

## Proposal Guideline

The following is a guideline on how to draft the proposal for the Invest Japan Lead Generation Specialist role.

### 1. Documents to be submitted to JETRO by Applicant

Document Name	Document Content
Proposal	<p>Proposal will explain how the applicant will implement the required specifications stated in Appendix A. The main items are as follows:</p> <ul style="list-style-type: none"> <li>• Project Implementation*</li> <li>• Experience and Capabilities of the Organization</li> <li>• Project Implementation Skills of Assigned Personnel</li> </ul> <p>*Gives detailed explanation on the following:</p> <ul style="list-style-type: none"> <li>• Number of potential companies the Applicant will be able to list for the Project and detailed reasons for the number.</li> <li>• Thoughts on how to prioritize between companies.</li> </ul>

### 2. Appraisal Items (Required Proposal Items)

The following are the appraisal items upon which your proposal will be evaluated. Please include all the information in your proposal so that JETRO can evaluate your proposal according to the following points:

1. Strategies on Project Implementation		
1.1	Feasibility of Activities Implementation	Fully understands JETRO's goal of promotion of FDI to Japan, satisfies project activities indicated in RFP
1.2		Presents a valid proposal that can realize the project activities indicated in RFP
1.3	Feasibility of Implementation Method	Clearly indicates implementation structure for project activities indicated in RFP
1.4		Makes a specific proposal on implementation methods to enhance the outcome
1.5	Feasibility of Implementation Plan	Implements the project in a practical and goal oriented manner
1.6		Enhance project outcome in an effective manner
2. Experiences/Capabilities of the Organization		
2.1	Experience with Similar Projects	Has past experience implementing similar projects
2.2	Organization's Capability to Implement Project	Has secured employees who can fulfill the project
2.3		Properly manages personal information and/or confidential information

2.4		Responds to JETRO's requests promptly and flexibly
2.5		Has extensive knowledge, network, and information-gathering capacity to effectively implement project
2.6	Management of Project Implementation and Backup Plan	Set up a support structure to ensure smooth execution of project
3. Experiences/Capabilities of Employees		
3.1	Experience with Similar Projects	Assign employees who have experience implementing similar projects
3.2	Knowledge and Expertise Related to the Project	Have the necessary knowledge, experience, and skills to successfully execute the project
3.3		Have a network of personal contacts to effectively implement project
3.4	Work History, Qualifications	Have valid work history/qualifications in order to fulfill the project

### 3. Submission of Proposal

#### 3.1 Proposal Format

- 1) The proposal shall be submitted in a PDF format to the JETRO contact listed on the RFP.

#### 3.2 Points of Attention

- 1) Submitted proposals and related documents will not be returned, regardless of the outcome of the evaluation. Replacement of documents and/or resubmission will not be allowed. All submissions are final.
- 2) Write the proposal so that it will be appraisable regardless whether the appraiser has prior technical and industry knowledge of the target industries or not. Add a glossary for industry phrases if necessary.
- 3) For the proposal, the applicant may submit additional documents to give a more specific and objective detailed explanation proposal content. (Original proposal and additional documents should correspond with one another.)
- 4) In the situation where JETRO affirms that the submitted application does not comply with the format and Points of Attention, JETRO may not evaluate the application. Also, submission of additional documents and explanation may be sought.
- 5) Applicant will cover all fees related to the creation and submission of the application.