the Sales Manager will comment by selecting 'Fix Objective' and reassigning a new due date for Ahmad to look into the problem. Then, Ahmad receives a notification that this objective needs to be 'fixed'. Ahmad will 'fix' the objective, and when completed, he will report to the sales manager with supporting text, images or video. Once he approves the new objective, the sales manager will mark 'Objective Complete' and the objective will then be cleared from Ahmad's list.

*Analysis of Performance*

To enable the Sales Manager to track the success of each individual/team group on completion of their assigned monthly/daily objectives, the Sales Manager should be able to generate monthly performance reports for each of the groups/individuals.

These reports, broken down by individual or group, should detail the following information:

- Percentage of objectives completed on time.
- Percentage of objectives completed, but not on time.
- Percentage of objectives not completed.

Each month, the Sales Manager will be able to send a message to the entire team thanking the individuals/team groups who achieved 100% of their assigned objectives on time.

All reports are to be archived and each quarter, the sales manager will be able to generate a report for the individual/sales group who achieved 100% of their objectives for the quarter (Markets may decide to award individuals/group who have met 100% of their objectives each quarter).

The Sales Manager in each market should have the access levels to assign a rating out of 100 for individual team members. Therefore, each team member will have a profile providing them with their monthly score out of 100 for completing their objectives.

**In-Store Reporting**

*CMS access:*
The CMS should be accessible to and managed by both the Master and Country Administrators.

*Purpose:*
Each country's assigned Manager(s) will have the access levels to comment on market specific issues and notify individual/ sales group(s) about the issue by text, image or video.

The assigned member/team group will receive notifications about their assigned issue(s) and will then be able to rectify the issue(s). Once the issue(s) is rectified, those individuals/team members will notify the Manager for approval. Once approved, the issue will be removed from the 'Issues' list and archived. If required, the manager will also be able to comment on an issue and notify the respective individual/team member that the issue is not 'Closed' and needs to be readdressed.

All comments and issues being addressed can be communicated via text, images or videos.

There should also be a search tool available, so the Master or Country Admin can quickly search archived issues. Also, all historical data should be archived and easy to access (i.e. history of issues raised and addressed)

In the CMS, the Country Admin will have the ability to assign market issue(s) to one or more of the following:

- Entire sales team
- Entire merchandising team
- Group sales team (issues would only be sent to a defined group of salesmen)
- Group merchandising team (issues would only be sent to a defined group of merchandisers)
- Individual team member (issues would only be sent to that specific person)

Each issue that is assigned to specific sales groups/individuals will provide the following information to the assigned team group/member:

- Issue details (via text, imagery or video)
- Completion date (if applicable)
- Outlet location (if applicable)

Only the relevant group/individual, to whom the issue(s) was assigned, will receive notifications for the respective communications.

*Example of how the feature will function:*

While on a market visit, the UAE Sales Manager notices a range of issues pertaining to different outlets. Using the In-store Reporting feature, the UAE sales manager brings up the following issues and assigns each issue to a specific sales group/individual:

- Assigned to salesman Peter/due date May 1st, 2015/ location – Co-op Barsha: Peter, I came across a damaged jam stand. Please see the attached image. The damaged stand needs to be replaced immediately.
- Assigned to merchandiser Omar/due date May 28th, 2015/ locations – Carrefour MOE, Carrefour Deira City Center, Lulu Barsha: Omar, our shelf presence for our tuna, jam and pasta categories is poor. As we do not have any shelf agreements, we have an opportunity to take additional shelf space from competitors. Please focus on addressing this issue and notify me when completed.

These issues are now 'pending' for the assigned individuals/ team members who has/have been notified through the application. They will then proceed to ensure that these issues are rectified by the given due date.

For example, each individual/group will provide the following details to the sales manager:

- From salesman Peter: The jam stand has been replaced. Attached is a picture of the new stand.
- From merchandiser Omar: I have taken more shelf space for the tuna, still working on improving the jam and pasta shelf presence in all three outlets. Attached is a picture of increased shelf space.

Whenever an issue is 'fixed' by the assigned team group/member, the Sales Manager will get a notification to view the completed issues(s). The Manager will then be able to:

- Sign off on the completed issue by marking 'Issue Complete' (this specific issue will then be cleared from all respective lists).
- Comment on the completed issue and mark the incomplete. For example, if the jam stand is still unacceptable, the sales manager will make a comment and reassign that objective to Peter by selecting 'Issue still needs to be fixed' with a new due date.

## Contracts

*CMS access:*
CMS should be accessible to and managed by both the Master and Country Administrators.

*Purpose:*
Each team member will have the ability to access yearly, monthly, activity specific and category specific contracts by outlet, ensuring that respective outlets/retailers are adhering to signed agreements.

The Country Admin should have the ability to upload different variations of the same contract and assign them to respective team members/groups. So, a yearly contract specific to the UAE Union Co-op might have three variations. For example, the first variation could be a 'full contract', inclusive of all financial details assigned to the Sales Supervisor. The second variation may contain limited financial details, and be assigned to the sales team. The third variation could provide basic details, with only the layout agreement, and would be shared with the merchandising team.

The Country Admin will be able to upload the contracts by outlet/retailer and place them in one or more of the following contract categories:

- Yearly
- Monthly
- Activity specific
- Category specific

*Example of how the feature will function:*
Whenever a team member visits an outlet he manages, he will be able to go to the 'Contracts' feature to find the details of the outlet's contract and then compare the contract terms to actual implementation. The feature allows for immediate corrective action.

If possible, it would be ideal to have a link to the accounts team in each country so that it can be ensured that all contracts are budgeted, relevant and up to date.

## Price list

*CMS access:*
CMS is accessible to and managed by both the Master and Country Administrators.

*Purpose:*
Each team member will have access to the price list (PTT per case and unit) as well as the RSP of each SKU, split by product category and broken into the following options:

- Price list per market – which includes the price per SKU plus the promo price for certain categories.
- Wholesale / Van sales price – which includes the price per SKU plus the trade deal for certain categories. Trade deals tend to change often.
- Comments can be added to each SKU. KSA Country Admin could post a reminder that, for example, this month we are running a special activity for tuna across all wholesale outlets in the Dammam region.

Price list to include information such as trade deals, monthly special promos / deals, family packs, new item launches, etc. The price list should show actual RSPs and automatic calculation of deviation from SRPs in percentage and in absolute value (to be detailed more during initial meetings with the agency.)

*Example of how the feature will function:*

Whenever a team member needs access to the price list, he will go to the 'Price List' feature and view any SKU price, such as PTT price per case, PTT price per unit, RSP, promo price or corresponding trade deals for vans and wholesale, along with any posted comments.

As with all features, if a price has been changed for a specific SKU, once updated by the Master or Country Admin, the new price will immediately be updated in the application. The updated price will be country specific in the application. For example, the updated price for a specific SKU in Qatar will not show as a price change for the same SKU in any of the other countries.

**Items list**

*CMS access:*

CMS is accessible to and managed by both the Master and Country Administrators.

*Purpose:*

Each team member will have access to the lists of items that are listed and should be available per outlet. The items' list(s) will be broken down by category and SKU.

If a Manager notices that a listed item is not available, he will notify a team member/ group that the item is not available on the shelf. The notification will be sent to a specified group/member and becomes a task that is monitored until completion. Once addressed, the individual/team member will notify the Manager. The Manager will then approve or make another comment. If approved, the Manager will select 'Item is now in the Outlet' and the task will be cleared from the list of pending items.

In specific markets (i.e. KSA) the application should also show the items list for other brands. The functionality would be the same. The team in that specific country would only need to choose between al alali or any other brand name being listed in the application before accessing the relevant items' list.

*Example of how the feature will function:*

Whenever a team member needs to access the items' list, they will go to the 'Items' list feature, select a specific retailer/outlet and then view the items that should be available at the outlet and also view any corresponding comments.

**Shelf shares**

*CMS access:*

CMS is accessible to and managed by both the Master and Country Administrators.

*Purpose:*

The assigned team members in each market will have the ability to fill in the 'Shelf Shares' per category, per outlet. The shelf share list will be broken down by category and SKU. The sales team will conduct a 'Shelf Share Survey' each quarter. Once the shelf share of a certain category in a specific outlet is updated, the old shelf share information for that specific category in that specific outlet will be archived.

Also, this feature will provide 'Shelf Shares Objectives'. So, the country administrator can assign an objective for a specific category in a specific outlet. For example, Walid, the Qatar country admin would set an objective for the merchandiser Omar to ensure that two meters of shelf space is taken for our chicken stock category within Lulu Barsha. Once Omar achieves this objective (which will have an assigned date), Peter would approve it and it will be archived.

*Example of how the feature will function:*
Peter is a UAE team member who has the access levels to update the 'Shelf Share' information on the application. Peter visits Lulu Barsha and goes to the tuna category and fills in a form that provides the following information about tuna category meters available:

- Total tuna category(10 meters)
- Alalali (4 meters)
- California Garden(3 meters)
- Goody(1 meter)
- Rio Mare (2 meters)
- A picture of the tuna category shelf and any relevant comments.

Three months later, Peter visits the same outlet and category. Previous shelf share information will be archived once he updates the information.

**Shelf Planogram**

*CMS access:*
CMS is accessible to and managed by the Master Administrator.

*Purpose:*
Each team member will have access to the shelf planograms, by category (broken down by specific shelf configurations), by outlet. Therefore, the sales and merchandising team will be able to visit any outlet, select a specific category, choose a specific shelf configuration and view a 3D layout of the correct shelf display for the products along with any comments made by Master Admin.

Master Admin will be able to upload the shelf planograms by:

- Category
- Shelf configuration

*Example of how the feature will function:*
Whenever a team member enters an outlet he manages, he will be able to go to the 'Shelf Planogram' feature, find the outlet, select the specific category and choose a specific shelf configuration, which will bring up an image showing how the product and shelf configuration should look along with any corresponding comments added by Master Admin. Similarly the Country Manager can compare a shelf to a planogram and highlight variations to the team member in charge of the outlet. A new task can be added and monitored if necessary.

**Display Planograms and Branding Objectives/Details**

*CMS access:*
The CMS is accessible to and managed by the Master Administrator.

*Purpose:*
Each team member will have access to floor display planograms (by configuration) and branding details (i.e. end gondola design, stand design, arch design) by outlet. Therefore, the sales and merchandising team will be able to visit any outlet and view the exact layout and branding for any floor displays / end gondola / stand (all branding requirements)in addition to any corresponding comments about that specific floor displays/end gondola (i.e. set up instructions).These instructions can be provided via text, imagery or video.

For each image, the team (assigned members for that specific outlet) will take a photo of the existing floor display/stand/branding and compare it to the image of the exact floor display/stand/branding. Master Admin will then be able to approve or comment on any issue with the existing floor display/stand/branding. This photo examination of existing floor display/stand/branding ensures quality and consistent branding across all outlets and across all regions.

Master Admin will be able to upload the display planogram and branding details by:

- Type(i.e. Floor display, End Gondola, Tuna metal stand)
- Configuration

*Example of how the feature will function:*

Arshad enters the BDF outlet in Bahrain where we have an agreement to brand the following:

- Pasta: floor display with header and pillar
- Tuna: end gondola display
- Jam: small metal stand
- Corn: aisle arches

Arshad selects the outlet in the 'Display Planogram and Branding Details' feature. 3D images showing the correct branding in BDF along with any comments appear, for example, details on how to build the pasta display stand appear. Arshad and his team then brand BDF as per the details provided in the 3D image.

After completing the task, Arshad takes a photo of the floor display/stands and compares the photo to the instructions and 3D images. He notifies Master Admin who checks the images and either approves them or adds comments. If any comment is added, Arshad is notified. He makes the changes and then sends photos with the changes back to the Master Amin. Once approved by the Master Admin, the branding for that specific outlet is complete.

**Introduction of New Products / Promotions**

*CMS access:*
The CMS is accessible to and managed by the Master Administrator and selected team members.

*Purpose:*
Selected team members in each country will be able to provide details about any new products/promotions they see in the market.

After the Master Country Admin grants them access, the selected team members will be able to:

- Take a photo of the new product /promotion.
- Provide comments (i.e. how the product seems to be doing, date the product was introduced, category and selling price).
- Upload the details to the 'Introduction of New Products' feature.

The 'Introduction of New Products/Promotions' feature allows the team to keep track of all new products/promotions being introduced in the market, in a systematic manner while providing relevant comments on each product/promotion introduced.

The Master Country Admin will then be able to visit this section, add additional comments or delete comments, photos, etc.

*Example of how the feature will function:*
Whenever a team member, who is granted access to upload information, notices a new product/promotion in the market place, he will be able to provide details to the teams in 'All Markets'. Before submitting information, the team member will check that another team member has not uploaded the same new product information. At any time, Master Admin will be able to edit this section and add any additional comments.

All this information will be stored in a systematic manner, by category, for easy access.

**Price Surveys**

*CMS access:*

The CMS is accessible to and managed by the Master Administrator and selected team members.

*Purpose:*

Selected team members in each country will be able to update 'price survey' details for each al alali product as well as competitors' prices.

The information provided by the selected team member will be:

- Product name
- Size
- Packaging type
- Origin
- Outlet
- Prices (al alali's and competitors' RSP's)
- Volume estimates
- Comments

Once a price for a particular category in a specific outlet is changed, the previous information will be archived.

The 'Price Survey ' feature allows the team to keep track of al alali and competitors prices per item across a number of outlets.

While the price survey will be set as a standard template, the Master and Country Administrators should have the flexibility to exclude/include specific categories (the price survey template should be editable.)

Master Admin will be able to visit this section, add or delete comments, information, etc.

*Example of how the feature will function:*

Peter is a UAE team member who has been assigned the responsibility of updating the 'Price Survey' information on the application. Peter visits Lulu Barsha, goes to the tuna category and fills in a form that provides the following information:

- Product name
- Size
- Origin
- Outlet
- Price (al alali's price and competitors' RSP)
- Comments

Three months later, Peter visits the same outlet and same category and updates the following information; previous price survey is archived.

**al alali Activity Reporting**

*CMS access:*

The CMS is accessible to and managed by the Master Admin and Country Admin

*Purpose:*

The Master Admin will be able to provide the following details to the sales and marketing teams across participating countries:

- Activity details (i.e. information about the activity such as prize details and activity dates).
- List of all branding and stand requirement creative and details (i.e. how the in-store stand will look and stand implementation instructions).
- Upload an activity questionnaire for the team to complete (appointed team members can fill in this questionnaire during activity).
- Comments form (appointed team members can fill in this comments during or after activity).
- Promo evaluation sheet showing interactions with consumers in terms of numbers and quality as well as implications on sales.

This feature will ensure clear communication related to all in-store activities, consistent branding across participating outlets and systematic feedback from the team in each market.

Appointed team members in each market will be able to provide the following details and share them with the Master Admin and Country Admin for review:

- Picture/ videos of actual activity branding by outlet for review and approval
- Completed questionnaires
- Comments, pictures and videos of consumers interacting with the activity by outlet
- Comments

*Example of how the feature will function:*

There is an activity exclusive to the Carrefour outlets in the UAE. Master Admin would choose specific individuals who handle Carrefour UAE and grant them access to the following details: (Note, there can be another UAE activity for Lulu running simultaneously. Master Admin grants access to the Lulu activity by choosing specific individuals/groups for the UAE while also sending information to a KSA specific activity and granting access to only one specific individual):

- Activity details (i.e. information about the activity such as prize details and activity dates)
- List of all branding and stand requirements creative and details (i.e. how the in-store stand will look and stand implementation instructions)
- Upload an activity questionnaire for the team to fill in
- Comments form

Those selected individuals will be instructed to visit the 'alalali Activity Reporting' feature in order to:

- Upload pictures/ videos of actual activity branding by outlet for review and approval.
- Complete the questionnaire.
- Provide comments, pictures and videos of consumers interacting with the activity by outlet.
- Provide general comments in the comments form.

The Master Admin and Country Admin will be notified and kept up to date about the activity’s progress. They can make comments and provide additional details as required to ensure the activity is being implemented and managed correctly.

### Competitor Activity Reporting

*CMS access:*
The CMS is accessible to and managed by Master Admin and Country Admin.

*Purpose:*
Selected team members in each country will be able to update details relating to competitors' activities by providing the following details to the Master Admin and Country Admin

- Activity type (i.e. branding, sales drive, sampling).
- Activity details (i.e. information about the activity such as prize details and activity dates).
- Activity images (i.e. pictures, comments and videos on the POS materials and competitor branding).
- Provide comments (i.e. if consumers liked the activity, impact on sales the activity generated, etc.).
- Fill in a suggestion form for future considerations.

The 'Competitor Activity Branding' feature allows the team to keep track of all competitors activities implemented in the market, by country.

Master Admin will then be able to visit this section, add additional comments or delete comments, photos, etc.

*Example of how the feature will function:*
A team member, who has been granted access, will be able to add details of a new activity in the market after checking that information about the same activity has not already been uploaded to the application. This information will then be shared with all team members. Master Admin and Country Admin will be able to edit this section and add comments.

All this information will be stored in a systematic manner (product category, brand, country, etc.) for easy access.

### Notes

*CMS access:*
All team members will have access to the application.

*Purpose:*
Each team member will have access to his own 'Notes Section' for taking notes in the market.

*Example of how the feature will function:*
While in the market, Ahmad notices a number of issues. Deciding not to deal with them immediately, he takes notes in order to address them in the future.

### Agency Credentials

QualPro will request agencies to provide a minimum of two relevant examples of their past work. Examples should contain applications developed from scratch and ideally similar to the proposed 'Sales and Marketing Application'.