



A GUIDE FOR INUIT WOMEN IN BUSINESS

PROPOSAL DEVELOPMENT & PREPARING A BID



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PAUKTUUTIT
INUIT WOMEN OF CANADA



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Inuit Women In Business Network

Topics Covered

- Proposals and Bids Go Hand in Hand
- Steps to Writing a Proposal + Bid
- Best Practices Check List



Proposals and Bids Go Hand in Hand

Proposal Development

- Outlines how your company will address the client's needs and requirements.
- A description of the project scope, timelines, resources, methodology, and pricing.
- Research and analysis to understand the client's needs and tailor the proposal accordingly.

Because they are closely related, sometimes the words “bid” and “proposal” are interchangeable. The Proposal is part of the Bid.



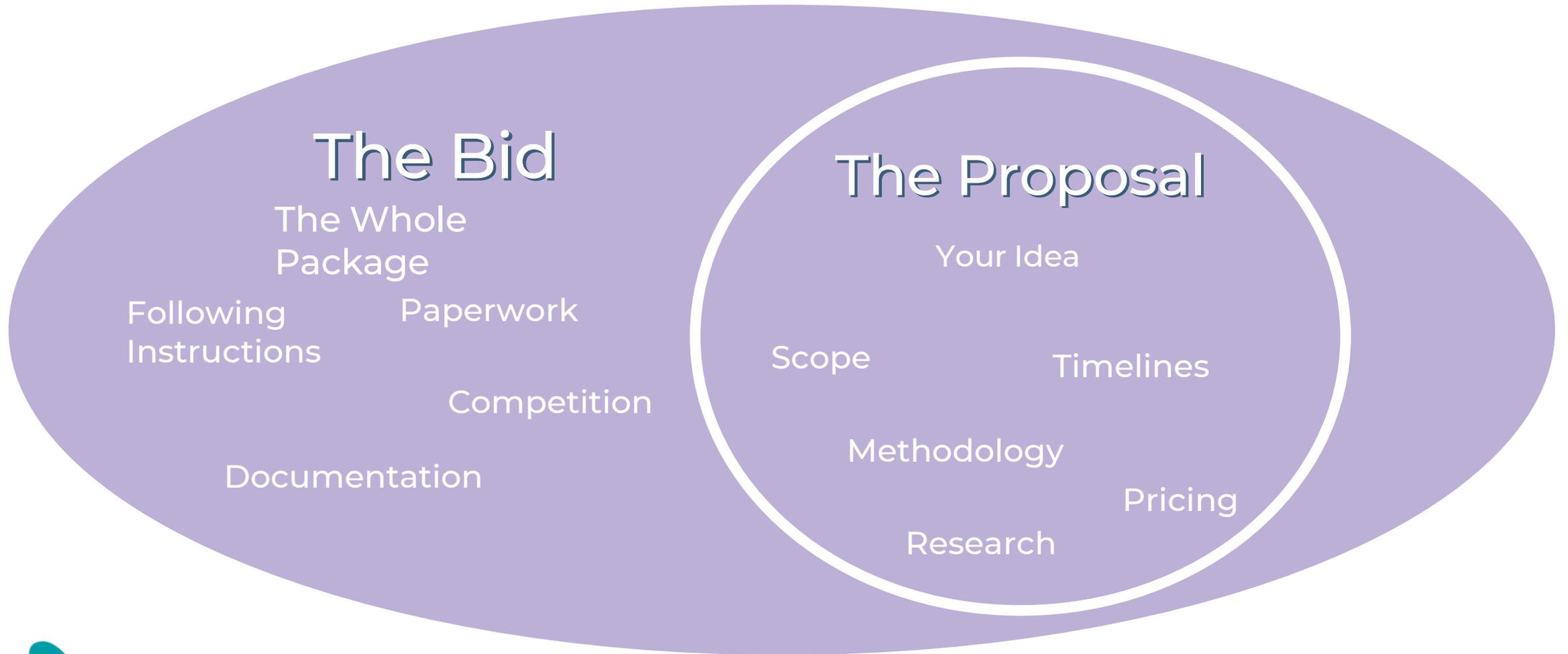
Proposals and Bids Go Hand in Hand

Preparing a Bid

- The process of formally submitting a proposal in response to a specific procurement opportunity.
- Paperwork, keeping to specific requirements, and submitting on time.
- Attention to detail, following instructions
- May require legal or financial documentation
- Typically involves competition with other bidders



Proposals and Bids Go Hand in Hand



Steps to Writing a Proposal + Bid

1. Know your Customer
2. Understand the Scope
3. Follow Proposal Requirements
4. Analyze Evaluation Criteria
5. Evaluate the Competition
6. Consider Additional Offerings
7. Highlight Relevant Cultural Elements
8. Showcase Your Business
9. Pricing and Costing
10. Ensure Compliance
11. Proofread
12. Submit by the Deadline



1. Know Your Customer

- Research and understand your customer's requirements, preferences, and needs before starting any bid.
- Tailor your proposal to their specific needs to make yourself stand out from the competition.
- Learn about the client's challenges and values by exploring their website and researching the organization to create an impressive bid proposal.



2. Understand the Scope

- Understand the project's scope, including the deliverables, timeline, budget, and other requirements, to accurately estimate the cost and timeline for completion.
- Make sure you have a complete understanding of the project and the client's objectives before drafting a bid proposal.
- Read the job description and request additional information from the client if necessary to understand the project's details.
- Accurately estimating the cost and timeline for completing the project is crucial in drafting a bid proposal.



3. Follow the Proposal Requirements

What is it?

- Proposal requirements are the specific **guidelines and instructions** provided in the Request for Proposal (RFP) or Request for Quotations (RFQ) documents.
- Proposal requirements outline **what needs to be included** in the proposal, such as the format, structure, content, and submission requirements, statement of work (SOW), specifications, terms and conditions, technical capabilities, pricing, etc.

What you should do:

- **Ensure your proposal thoroughly addresses the requirements** in the RFP or RFQ
- Use the requirements as a check list
- **Provide Detailed Responses:** clearly demonstrate how your business can meet or exceed requirements using specific examples, case studies, and evidence to support your claims.



4. Analyze Evaluation Criteria

What is it?

- Evaluation criteria are the factors the government uses **to assess, score, and compare** proposals
- Examples: technical capabilities, past performance, pricing, compliance
- **Preference Points** may be awarded to Indigenous or Women-owned businesses

What you should do:

- Clearly **demonstrate** how your proposal **meets or exceeds** each criterion.
- Use specific examples, evidence, and metrics to support your claims.
- Highlight your business's strengths
- Be prepared to **show proof of Inuit Ownership**



5. Evaluate the Competition

- Conduct a competitor analysis to understand what other companies or individuals are offering and how they are positioning themselves in the market.
- Analyze their strengths and weaknesses and identify ways your business can differentiate itself from the competition.
- In many cases, being an Inuit-woman-owned business gives a competitive edge



5. Evaluate the Competition (continued)

- Use this information to create a unique selling proposition (USP) that highlights what sets your business apart from others.
- Incorporate your USP into your bid proposal to show the customer how your business can better meet their needs than your competitors.



6. Consider Additional Offerings

- To differentiate your business from the competition, consider adding an extra service or product to your bid proposal at no additional cost.
- Make sure the additional offering is relevant to the project and will benefit the client.
- A value-added service or product could be simple and easy for you, but of great value to your client.



6. Consider Additional Offerings (continued)

- Offering a value-added service or product can demonstrate your commitment to the project and set you apart from other bidders.
- Be careful not to sacrifice quality or profitability in order to add additional services or products.
- The ability to offer value-added services depends on business capacity



7. Highlight Relevant Cultural Elements

If the project involves working with Inuit communities, consider including relevant cultural considerations in your proposal. This could include things like:

- Language considerations
- Community engagement
- Unique world view
- Traditional knowledge/Inuit societal values





8. Showcase Your Business

- To showcase your company's capability, consider including [samples of your work](#) in your bid proposal. This can give the client a sense of the [quality](#) of work you are capable of delivering.
- Including [customer reviews](#) and [testimonials](#) can also help demonstrate your company's expertise and reliability.
- Providing [case studies](#) or [past project examples](#) can give the client a clear picture of how your company approaches similar projects and can help build trust in your abilities.

9. Pricing and Costing

- Provide **fair and transparent pricing**, supported by a detailed cost breakdown, and highlight any cost-saving measures or efficiencies.
- Be **competitive while also ensuring profitability**. Consider factors such as market rates, labor costs, material costs, overhead, and desired profit.
- Pricing models may be required depending on the procurement opportunity, such as fixed-price, cost-reimbursable, or time and material.



Cost Calculation Example

Estimate the cost of delivering the products or services required by the contracting opportunity, including:	Example: A seamstress making seal skin mittens
Labour	3 hours to make the mittens x \$25/hr. = \$75
Materials	Seal skin: \$50 Thread/Other: \$5 Total = \$55
Overhead/Other	Rent, utilities, equipment, and other expenses. Monthly overhead costs: \$500 Divided by 20 pairs of mittens per month $\$500/20 = \25 .
Total Cost	Labour (\$75) + Materials (\$55) + Overhead (\$25) = \$155
Markup	Total cost: \$155 Markup (30%): \$46.50 Selling price: \$201.50



10. Ensure you follow Compliance

What is it?

- Compliance refers to **following the rules, regulations, and requirements** set forth in the procurement process.

What you should do:

- Create a **compliance checklist** to ensure your proposal complies with all the requirements, guidelines, and formatting specified.
- **Cross-check** your proposal against the RFP/RFQ to ensure nothing is missed.



11–12. Proofread & Submit by the Deadline

- **PROOFREAD** your proposal thoroughly before submitting it. Eliminate any errors, such as grammar or spelling mistakes, and ensure the content is clear and concise.
- Consider having a colleague or someone from your network read through your proposal to catch mistakes or confusing language.
- Always aim to **submit your proposal before the deadline**. Late submissions can negatively impact your chances of winning the bid, so be sure to plan accordingly and give yourself plenty of time to prepare and review your proposal.

Reach out for support:

Don't be afraid to reach out for support and guidance in preparing your bid. This could include seeking mentorship from other Inuit women in business, working with a business coach, or accessing resources from organizations that support Indigenous entrepreneurs, such as Pauktuutit.



Best Practices Check List

You Must

- Thoroughly review all terms and conditions.
- Ensure you meet all mandatory criteria.
- Respond to all sections.
- Include all requested documentation.



Best Practices Check List

You Must

- Follow any rules set by the procurement authority
- Sign and complete all required elements.
- Carefully follow all submission instructions
- Submit on time to the correct location.



Best Practices Check List

You Should

- Ensure your bid is organized, complete, concise, and precise.
- Ensure your proposal thoroughly addresses the requirements in the RFP or RFQ including deliverables, timeline, budget, and other requirements.
- Include a Unique Selling Position.
- When necessary, include the reference number, file number, date, and contact person's details on the front page of your bid.



Best Practices Check List

You Should

- ❑ If the bid is lengthy, add an executive summary, table of contents, and page numbers.
- ❑ Add your logo or business name on every page to reinforce your brand.
- ❑ Get a fresh perspective by having someone review your bid before submitting it.
- ❑ Request a debriefing from the client after the contract has been awarded.



Where Can I Get Help?

Pauktuutit has many resources available on our website:

- [Inuit Women in Business Network](#)
- [Business Resources](#)



- 1. RESEARCH & PREPARE**
- 2. WRITE THE PROPOSAL**
- 3. REVIEW, REFINE,
SUBMIT ON TIME**

