

## Components of a Quality Consulting Proposal

### For Export Market Access Program (EMAP) and/or E-Tools for Exporting (EforE) Applications

#### 1. Understanding of your Need

The proposal describes your business need as the consultant understands it.

*Company X has been in business for ten years and has consistently produced and sold a quality product in the Atlantic provinces. They would like to consider exporting to the New England States as a next step. They require a feasibility study to understand the market and whether there is a business case to start exporting at this time.*

#### 2. Recommended Solution

The proposal provides recommendations on how your business need will be addressed and what the deliverable(s) will be.

*Consulting Company Y proposes a market feasibility study, including logistics required to launch into the export market.*

#### 3. Scope of Work

The proposal provides a detailed Scope of Work, including any sub-contracted work or purchases required, component costs, and completion date. The Scope of Work confirms that the consultant understands what activities are eligible under the EMAP or EforE program. Example components could include:

- *Industry analysis*
- *Competitive Analysis*
- *Required Logistics/Regulation and Standards*
- *Lead generation- 10 potential customers*
- *Client review for export readiness/gaps*

*Cost: \$21,000*

*Completion date: three months from now.*

#### 4. Qualifications

The consultant has the appropriate qualifications to adequately complete the deliverable.

*Our consulting team has ten years experience in completing market feasibility plans. Consultant A worked for the Canadian Trade Commission for 15 years, and Consultant B is a Certified Marketing Research Professional.*