

# Preparing Your Proposal Response



## Outreach Efforts

- Several informational sessions conducted prior to RFP
- Information packages developed to announce the upcoming concessions opportunities, schedules, key contacts and certification procedures
- Community outreach
- Database of interested businesses from previous and continuing outreach efforts established.
  - Businesses that expressed interest in MDAD concessions programs and/or attended Industry Meetings



## Outreach - Efforts

- Workshops
  - Local banking community
  - Small Business Administration
  - Insurance representative
- Previous meetings were conducted to update bankers/lenders about business terms and likely capital requirements
  - Small businesses require access to capital to be successful
- Information packages were distributed among key minority organizations



# MDAD Request for Proposals



- Formal solicitation process
- Required by County
- Objective is to identify the most appropriate concepts for the MIA traveler
- Concepts with broad consumer appeal



## Should I Propose?

- The only resources you need to write a winning proposal are:
  - Time,
  - Talent, and
  - Energy
- If you win, do you have systems in place to operate multiple locations (off and on-airport)?



# Your Opportunity

- Opportunity to market concept/ideas
- Create a strategy
  - Evaluate chances for success (risk vs. reward)
  - Evaluate likely competition



# Mobilization

## Get Started

- Visit MIA to become familiar with terminal and concourse layout, concession locations, traffic flow, carriers, etc.



- Create lists and initial contact with potential partners



# Mobilization

## Hold Internal Kick Off Meeting



- Packaging
- Schedule
- Strategy/team or partners
- Unique Sales Position (“USP”)
- Progress and Problems





# Mobilization

## You may Need Help



# RFP Response Hints and Suggestions




*Read it once, then read  
it again, and again*



# RFP Response Hints and Suggestions



- Take careful note of:
  - Pre-proposal conference date/time 
  - Questions
  - DBE requirements/certification
  - Proposal due date and time

# RFP Response Hints and Suggestions

- Take careful note of (continued):
  - Number of copies
  - Any page limits (none for MDAD)
  - Any font size requirements
  - Packaging (technical/financial)
  - Delivery instructions




## RFP Response Hints and Suggestions

- Several readings necessary for understanding of requirements
- Critical information may be in multiple sections
- Place RFP in 3-ring binder for easy use as a reference document
- Create notes at edge of pages for easy reference
- Create a schedule and stick to it. Work backwards



## Questions about RFP

- Attend Pre-Proposal conference 
- Identify written question due date
- Responses to questions distributed to all
- Word questions carefully to ensure information on pricing/strategy not given away
- Verbal information is not binding










## Proposal Outline

- Need a well-organized, easy to read document that clearly delivers your message
- Follow submittal requirements
- Use requirements to form outline
- Prepare annotated outline
- Estimate number of pages to be written, person responsible
- Note evaluation points for focus



## Finishing Touches

- Cross check submittal requirements 
- Spell-check all sections 
- Gather appendix materials 
- Prepare table of contents 
- Prepare transmittal letter 
- Prepare section tabs/dividers 
- Prepare financial proposal 
- Create financial proforma for each unit 