



REQUEST FOR PROPOSALS

International Table Tennis Federation
Ecommerce Platform and Online Store
19 June 2019



ABOUT THE ITTF

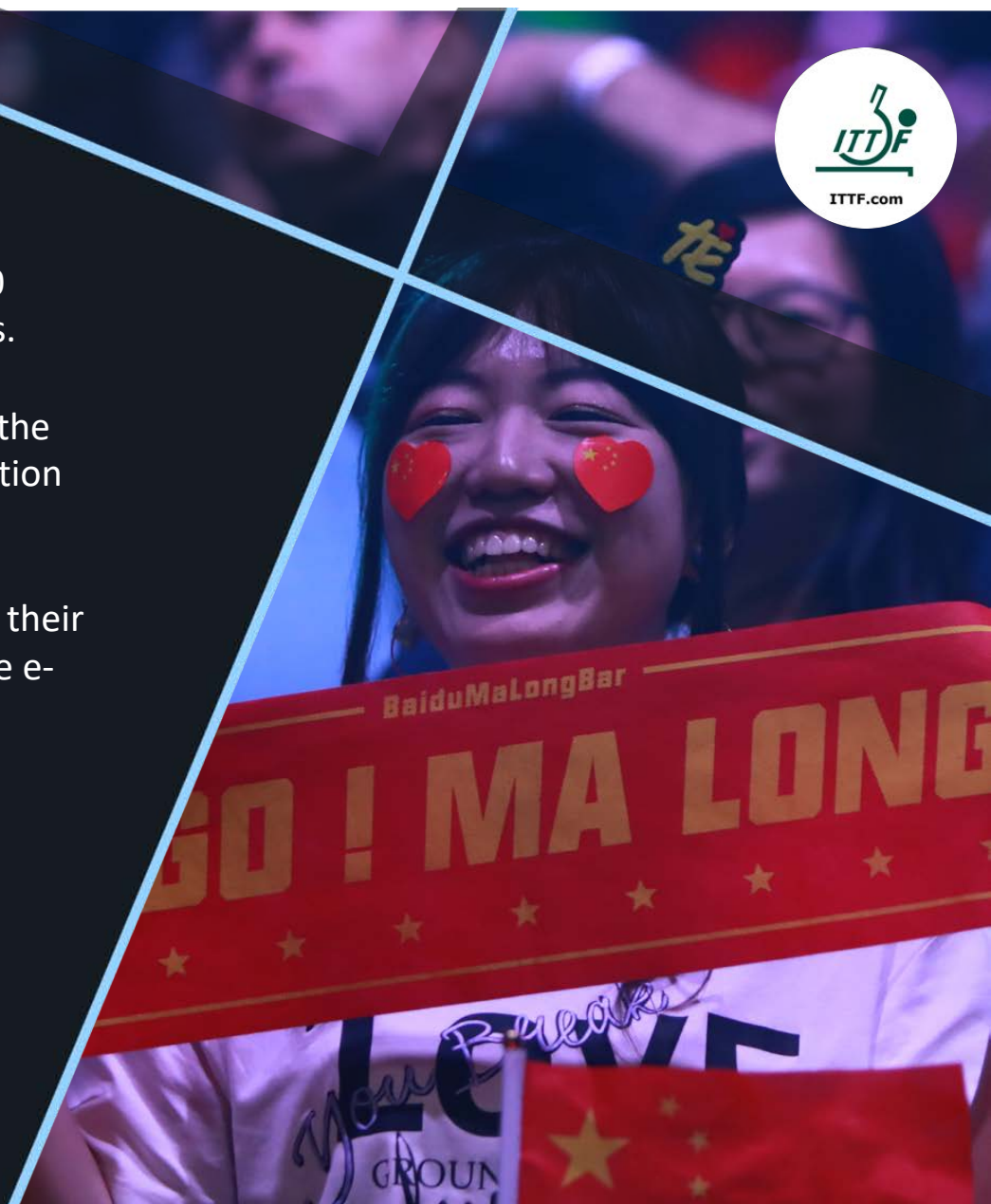
The ITTF holds over 80 events a year, seen live on TV in over 110 countries and currently has over 3 million social media followers.

The past decade has seen the ITTF further significant growth of the table tennis sport in terms of commercial value, global participation and world class events.

Fans themselves play a huge role in the growth of our sport and their growing social presence shows great promise for the sport in the e-commerce space.

Key social numbers on ITTF Social platforms showed:

- 66K Followers on Twitter
- 210K Followers on Instagram
- 365K Followers on Youtube
- 537K Likes on Facebook
- 2.05M Fans on Weibo
- 251K Subscribers on itTV
- Over 4 million Visitors to ittf.com in 2018



OVERVIEW

This project involves the design and development of a comprehensive world-wide merchandise solution for the ITTF, including the development of a procurement, inventory, and distribution strategy, the operation of an e-commerce/online store and event merchandise platform.

The ITTF does not currently have a provider for the services requested.



OBJECTIVES

Objective 1: Product Sourcing

Create a diversified portfolio of products to excite and engage fans worldwide through various sourcing strategies, including:

- Direct to garment (DTG)
- Owned inventoried
- Third party inventory (drop ship program)
- Event merchandise

Objective 2: E-Commerce Store

Design a clean, modern e-commerce platform that delivers a seamless and engaging user experience reflecting the core values and brand promise of the ITTF. The storefront should be designed to seamlessly incorporate ITTF brand standards and built with a long-term vision to integrate various ITTF products and services (e.g., live streaming, news, etc.)

Objective 3: Supply Chain Management

Execute an effective plan to manage inventory, reducing risk while delivering a wide variety of products through efficient supply chain management.



OBJECTIVES

Objective 4: Distribution and Fulfillment

Manage all aspects of the distribution and fulfillment of products to a worldwide audience, including:

- Direct ship to consumers
- Third party/marketplace orders

Objective 5: Event Merchandise

Develop a coordinated event merchandise program that allows the ITTF to maximize event-related merchandise opportunities through e-commerce and on-site sales.

Objective 6: Marketplace

Build a flexible platform able to provide “marketplace” functionality, thus building the ITTF e-commerce platform as the premier global source for “all things table tennis.”

This includes having established Table Tennis brands incorporating their products and services into the ITTF Merchandise store through the marketplace.



OBJECTIVES

Objective 7: Provide a unique user experience

Integration into the wider ITTF Data strategy across multiple platforms, allowing for targeted content to drive sales and engagement. By example:

- Ma Long fans to be served Ma Long products while browsing the store.
- Targeted ads for Ding Ning fans watching her match on itTV that will direct them to her equipment page in the store.
- When looking at Xu Xin's profile page, his equipment is offered with links to the relevant pages for purchase.

Platforms include but are not limited to:

- ITTF.com (news, player profiles, etc.)
- itTV
- Ticketing
- Sport performance and education

Objective 8: Profit Maximization

It is intended the ITTF merchandise program will be a long-term sustainable revenue stream.



SOCIAL MEDIA AND SEO

The E-Commerce platform must include tools to develop and manage a comprehensive SEO strategy and the analytics tools to measure effectiveness.

The site must be simple to use and requires access to enable multiple administrators to upload new images, content and metadata.

The site must be linked with various social media platforms including (but not limited to) Facebook, Twitter, and Instagram so that updates can be posted on various social media outlets, and icons included so that all products are sharable.



REQUEST FOR PROPOSALS

This “Request for Proposals” is intended to solicit bids to form a partnership to develop, maintain and manage a comprehensive ITTF merchandise program to meet the objectives outlined herein.

The project can be completed in phases, but it is ITTF’s aim to have an operational store by October 2019.

Proposals should be submitted in narrative form, including all required information and any related/additional information, before 1 August 2019 to:

Mr. Seet Cheng Howe
ITTF Marketing Manager
Tel: +65 9191 7652
Email: chenghowe@ittf.com

RFP



REQUIRED INFORMATION



Company Background

Provide the following information:

- Company Name, address, phone number, and website
- Number of employees
- Location of manufacturing, distribution, and fulfillment facilities
- Key contractors and outsourced product and service providers
- Key management team
- Account management team

Key Clients

Provide a key client list, including a detailed description of a minimum of three (3) comparable client implementations

REQUIRED INFORMATION

Strategic Vision

Provide a strategic vision for the proposed program, in particular how your company is best positioned to meet the ITTF's objectives as outlined here.

Implementation

Describe in detail how you intend to implement:

- Product development and sourcing (DTG, Stock, Third Party)
- E-commerce platform
- Data Analytics, including integration into ITTF data strategy
- Social Media/SEO
- Fulfillment
- Marketplace
- Event merchandise program
- Loyalty Program – *optional*



REQUIRED INFORMATION

Financial Proposal

Provide a clearly defined financial proposal, including all associated costs and profit sharing.

Implementation Timeline

Provide a detailed implementation plan, which at a minimum will launch an ITTF e-commerce platform no later than 15 October 2019.



ITTF RFP RESPONSE

RESPONSES ARE DUE BY 15 AUGUST 2019

Please email proposal to:

Mr. Seet Cheng Howe

ITTF Marketing manager

Tel: +65 9191 7652

Email: chenghowe@ittf.com



**TABLE TENNIS.
FOR ALL.
FOR LIFE.**