

Scope of Works

Appointment of a specialist service provider to conduct a comprehensive brand equity audit and reputation perception survey, to establish the brand equity of SENTECH and perceptions around SENTECH reputation. This will inform the direction which the brand positioning and visibility enhancement will be approached. It will also guide on new ways to make the SENTECH brand resonate with both existing and potential customers.

The overall objective of the brand equity audit and reputation perception survey is to help identify both the company and the stakeholders' viewpoint in terms of:

1. The commercial value of the SENTECH brand
2. Perception, image, reputation and attitude towards the SENTECH brand in the market
3. Awareness of the SENTECH brand in the market
4. SENTECH's competitive standing in the market
5. Effectiveness of brand management efforts

Key **deliverables** from the brand audit and reputation survey to include the following but not limited to:

1. Provide a brand equity and equity baseline
2. Provide factors affecting the SENTECH Brand Equity
3. Provide insights into how SENTECH stakeholders perceive the brand in relation to its competitors (reputational index)
4. Provide insights that will assist in shaping SENTECH's brand strategy
5. Highlight opportunities to improve and refocus brand management efforts
6. Provide brand equity and reputation monitoring tools
7. Develop questionnaires
8. Develop and submit the brand and reputation strategy document
9. Project Plan development
 - Project update meetings

A detailed research report, together with a presentation of the findings and recommendations is required.

The service provider is to provide the following as part of their proposal:

1. Full company profile detailing relevant experience in the industry
2. CVs of Key Personnel to be involved in Project (name, qualification, companies / institutions worked for with dates, research work / projects done previously and duration of research experience)
3. Proposed Research Methodology (how the project will be conducted, fieldwork, desktop research, focus groups; interviews and statistical analysis)
4. Proposed Project Plan with Schedule (weekly activity plan and allocation of resources)
5. Provide references letters **on** a company letterhead not older than 5 years from contactable references where brand equity audit was conducted (i.e. project description, client, duration, project value, date project undertaken)
6. Pricing / fee structure
7. Presenting the final results to the cross-divisional teams and the EXCO

The study should be undertaken and concluded within a maximum of 17 weeks