

Application Guideline for
Contract Research on “Survey on Motorcycle Sales in Vietnam”
Commissioned by IDE-JETRO

May 13, 2015
Satoshi Miyamoto
President, Japan External Trade Organization

APPLICATION GUIDELINE

All of applicants should apply in accordance with this guideline, with recognition about contents of this specification.

1. Proposal Form Submission

Submit the Proposal Form in which all necessary items are filled, following the instruction stipulated above clauses by the deadline shown below by e-mail or courier service.

proposal@ide.go.jp

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Application DEADLINE: 18:00, June 3, 2015 (JST=GMT+9)

2. Evaluation Schedule

Accepting Proposal:	May 13, 2015 ~ June 3, 2015
Evaluation Process:	June 4, 2015 ~ June 12, 2015
Notification:	by June 15, 2015
Contract:	June 25, 2015

SPECIFICATION

Enclosed Proposal Form shall be submitted following all requirements and conditions specified in the clauses below.

1. Evaluation Criteria

- 1) Qualifications and competence of the principal researcher/analyst, including academic background and experience in research activities
- 2) Credibility of institutional management with experience of research projects for foreign clients such as international organization (e.g., UN agencies), research institutes, universities, and non-governmental organizations (NGOs)
- 3) Adequacy of work plan to complete the survey with the required sample size in the required timeframe
- 4) Soundness of the sampling strategy to meet the purposes of the survey
- 5) Familiarity and experience of conducting firm and market surveys using questionnaires
- 6) Familiarity with the areas where the survey is conducted

2. Title of the Research

Motorcycle sales in Vietnam

3. Background and Objectives of the Research

The Vietnamese motorcycle industry is a typical case of a booming industry driven by local demand of a fast-growing emerging economy. A decade after the entry of massive Chinese imports, the industry has come to be characterized by the booming market, active entry of major foreign and local motorcycle manufacturers, intense competition based on the basis of product quality and price, and gradual accumulation of supporting industries.

Within the framework of a larger research project aimed at quantitative analysis of the structure of the Vietnamese motorcycle market and industry, this research aims to grasp the quantitative features of the motorcycle demand in Vietnam. It will focus on the collection of the data on the types, quantity and prices of the motorcycle sold in Vietnam and the characteristics of consumers who buy motorcycles, so as to shed light on the general features of the Vietnamese motorcycle market as a whole.

The collected dataset will serve as the basis of estimating the motorcycle demand function, which in turn enables us to understand: (1) how Vietnamese consumers value quality and prices in purchasing motorcycles, and (2) how much welfare for consumers and value added for manufacturers are created by motorcycle manufacturers' efforts to increase product quality and/or reduce costs.

4. Scope of Work on the Research

1) Sampling of motorcycle retailers

In order to collect data on the characteristics of motorcycles sold and consumers who buy them, the research first conducts the sampling of motorcycle retailers in Vietnam so as to select 45 motorcycle retailers where the survey would be conducted. The procedure takes two steps: 1) sampling of localities and 2) sampling of retailers within the selected localities.

The sampling of localities needs to reflect both the diversity of consumer behavior across different regions and the size of the market. For example, disparities in the levels of incomes/economic development and differences in consumer taste across geographical regions need to be taken into account. At the same time, the total number of samples needs to be distributed to the selected localities in proportion to the size of the market. The sampling of retailers in the selected localities shall be conducted randomly on the basis of comprehensive lists of motorcycle retailers located in the localities.

A CONTRACTOR shall devise a sampling strategy which effectively captures the diversity and the size of Vietnam's motorcycle market.

2) Data collection

A CONTRACTOR shall make the arrangement with the sampled retailers so that data on any motorcycle sales made during two four-week periods in 2015-6 (see 6. Research Schedule below for details) will be recorded on a questionnaire sheet. Only sales to final consumers are to be recorded, excluding any sales made to wholesalers or other retailers.

The data to be collected include the following.

- 1) the name and address of the retailers,
- 2) the date of sale;
- 3) characteristics of the products: manufacturer, model name in full, certification number (as issued by the Vietnam Register), color, year of manufacture, new or secondhand;
- 4) price and payment: price sold, method of payment, whether or not the consumer borrowed money for purchasing motorcycles, details of instalment (in case of payment in instalment);
- 5) characteristics of the purchasers: sex, year of birth, address, marital status, ethnic group, industry and occupation, monthly household income, number of members in household, number of motorcycles and cars that the household currently has, and the main use of the motorcycle purchased.

A complete and detailed list of items to be collected will be supplied by IDE. Not all of the items are available on documentation presented by purchasers, and will have to be collected by interviewing the purchasers. A CONTRACTOR shall make detailed instructions to the retailers so that the required data can be collected in accurate and consistent manner. A CONTRACTOR makes most effort to increase the retailers' and consumers' response and ensure that the data collection proceeds exactly in accordance with the instructions. IDE staff may join a CONTRACTOR project team to monitor the progress of the survey.

A CONTRACTOR collects the questionnaire sheets upon the end of each round of survey. A CONTRACTOR carefully checks the content and asks for clarification/additional information from the retailers if necessary.

3) Data entry and cleaning

IDE provides the Excel format for keying in the data. Collected data are re-checked and any errors will be corrected before the database is finalized.

5. Expected Outcome

The project is expected to produce data on motorcycle sales at 45 retailers during the two survey periods in 2015-6, covering information on the characteristics of the products sold and the consumers who bought them, so as to represent the overall characteristics of the Vietnamese motorcycle market.

6. Research Schedule

Research work shall be conducted from June 2015 to January 2016.

- 1) June 2015 Making a contract
- 2) August 2015 The first round of survey (four weeks)
- 3) October 15, 2015 Submission of data collected in the first round of survey
- 4) December 2015 The second round of survey (four weeks)
- 5) February 15, 2016 Submission of data collected from the second round of survey
- 6) February 29, 2016 Submission of a statement of accounts for settlement and all the original receipts, vouchers and other records

7. Reports

Upon the completion of each of the two rounds of survey, A CONTRACTOR delivers the following to the IDE:

- 1) an Excel file to which the collected data are keyed in (format to be provided by IDE);
- 2) original questionnaire sheets completed by motorcycle retailers; and
- 3) complete description of the sampling and data collection procedure, including the details of replacement process if any.

Original questionnaire sheets shall be delivered to IDE via internationally reliable courier service.

8. Budget Estimation Guideline

- (1) Total Budget: Total amount of (2), (3) and (4) is 2,019,600 yen.
- (2) Direct Expenses: See clause 9 for details.
- (3) Administrative Overhead: Administrative expenses on the Research activities, in maximum 10 % of total direct expenses would be on budget proposing.
- (4) In case tax is imposed on the payment of expenses according to the provisions of prevailing laws and regulations of A CONTRACTOR's country, the tax shall be included in budget proposal within the total budget amount as stated in (1).

9. General Condition of Expenditure and Account Management on the Research

(1) Expenditure Items

Expenditure items on the Research should be confined to the following items.

1) Direct Expenses

a. Honoraria for researchers

Keep daily work logs on report sheet provided by IDE-JETRO in order to confirm the status of the Research work.

b. Wages and salaries for research assistants

Upon hiring research assistants, keep daily reports specifying the name of the employee and content of service, to confirm the status of work.

2) Administration Overhead

Expenditure such as telecommunication and translation on the Research shall be borne within the amount of Administration Overhead.

(2) Statement of Account, Receipts and Vouchers on Expenditure

Obtain official receipts or vouchers on each expenditure, keep the originals and submit them with Statement of Account. In case of needs to save the original documents in order to file tax returns or use them for another reasonable purpose, file a copy of them for the purpose of Account Audit by IDE. In case that receipts and vouchers are written in language other than English or Japanese, it shall be translated into English.