



ITALIAN TRADE AGENCY

Ufficio Seoul

ANNEX 1

OPEN CALL FOR BIDS

**Procurement of showroom management and in-store sales coordination services for High Street Italia project under art. 7 section 2, letter b) of Ministerial Decree no. 192/2017 (MD 192/2017)
C.I.G. n° A007B23E69**

TECHNICAL SPECIFICATION

This document constitutes an **integral part of the contract** and contains a detailed description of the requested services, duration of the contract, applicable penalties and termination rules.

The contracting Authority for the purpose of this Open Call for Bid is the Italian Trade Agency-Seoul Office (ITA Seoul).

SPECIFICATION OF REQUIREMENTS

Defined below are indicative requirements to fulfill the need of the Italian Trade Agency during the lifetime of the project. This definition is not exhaustive and the successful bidder must ensure that the service provided meets the needs of the Agency in a cost effective and timely manner.

1. Sales management

- Start sales immediately from October 6th with previous interaction with current store management supplier under supervision and instructions provided by ITA
- Take over from the existing management immediately after contract signing – (tentative period: October 1st ~ 5th to be confirmed by ITA to bid winning company.
- Sales staff: qualified with at least 2 years' experience in store sales, fluent in English (at least 1 for each shift), proactive attitude and profiles to be approved by ITA no later than October 30th 2023;
- Transition period allowed from October 6th to October 30th: during this period the provider may appoint temporary staff in case the required profiles are not immediately available;
- At least 2 sales staff always stationing on the 1st and 2nd floors during business opening hours, providing information on displayed products interacting proactively with all visitors.
- POS system management and cashier operations
- Providing shopping bags (graphic design according to instructions by ITA)
- Sales staff customized training and uniform provided.
- Liquor sales business registration available (optional) to be offered to interested vendors

2. Pop-up/showroom location management

- Opening days/time: Tuesday to Sunday, 11:00-20:00
- Closing schedule to be agreed with ITA in accordance with the Korean holidays and ITA events schedule.



Initials



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- Shelves setup and products display.
- Stock products monitoring and storage management and supervision.
- Products display arrangement, including floorplan rendering, for 1st and 2nd floors, on the occasion of products rotation (on average every 6 months) under supervision and coordination by ITA
- Collaboration with Building management for all logistic issues under supervision and coordination by ITA
- Collaboration with on/off marketing and communication for related activities under supervision and coordination by ITA
- Other relevant operations necessary for the showroom management requested and defined in coordination with ITA

3. Vendors coordination and rotation

- Coordination, under supervision and interaction with ITA, of all participating companies (vendors) with special focus on:
 - a. General procedure (Order forms, payments system etc.)
 - b. Temporary business registration for pop-up store - open/close, agreement for the free lease of real estate
 - c. Payment system arrangement and supervision (POS provided by company)
 - d. Collecting other relevant documents (Made in Italy declaration, Confirmation for the participation) etc.
- Ensuring dedicated assistance and communication with newcomers
- Communication with vendors for timely stock refilling
- Ensuring the respect of Korean laws and regulations as well as of showroom regulations issued by ITA

4. Sales monitoring and reporting

- Sales report to ITA, reporting period: everyday + monthly
- Sales report to vendors, reporting period: weekly

Economic Offer shall be submitted through Annex 3, please follow instructions as provided in the art. 7 of the Open Call for Bids.

Ferdinando Gueli
Italian Trade Commissioner in Seoul

Legal representative of bidding company:

(to be signed and stamped for acceptance)

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