

EMBASSY OF INDIA

SEOUL

Notice inviting Quotation/Bids

Subject : INVITATION OF BIDS FOR commissioning of leather sector market research report

The Embassy of India, Seoul invites sealed quotations from reputed local consulting firms for commissioning of leather sector market research report, as per scope of work given below:

2. The scope of work are as under :

(a) Requirements and suggestions for the report.

- Analyze the trend of import of footwear (both leather and non-leather) and leather products (leather garments, goods & accessories) by South Korea for the past 5 years
- Historical overview of Korean economy & Current status of Leather Industry
- To identify the following data points;
 - Total demand for footwear, leather & leather products
 - Total exports of these products from India
 - Size of untapped market in Republic of Korea for India
 - Identification of the top buyers/retailers, industry associations and groups including key influencers
 - Breakup of the market share of each supplier country to Japan and comparison with India
- Factors contributed for growth of Leather & Leather Products Sector in Korea.
- Identification of major products of import for Korean companies
- Market Size, buying pattern, distribution channels
- Barriers to Entry for Indian products
- Major competitors for India
- Trade regulations, Customs Procedure, Banking system, import duty etc
- Identifying major buyers for each product segment – footwear (leather and non-leather), leather goods, accessories, garments etc
- Price structure

- Factors which are evaluated by Korea to source goods from other countries (USP of the exporting market)
- Problems faced by the Indian exporters in the Korean market
- Marketing Strategies to be adopted for penetration into this market
- The findings of the study may also include;
 - Reasons why India is lagging behind
 - Reasons why Korea place huge orders to other countries
 - Why the competing countries have an edge over Indian exporters
 - The strategies to be adopted to tap the market substantially in order to increase India's share of export to Korea.

(b) Report questionnaire for reference.

1. Company name and address :
2. Contact person name and number:
3. Brief profile of the company :
4. Category of business (please tick) :

Wholesaler	
Retailer	
Brand	
Distributor	

5. Product and countries of import (please mention country name against your product and tick against type of product imported)

Products	Type		Country of Import	Price range per unit
Finished Leather				
Leather Footwear	Men			
	Women			
Footwear Components				

Leather Garments	Men			
	Women			
Products	Type		Country of Import	Price range per unit
Leather Goods				
Saddlery and Harness & Pet's Products				
Non-leather Footwear	Men			
	Women			
Industrial Leather Products (Gloves, boots, aprons etc.)				

6. Major Supplying country (please use separate tables for each product)

Country Name	Product	Advantage (please tick)	
		Low Price	
		Quick Delivery	
		Large volume Supply	
		Good Quality	
		Duty Free/ Lower Duty	
		Good Design	

7. Are you importing from India : Yes/ No

8. If importing from India, what are advantages and disadvantages (please tick)

Advantage		Disadvantage	
Low Price		High Price	
Quick Delivery		Problems Delivery	
Large volume Supply		Small volume Supply	
Good Quality		Quality Problems	
Duty Free/ Lower Duty		High Import Duty	

Good Design		Poor Design	
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9. If not doing business with India, due to intend to shift your orders Yes/No

10. Type of business preferred in Korea (please tick)

Direct Imports	
Purchase from a warehouse	

11. Popular Brands in Korea

Name of the Brand	Product

12. Type of Shoes being imported more in Korea (please tick)

Leather Casual/ Dress Shoes	
Long/ Half Boots	
Leather Sandals	
Industrial/ Safety Boots	
Non – Leather Sports/Casual Shoes	
Non – Leather Sandals/ Chappals	

13. Which Shoes are imported more in Korea (please tick)

Men	
Women	
Children	

14. Your Suggestions for Indian exporters for tapping the opportunities available in the Korean market.

3. Eligibility Criteria :

- The firm should possess all necessary registration and certificates required under local regulations.
- The firm should have minimum 3 years of work experience in the similar filed.
- Period of completion for the work is 2 months from the date of commencement.
- Price quoted should be on an all-inclusive basis and shall include the cost of all services, personnel, material, delivery, etc. Inclusion/exclusion of VAT and other levies/taxes, where applicable, should be clearly specified.
- Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and own risk and cost.

- f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.
- g) Bidders should quote for all the scope of work altogether, done from one company.
- h) Quotations should remain valid for acceptance for 30 days from date of closing without any price escalation for whatever reasons.
- i) Once the tender is awarded, the winning bidder will have to complete the task within 2 months of award of work.
- j) Payments to the selected bidder would be through bank transfer on satisfactory completion of work.

4. Interested parties may forward their sealed quotations (Excluding VAT), on the letterhead of the company on or before **1600 hrs on Tuesday 26 March, 2019** at the following address, clearly mentioning on the envelop "Quotation for commissioning of leather sector market research report":

Head of Chancery
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Republic of Korea



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