

Annex 4 – Financial Response Requirements (Market Research Services RFP)

Please provide a cost breakdown for services required to execute the assignment as defined in Annex 3, including points defined in 3.1 and 3.2 (outlined below):

3.1 Market Analysis: competitive landscape, market drivers and growth areas

3.2 Customer Segmentation: target audience profiling, market understanding identification of market variances

Please specify what type of consultants are required, provide hourly rates and proposed timeline for the assignment to be executed, please ensure all amounts are exclusive of VAT.

For example,

Consultant	Hourly Rate	Expected time spent	Total cost
Consultant A	€ xxx	xxx hours	€ xxx
Consultant B	€ xxx	xxx hours	€ xxx
...
Total for 3.1. Market Analysis		xxx hours	€ xxx
Consultant C	€ xxx	xxx hours	€ xxx
Consultant D	€ xxx	xxx hours	€ xxx
...
Total for 3.2. Customer Segmentation		xxx hours	€ xxx
Grand Total		xxx hours	€ xxx