

Request for Proposal

for

Commercial and Economic Feasibility Assessment for a Resort cum Convention Centre at Sonadanga, Khulna

1. Background

UCEP Bangladesh is a non-profit and non-governmental organization which aims to uplift the socio-economic condition of underprivileged communities through equitable access to quality education and decent work through Technical Vocational Education and Training (TVET) and Skills Development. UCEP Bangladesh's Strategic Plan (2016-2025) focuses on the sustainability of the organization by diversifying its revenue sources and by taking social enterprise initiatives. Accordingly, in the last few years, UCEP Bangladesh has been piloting some initiatives in different geographic locations. In this line, it now plans to set up a Resort cum Convention Centre at Sonadanga of Khulna district. The construction will follow international standards with eco-friendly facilities with landscaping. The total land area is 396 decimal & plinth area of the building will be approximately 300,000 square feet.

2. Objectives

UCEP Bangladesh is inviting a credible and competent consultancy firm/ consultant(s) who has demonstrated experience in successfully carrying out commercial feasibility assessments and economic viability analysis of similar ventures.

The firm/consultant will conduct necessary studies and analysis for the commercial and economic feasibility assessment report which is expected to assist UCEP Bangladesh to decide if it is feasible to set up a Resort cum Convention Center at Sonadanga, Khulna and if so, then what would be the best options in terms of nature of services.

3. Scope of Work and Major Tasks

a) **Context analysis:** The firm/consultant shall conduct a comprehensive demand analysis and feasibility study of the Khulna region identifying niche areas, specially focusing on:

- Culture, folklore and heritage
- Health and wellness
- Indoor, outdoor activities and sports
- Eco-adventure and green recreational facilities
- Restaurants, food courts and eateries

- Activities for children and the elderly
 - Meeting and training facilities
 - Convention facilities
 - Galleries and exhibition facilities
 - Hotels, hostels, dormitories
- b) **Area Assessment:** Evaluates key physical, locational and demographic characteristics of the subject area. An examination of access characteristics, demographic profiles of the local and regional population and specific intrinsic qualities of Khulna.
- c) **Supply Analysis:** Provides an overview of existing and proposed resorts, accommodation and convention facilities in Sonadanga, as well as nearby communities in Khulna etc.
- d) **Demand Analysis:** Identifies the market opportunity for a resort / hotel and convention facility, focusing on key demand sub-markets, and analyzing the characteristics of each market demand segment to determine future levels of room night demand. The section concludes with the recommendations regarding the appropriate size, timing, and hotel operators for such.
- e) **Site Assessment:** An assessment of the site to represent the greatest potential in terms of various potential services, providing a description of the site and analysis of its strengths, weaknesses, opportunities and threats.
- f) **Recommended Development Programs:** Outline the recommended development programs as per national and international standards and guidelines.
- g) **Economic Analysis:** Prepare the economic analysis of the project that includes the total possible expenses to be incurred in the project, total revenue generated from the project on time line basis. The finding of the economic analysis will be used to calculate the Benefit Cost Ratio and Initial Rate of Return of the project. Furthermore, the consultant will evaluate probable economic impacts for the proposed services with consideration for employment and revenue impacts.
- h) **Financial analysis:** The consultant is expected to calculate the sales revenue, gross profit margin, net profit margin, internal rate of return, NPV (Net Present Value) and payback period based on a business case and business plan and findings from the feasibility study.
- i) **Legal analysis:** Identify and provide legal steps and requirements in establishing the envisaged multi-facility complex and for conducting marketing and other related activities.
- j) **Social Inclusion:** Examine availability of facilities and services for females, People with Disabilities and other marginalized groups.
- k) **Recommendations:** Evaluates commercial feasibility and economic viability of the facility and recommend funding rationale.

4. Methodology

The consulting firm/ consultant(s) is expected to develop and present the detailed methodology and work plan during pre-selection of the bid.

- Signature of contract and kick off meeting
- Primary and secondary data collection and study
- Presentation on inception report
- Presentation on draft report
- Submission of final report

5. Key deliverables

A business case based on the commercial and economic feasibility assessment for a Resort cum Convention Centre at Sonadanga, Khulna.

The documents should-

- distinguish between findings, analysis and recommendations.
- provide various possible options for UCEP Bangladesh.

6. Support from UCEP Bangladesh

UCEP Bangladesh will provide the consultancy firm/consultants with necessary support to undertake and implement the assignment and execute the objective of this ToR including the following:

- Provide initial briefing and existing work overview;
- Provide relevant documents and technical support;
- Support to finalize the methodology of the study;
- Provide feedback and approve data collection methods and tools;
- Provide feedback on the draft report;
- Approve and accept the final report.

7. Time Schedule

This assignment is expected to be completed within 20 (twenty) working days.

8. Payment Schedule

The financial proposal should include expert and data enumerator's fees and expenses (including travel costs, accommodation & food expenses, etc.). The payment will be made in three (03) installments as follows:

S.N.	Deliverables	Installment Value
01	Presentation of inception report	30% of the total contract value
02	Acceptance of draft report	30% of the total contract value
03	Acceptance of final report	40% of the total contract value

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque;
- Government VAT and tax regulation will be applied and UCEP Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- In case of failure to deliver the final product in due time, UCEP Bangladesh will deduct 0.05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;

9. Eligibility Criteria

The consulting firm/ consultants shall provide a team of well-qualified and experienced professionals who shall personally carry out the services as described in this TOR. The consultant's key professional staffing schedule for the project shall be in accordance with his accepted proposal which forms the basis of the contract and the proposal shall be substantially responsive to the requirement stipulated in the request for proposals (RFP).

- The Team Leader of the consulting firm/ consultant must have minimum master's degree with at least 10 years of experience of conducting market research, commercial feasibility assessment, using both qualitative and quantitative method.
- The consulting firm/ consultant must have demonstrated experience of conducting commercial feasibility assessment, analysis of economic viability, market research, scoping assessment and private sector engagement.
- The consulting firm/ consultant should have prior experience in designing and implementing business plan for similar facility and businesses (related to tourism & hospitality service, hotel management, resort management etc.).
- The proposed team must have the following team composition:
 - 1) Business & Market Assessment Expert (Team Leader)
 - 2) Tourism & Hospitality Management Expert
 - 3) Financial Analyst
 - 4) Legal Expert
- Excellent communication and report writing skills in English.