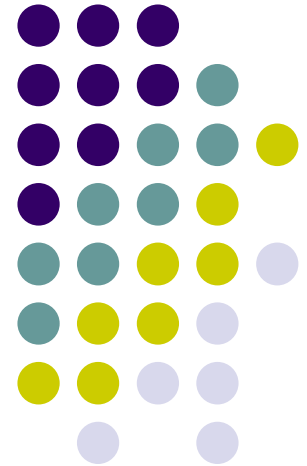


Presented by Jim McGuire
Procurement Officer
DuPage County





Who can assist a Buyer with SOW or Scope of Services?

- Anyone on Earth
 - Colleagues
 - Experts
 - Sales People
 - Marketers
 - Commercials

AIM IS FOR THE SELECTION TO BE COMPETITIVE.

Where can a Buyer get Help for SOW or Scope of Services?



- Sources
 - RFP's
 - Submittals
 - Studies
 - Invoices
 - Youtube
 - Articles
 - Vendor Product Data Sheets, etc.



What is a Brand?

- Defines a product and what it represents
- Brand is a function of
 - Advertising
 - Good will
 - Quality evaluation
 - Product experience
 - Other attributes the market associates with the product
- Brand value appears as assets on balance sheet

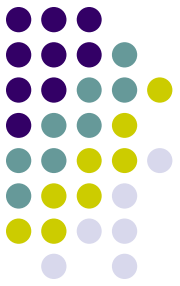


Definition of a Brand

- A 'name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.'

American Marketing Association

- The set of ideas a company or product stands for in people's minds.



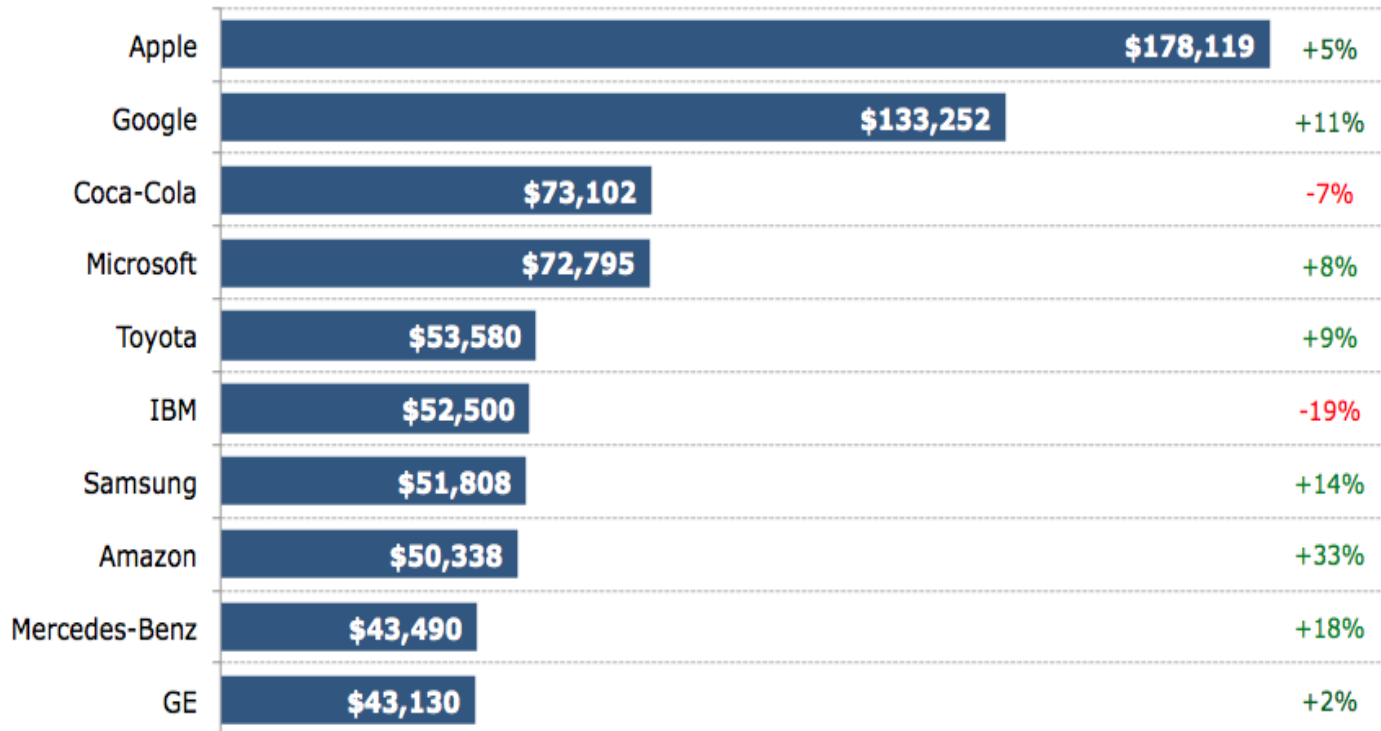
Top Ten Global Brands

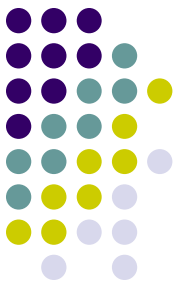


Top 10 Global Brands

by brand value (\$m) / % change year-over-year

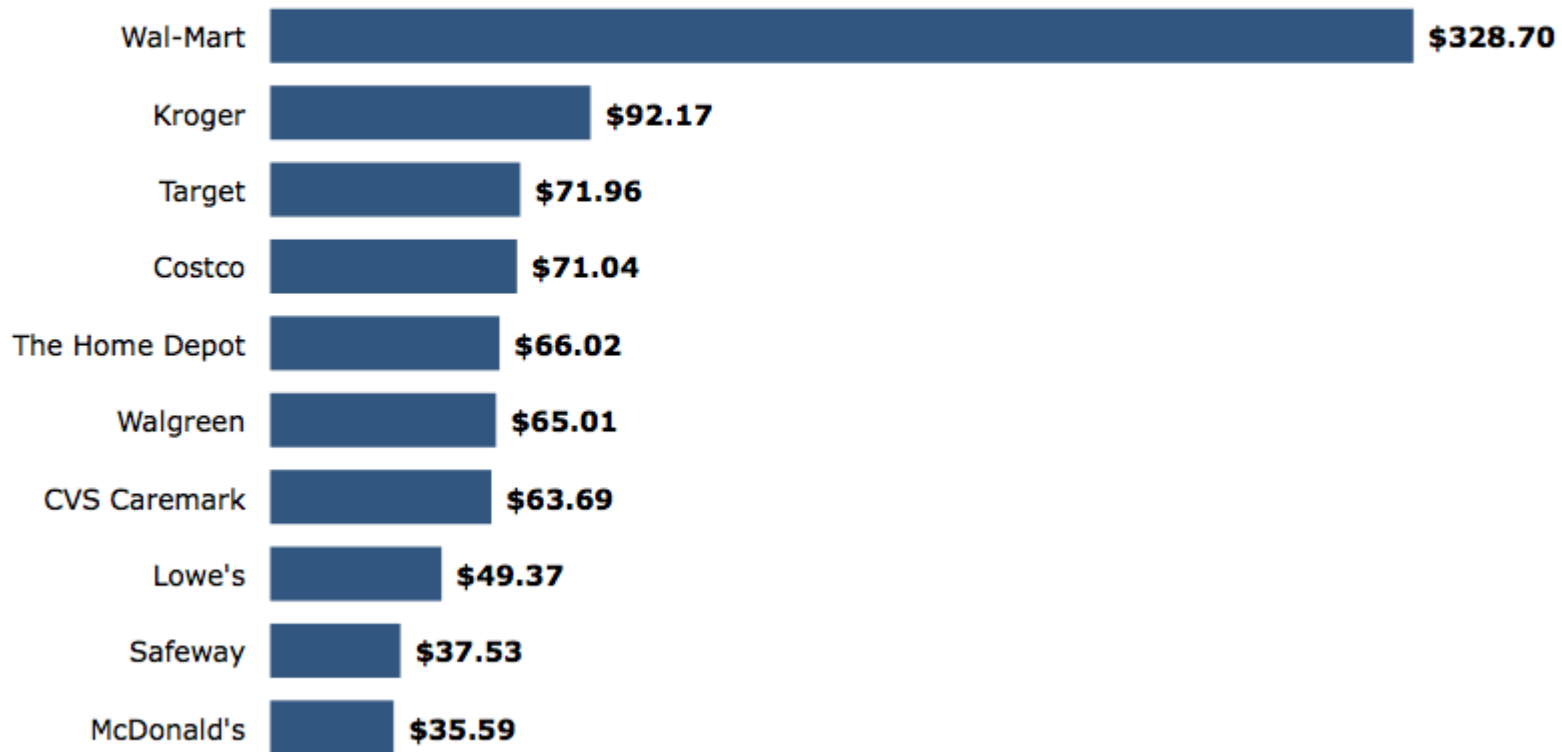
October 2016

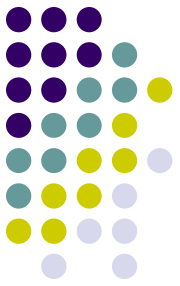




Top Ten US Retail Brands

Top 10 US Retailers
based on estimated 2012 retail sales (\$ billions)
in 2012






Top Ten Millennial Brands

Chart of the Week

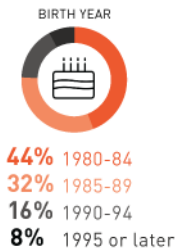
THE TOP 10 MILLENNIAL BRANDS

Tech continues to ascend the ranks, displacing traditional retail brands

BRAND	SECTOR	RANK 2015	CHANGE FROM 2014
	 TECH	1	↑ 1
	 APPAREL	2	↓ 1
	 TECH	3	—
	 TECH	4	—
	 TECH	5	↑ 2
	 RETAIL	6	—
	 TECH	7	↑ 4
	 TECH	8	↑ 4
	 RETAIL	9	↓ 4
	 FOOD & BEVERAGE	10	↓ 2

3,500+
millennials
researched

Survey demographics



Respondents asked for their favorite brands over last 3 years without prompt.
Source: Moosylvania Top 100 Brands, Nov 2015

visualcapitalist.com





Top 50 Brands

The Top 50 Brands

Following are the top 50 most relevant brands ranked by U.S. consumers. The brands were selected for inclusion in the survey based on contribution to U.S. households.

1		2	amazon	3		4	NETFLIX	5	Google	6	SAMSUNG	7		8		9	PIXAR	10	SEPHORA
11	pandora	12		13	Disney	14	SONY	15	KitchenAid	16		17	LEGO	18	intel	19	Dove	20	YouTube
21		22		23	Etsy	24	L'OREAL	25	MAC	26	PayPal	27	Tide	28	FisherPrice	29	fitbit	30	COSTCO WHOLESALE
31	HONDA The Power of Dreams	32	BAND-AID	33	KEURIG	34		35	adidas	36	food network	37	hp	38	TOYOTA	39		40	TurboTax
41	Crest	42	HERSHEY'S	43	VICTORIA'S SECRET	44	npr	45	Adobe	46		47	Ziploc	48	XBOX	49	VISA	50	BEN & JERRY'S

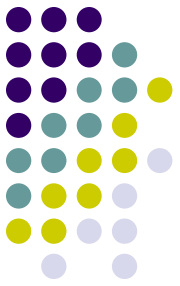


A Quick Walk through Retail

- Walmart
- Big Box Stores
- Aldi
- Local Supermarkets
- Specialty Stores



Credit: Steve-Lovelace.com



Why Not Bid Brand?

- Is there a benefit to selecting a brand?
- Is there an extra cost to bidding a brand?
- Is there a downside to bidding a brand?
- Is there a benefit to bidding a brand?



Government Does Not Bid Brand

- Issue a challenge

ALTERNATE/EQUAL BIDS:

The specifications cannot cover precisely all minute details of the equipment required. Therefore, for purposes of establishing a standard of quality, the items listed in the specification may state brand names, manufacturer's models, numbers, et cetera. The County of DuPage, for cost effective measures, standardizes on specific items; those bids will contain the language "NO SUBSTITUTIONS," and any alternative will not be considered. A generic or alternate brand product of equal specifications may be proposed as an alternative for the item identified unless "NO SUBSTITUTIONS," is indicated. However, in bidding the alternate item, the bidder must also attach manufacturer's printed specifications and literature and bid must be clearly marked as an ALTERNATE.

Bidders submitting alternate items, of equal specifications, may be requested to provide samples of the item they intend to supply for testing. The Procurement Officer of DuPage County shall be the sole judge to determine whether the alternate item is equal to the item identified in the specifications, and the Procurement Officer's decision will be final and binding.

Bidders are encouraged to submit cost-saving/value-added alternate bid pricing suggestions, such as rebates, creative lease agreements, extended warranty periods, trade-in allowances, or the availability of discounts for floor model or demonstrator units at significant savings. Any alternate pricing should be noted as a separate line that may be subtracted from the bid pricing as specified, allowing for clear evaluation and value-analysis by the County.

The County recognizes the expertise provided by many bidders and encourages creativity in bidding. Alternates may be considered if the bid submitted clearly indicates what will be furnished and how it will benefit the County. Alternates will be compared to the lowest responsive, responsible bid as specified.



Government Does Not Bid Brand

- Make it clear in the bid doc where the product is described

...is searching for a Police Pursuit Vehicle

...is searching for a Ford Focus (or equivalent)

...is searching for soda drinks

...is searching for Coca-Cola drink (or equivalent)

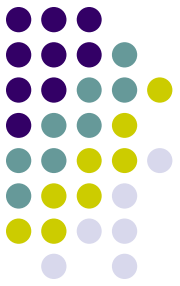
- Only product that meets the needs of the buying department

...Compatibility

...Suitability

...Is there competition for the item?

Approaches sole source procurement



Bids, Bias and Brands, Oh My!

Jim McGuire, MSSCM, MPA (cand.),CSCP, CPSM, CPPB

THANK YOU!



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