

# PORT OF MOSES LAKE REQUEST FOR QUALIFICATIONS JAPANESE/KOREAN CONSULTING AND MARKETING SERVICES

The Port of Moses Lake invites proposals for Japanese/Korean Consulting and Marketing services. **Proposals are due to the Port Office by 2:00 p.m. on January 29, 2024.** The Port seeks services encompassing the traditional scope of work including Japanese/Korean Consultation and Marketing.

If you have any questions, please submit via email to [rhanover@portofmoseslake.com](mailto:rhanover@portofmoseslake.com). All question(s) will receive responses via email and distributed to all respondents by **5:pm on Wednesday, January 17, 2024.**

**Delivery: Proposals may be mailed or hand-delivered to:**

Port of Moses Lake

Attn: Richard Hanover

7810 Andrews St NE, Ste 200

Moses Lake, WA 98837

**Emailed response will not be accepted.**

**MINIMUM QUALIFICATIONS:**

- a) Must be able to interpret English to Japanese and Japanese to English verbally and written form.
- b) Must be well-versed in Japanese culture and business etiquette, familiar with international variances in both personal and business cultural.
- c) Must have a bachelor's degree or 5-years of related Marketing & Public Relations experience.

**The Port of Moses Lake reserves the right to reject any or all proposals, waive technicalities, irregularities and/or to accept any proposal if such action is believed to be in the best interest of the Port.**

## STATEMENT OF QUALIFICATIONS REQUIREMENTS

1. Description of your company and the services it can provide, including an explanation of how these services will best meet the Port's needs. Highlighting customer service, client relationship and setting/meeting sales goals; as well as skills in managing, prospecting, planning, organizing, negotiating, and closing.
2. Résumés for individuals directly responsible for the Port's account.
3. A list of references regarding the reputation and qualifications of the company; minimum of three.
4. Proposals shall clearly set forth fees or fee structure to be charged for services. A flat fee proposal is preferable, with additional services available for a negotiated hourly rate.
5. Disclose all relevant facts pertaining to:
  - a. Past, present or planned interests of the proposer (including all consultants and contractors which may result, or could be viewed as a conflict of interest in connection with the Consultant/Marketing Firm and;
  - b. Current contractual relationships with the Port of Moses Lake and any past, present, or planned contractual or employment relations with any officer or employee of the Port of Moses Lake. Identify steps taken or will be taken to avoid, neutralize or mitigate any organizational conflicts of interest described herein.

## SCOPE OF WORK

The focus of this work will be with Japanese and Korean trade, and the Japanese and Korean Communities in the US.

1. Provides both verbal and written translation and consultation to the Port for marketing purposes.
2. Develops new prospects and interacts with international customers to increase our brand image and new business development opportunities.
3. Reports to the Director of Business Development, occasionally directed in several aspects of the work.
4. Assists in modification of content of sales presentations to meet the targeted audience.
5. Brokers communication through relationship building with the Port and current/future customers.
6. Inputs all communication to the CRM system in real time.

## **OTHER SPECIFICATIONS**

1. The Port's Consultant/Marketing firm may be asked to attend Commission meetings or other meetings as needed by the Port Commission or Port Staff. Unless specifically requested, virtual meeting attendance is acceptable.
2. The Port's Consultant/Marketing firm must be available by phone, e-mail, and/or by virtual meeting. A timely response is required; this may include odd hours due to people located in multiple time zones.

**Note: The Port does not offer space for offices in a Port location.**

## EVALUATION PROCESS

- Step 1: Written proposals will be initially evaluated for compliance requirements, if successful you will proceed to the next step.
- Step 2: Written proposals will be assessed by the Evaluation Committee, comprised of one (1) Port Commissioner and (2) Port Staff.
- Step 3: Respondents with the highest score will be selected. If you receive a high score and tied with other candidate(s), you will be extended an invitation to interview.
- Step 4: The Port will conduct reference checks and internal credentialing of the finalist, then the winning candidate will be notified as determined by the Evaluation Committee.
- Step 5: Initiate negotiations with the selected candidate.
- Step 6: If negotiations collapse, the Port reserves the right to rescind an initial offer and resume negotiations with another finalist.

## EVALUATION

For selection of the finalist consultant/marketing firm, the written proposals will be scored using the following scoring system:

- 1) Consultant/Marketing Firm's experience (e.g. length of time in business, management of international relationships and other matters relating to relevant experience). **25%**
- 2) Reputation and qualifications of the specific individuals to be assigned to act as Port Consultant/Marketing firm. **25%**
- 3) The competitiveness of the Consultant/Marketing Firm's fee structure. **25%**
- 4) The Consultant/Marketing Firm's approach to conflict-of-interest management. **15%**
- 5) Familiarity with the Port of Moses Lake and its activities. **10%**

## INSTRUCTIONS

All JAPANESE/KOREAN CONSULTING AND MARKETING SERVICES proposals **must be received by 2:pm on January 29, 2024**. Four (4) copies of the proposal must be presented, emails will not be accepted.

### **All proposals are to be delivered or mailed to:**

Port of Moses Lake  
Attn: Richard Hanover  
7810 Andrews St NE, Ste 200  
Moses Lake, WA 98837