



Request for Proposal For Strategic Marketing and Research Services

1. Introduction

Community Coordinated Care for Children, Inc (4C) is seeking proposals from qualified marketing research firms to help evaluate strategic opportunities for generating new business and revenue. The selected partner will conduct research, analyze findings, and provide actionable recommendations that could provide additional opportunities for revenue generation that may help guide our company's future direction.

2. Proposing Entity Requirements

Company Overview

Respondents should provide a concise overview of their organization, including:

- Company history and mission
- Core competencies in marketing research
- Relevant industry experience
- Unique capabilities or differentiators

Background & Experience

Please include:

- Summary of past projects similar in scope
- Case studies or examples of work with comparable clients
- Demonstrated expertise in market analysis, customer insights, and strategic recommendations

Staffing

Proposals must identify:

- Key personnel assigned to this project
- Their roles, qualifications, and relevant experience
- Estimated level of involvement for each team member



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3. Project Objectives

The primary objective of this engagement is to determine the most promising strategic direction(s) for 4C to pursue in order to generate new business and increase revenue diversification.

This includes addressing the following business issues:

- Understanding current market opportunities and threats
- Identifying unmet customer needs or emerging segments
- Evaluating potential new products, services, or business models
- Assessing competitive positioning and differentiation opportunities
- Recommending clear, evidence-based strategic paths forward

4. Scope of Work & Deliverables

Scope of Work

The selected vendor will be responsible for:

- Conducting market and competitive landscape analysis
- Gathering customer insights (qualitative and/or quantitative)
- Identifying growth opportunities and revenue-generating strategies
- Evaluating feasibility and potential ROI of recommended directions
- Providing strategic guidance based on research findings

Deliverables

Final deliverables should include:

- A comprehensive research report summarizing findings
- Market opportunity assessment
- Customer insights summary
- Competitive analysis
- Recommended strategic options with rationale



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- Presentation of findings to leadership team
- Optional: executive summary or dashboard-style overview

5. Methodology

Proposals should outline the firm's recommended approach, including:

- Research design (qualitative, quantitative, or mixed-method)
- Types of data to be collected (e.g., surveys, interviews, focus groups, secondary data, competitive intelligence)
- Sampling strategy and target audiences
- Analytical frameworks or models to be used
- How insights will be synthesized into actionable recommendations

Vendors are encouraged to propose innovative or hybrid methodologies that maximize insight and value.

6. Budget

Please provide a detailed cost estimate that includes:

- Total project cost
- Breakdown by major task or phase
- Hourly rates (if applicable)
- Any optional services or add-ons

A best estimate range is acceptable at this stage. 4C reserves the right to negotiate final pricing.



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7. Timeline

Proposals should include a projected timeline from project kickoff to final deliverables, including:

- Project initiation
- Research design
- Data collection
- Analysis
- Draft report
- Final presentation

Vendors may propose alternative timelines with justification.

8. Other

The information following is not mandatory however should you answer in a manner that benefits 4C you will be awarded additional points that are counted toward your overall score.

- *Ability to provide in kind services.* Please list those services with cost estimates attached, including discounts on the services bid in this proposal that would be net against actual cash payments for work performed.

And,

- *Inclusion of an implementation plan, for potential services you believe are the most feasible.* Include a timeline, action steps, identification of community partners (if any), and potential dollar investment required.



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9. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise and relevant experience;
- Qualifications of project team;
- Strength and clarity of proposed methodology;
- Ability to deliver actionable, strategic insights;
- Cost-effectiveness (budget) and value;
- Quality and completeness of proposal; and,
- Optional: Items from (8) above.

9. Submission Instructions

Please submit your proposal electronically to:

Ernesto Martinez

emartinez@4cflorida.org

To be considered for this project proposals must be received no later than 5:00 pm on Monday, May 18, 2026.