



JAMPRO
TRADE & INVESTMENT JAMAICA



Call for Expressions of Interest

Consultancy Services for Jamaica Blue Mountain Coffee Marketing Strategy

The Jamaica Promotions Corporation (JAMPRO) and the Jamaica Agricultural Commodities Regulatory Authority (JACRA) are inviting eligible firms to submit an Expression of Interest (EOI) in Consultancy Services for Development of the Jamaica Blue Mountain Coffee Marketing Strategy. Interested firms should demonstrate that they have the required qualifications and relevant experience to perform the services. The shortlisted criteria are:

- A successful track record of executing activities of a similar nature
- Demonstrable ability of a professional and capable project team
- Local companies should possess a valid TCC at the time of submitting a tender

Bidders may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. Bidders who meet the criteria will be invited to submit a formal proposal in keeping with the Request for Proposals (RFP) process that will follow this EOI.

The consulting firm is expected to provide a comprehensive strategy document for increasing the exports of Jamaican coffee to the respective target markets. The strategy will highlight pricing and positioning of the products as uniquely Jamaican. The scope of work includes:

- i. Research on the demand for Jamaica Blue Mountain (JBM) and Jamaica High Mountain (JHM) Coffee— green beans and roasted, in Jamaica, USA, UK, China and Japan; as well as the Caribbean cruise shipping and duty-free market.
- ii. Identification of the underlying challenges within the industry affecting production for each variety
- iii. Outlining clear approaches and recommendations to mitigate these challenges in order to make production viable and guarantee profitability for farmers and producers of each variety
- iv. Indicate the price points for both the JBM and JHM Coffee [green and roasted]
- v. Develop a full marketing strategy and action plan to achieve repositioning of JBM Coffee as a super- premium/luxury product in Jamaica and in the select international markets identified above, with JHM Coffee as a secondary product.
- vi. Explore unique market opportunities for single origin and organically grown coffee

Requests for the Terms of Reference must be sent to the email capplewhaite@jamprocorp.com and Expressions of Interest submitted electronically by Wednesday, January 22, 2020 at 4:00 pm GMT-5.

JAMPRO reserves the right to modify, cancel or re-issue the EOI for this initiative.