

Our GWM(Thailand) is looking for supplier who interested to join our Bidding project below. Please contact our Tender Department: Janthima065-5022656
 You can follow us on GWM Thailand Tender / Facebook. We will update the new bidding information on there.

Bidding Project Information

1. Project Name
2022-2023 Bidding for brand and product promotion whole case agency Project
2. Tender Contact
Janthima, TEL:065-5022656, E-mail:Janthima@gwm.co.th
3. Project Overview
With GWM's car on the international sales of more and more, GWM based on the current global automotive manufacturing form, at the same time, with the expansion of the Vietnamese efforts in reform and opening up in recent years, the growing demand for cars, GWM layout the asean region of Vietnam market positioning and plan to set up sales companies, to the GWM automobile factory in Thailand for the sales center, radiation surrounding countries of sales, export sales to Vietnam, promoting GWM local market in Vietnam, so we need a complete marketing strategy research is particularly important to establish a sales company in Vietnam.
4. The Bidding Scope
Established local sales company in Vietnam, to expand the market of Vietnam local, the early stage of the need to work on marketing strategy research on the company, such as population and car features, product marketing, website design, after-sale, competing goods company organization structure and related research work, make plans and tasks can progress smoothly.
5. Technical Requirements
<ul style="list-style-type: none"> ① Research Vietnam customers and purchase journey characteristics (Passenger Vehicle) ② Competitors marketing strategy and sale study ③ Competitors media consumption and the share of voice ④ Competitors network development and profitable model ⑤ Competitors APP, website design; E-commerce and users operation ⑥ After sales service survey ⑦ Main competitors company organization and key positions
6. Supplier Qualification Requirements
<ul style="list-style-type: none"> ① The company is operating normally and has business qualifications such as advertising, public relations, media or research. ② Have proven market & brand research methods and system platform. ③ Practical cases of brand and product research and evaluation for large international companies ④ The registered capital is more than 500 thousand RMB (or equivalent foreign currency), Have independent legal personality, with the ability to assume civil liability. ⑤ Establish a individual service team and list all members in the tender document. They must be the service personnel who actually implement the project. ⑥ The core members of the team shall not be less than 5, and must have at least 5 years of research industry experience. It is intended to let the core service members directly carry out the bidding presentation. ⑦ The allocation and experience of the bidder's service team members shall meet the relevant requirements of the bid inviter. ⑧ The qualification materials and successful cases provided by the bidder must be real and effective.
7. Experience Requirements

- ① Product investigation and evaluation cases are complete and true
- ② Output samples of the complete structure, species.
- ③ Bidder to provide qualification material and successful cases must be real and effective

8.Due Date

20-Mar-22