

# Request for Proposal

**Title of Consulting Services:**  
Market and Consumer Research

**Project Name:**  
DOLPIN (*Dolanan Pintar*) - Educational toy for children aged 5-9 years in Indonesia

## 1. Background

Educational toys are very important to support the teaching and learning process, especially for children. There are several objectives of educational toys: for physical and motor development, for cognitive development, for developing creativity, for language development. When choosing a toy for children, parents need to choose toys that are appropriate for the children's age and their level of understanding. On the other hands, parents, other family members, schools, and community members are also expected to have the responsibility of teaching children about health, especially reproductive health from early age. Children need to know about their body changes, the causes of these changes and to stay healthy and have a good relationship with their environment. Education related to reproductive health could protects a child from all types of sexual harassment, mistreatment from friends, older people, family members, teachers and other community members. In addition, education on health and relationships also creates awareness of diseases and infections, teaches them how to manage sexual behavior, emotions, how to control them and how to stay safe.

DOLPIN or Dolanan Pintar is an educational toy with health themes and family-based relationships for children aged 5-9 years in Indonesia. The development of DOLPIN uses the principle of Human Centred Design. There will be several processes for the development of DOLPIN: formative research, development of prototypes, rapid prototyping test, and the product launch. DOLPIN teaches children about reproductive health, body health and self-protection. One of the benefits of DOLPIN is that parents are also expected to be involved actively in this game, because parents have an important role in teaching their children about health. Parental involvement here is to guide their children to play and to teach about reproductive health through the interaction between them. DOLPIN will be designed so that parents will be more comfortable and confident in teaching about reproductive health. Without having to feel shy and awkward, parents and children will easily discuss this theme.

DOLPIN is expected to be one of the parents' choices for educational toys that can help and support children development. DOLPIN is expected to help improve children communication skills and most importantly, improve their knowledge related to reproductive health.

## 2. Objectives

The market and consumer research aims to:

- Gather information on consumer trends and behaviours focused on educational toys in Indonesia.
- Develop consumer segmentation based on buying behaviours and psychographic characteristics.
- Conduct competitor analysis for DOLPIN, their products and/or services, prices and brand positioning.

- Analyse the value chain for educational toys including how they are made and distributed.
- Assess desired consumer benefits of DOLPIN products.
- Analyse barriers to purchase products.
- Analyse the communications channels used by the consumer segments, both offline and online.
- Test DOLPIN products with retailers and wholesalers, both online and offline.
- Develop the user journey to which our marketing can respond.

### 3. Design and method

The selected agency/consultant will be expected to undertake a desk review of existing recent evidence/data and documented project experiences in order to prioritise and refine the areas of information to be collected from the field. The field work will be mixed method study (both quantitative and qualitative), cross-sectional and guided by marketing theories and principles. The selected agency would need to propose an optimal mix of quantitative and qualitative methods. The selected agency also needs to identify relevant target audiences and stakeholders for the data collection. The selected agency/consultant will coordinate with Team Leader, Monitoring and Evaluation Coordinator, and Partnership Officer from Tulodo Indonesia. Tulodo will provide the *DOLPIN Formative Research Report 2018* document.

### 4. Target respondents and sample size

The primary target audiences for DOLPIN or *Dolanan Pintar* is households with children aged 5-9 years in Jakarta, Indonesia. The proposal must specify the proposed location, sample size for the study including the recruitment method.

### 5. Data Analysis

The proposal must specify the plan for data analysis. Qualitative data analysis software like NVivo and quantitative analysis software such as SPSS should be used. The agency/consultant is expected to own/procure the required licences for the software used.

### 6. Deliverables

The following deliverables will be required be submitted in electronic format (in English) to Tulodo Indonesia:

- Research plan to complete the study
- Ethical clearance<sup>1</sup> & consent forms
- Desk Review Report
- Final English and translated guides for IDIs, and Final Research Tool for Quantitative study
- Plan for enumerator training
- For the qualitative study: all field notes and interviews legibly transcribed and translated in electronic form, cleaned and labelled qualitative transcripts. Quantitative data files with descriptive data on participants.
- For the quantitative study: cleaned data in SPSS format.
- Final Report summarizing key findings, in both narrative and presentation format.

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<sup>1</sup> Bidders can propose ethical clearance to relevant institution if needed. Please state in the timeline. Bidders also need to provide consent form for the data collection.

## 7. Timeline

The timeline is in reference to the time of signing the contract with Tulodo Indonesia. It is expected that period of consultancy will be 12 weeks from January to March 2019.

Activities	Week											
	1	2	3	4	5	6	7	8	9	10	11	12
Develop research plan and report outline												
Desk Review												
Development of research tools												
Training of enumerators and data collection												
Analysis and draft report												
Final report												

## 8. Required Qualifications of the Research Team

- More than 5 years-experience in designing and conducting market and/or consumer research.
- Expertise in quantitative research methods, including coding and data analysis using quantitative software such as SPSS.
- Expertise in qualitative data collection, transcription, coding and interpretation.

The research/ survey team will be responsible for having the appropriate licenses for both qualitative and quantitative data analysis software. The research/ survey team's up-to-date CVs (maximum 3 pages each) must be provided to Tulodo Indonesia as annexes to the research project proposal.

## 9. Financial Proposal

Bidders are requested to provide a Financial Proposal to support their activities. Tulodo Indonesia has allocated a maximum total budget of IDR 56,000,000 (including tax) to cover all contractor fees and third-party costs associated with this project.

## 10. Request for Proposals

Interested bidders are requested to submit a proposal with the following:

- Outline of market research approach, including methodology and tools
- One page statement of the expertise your team will bring to this project
- CV for each proposed market research team member
- Financial proposal with daily fee rates for team members and all third party costs.
- 2-3 executive summaries (maximum one page each) from recent research/projects.

The deadline for submitting proposals is **Friday, 21st December**. When submitting proposals, please include reference to "**DOLPIN Market Research**" in your email subject title. Submissions should be addressed to Tulodo Indonesia (Mr Heribertus Rinto Wibowo) via **heribertus@tulodo.com**. Please note that only shortlisted bidders will be contacted.