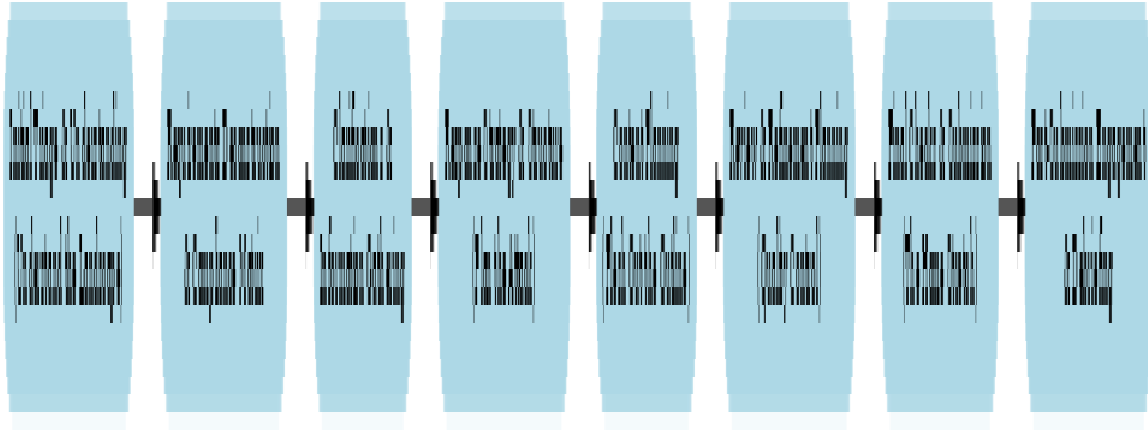


Tender Response Lifecycle – Master Reference Sheet



1. Initial Triage & Understanding

Read the tender fully, capture objectives, key dates, submission rules, and assess Go/No-Go.

2. Requirements Deconstruction & Compliance Matrix

List all mandatory, technical, commercial, legal requirements. Build a compliance matrix.

3. Clarifications & Information Gathering

Identify ambiguities, submit clarification questions, gather internal data, CVs, certificates.

4. Response Strategy & Structure

Define 2–4 win themes, outline document structure, assign section ownership.

5. Content Planning

Plan each section: purpose, requirements, evidence, win themes, visuals.

6. Review & Refinement Planning

Schedule Pink/Red Team reviews. Check compliance, clarity, consistency, and persuasiveness.

7. Final Checks & Submission

Proofread, confirm formatting, obtain signatures, plan submission logistics, confirm delivery.

8. Post-Submission Engagement & Debriefing

Manage clarifications, prepare for presentations, request debrief, capture lessons learned.