

Terms of Reference for Brand Bhutan Store Operation

Background:

The Brand Bhutan Store, formerly known as the CSI Exhibition Center, was established in 2017 to support local producers and industries in showcasing their products to local consumers. However, with the introduction of the Made in Bhutan (MIB) and Grown in Bhutan (GIB) products as part of the Brand Bhutan Initiative, the Department of Trade recognized the potential of the Exhibition Center as a dedicated platform for marketing these locally produced goods. Additionally, in alignment with Tier 2: Export Diversification objectives under the Brand Bhutan (BB) project, the Exhibition Center was renovated to serve as a platform for promoting, marketing, selling, and distributing Made in & Grown in Bhutan products both locally and globally. Furthermore, the Center now includes a dedicated space (B2B cabin) for business entities to engage with potential partners and facilitate B2B linkages.

Objectives:

The main objectives are as follows:

1. Promote Made in & Grown in Bhutan products in both local and global markets, including among visiting tourists.
2. Establish a dedicated and permanent space for showcasing MIB and GIB products with effective management and operation.

Functions of the Brand Bhutan Store:

The Brand Bhutan Store will:

1. Provide a marketplace for Made in and Grown in Bhutan products catering to both Bhutanese citizens and tourists.
2. Create a platform for both offline and online sales of Made in and Grown in Bhutan Products.
3. Enhance the marketability of Made in and Grown in Bhutan products by adding value.
4. Serve as a platform for B2B (Business-to-Business), B2C (Business-to-Consumer), and B2G (Business-to-Government) meetings.

Eligibility Criteria of the Operator:

The operation of the Brand Bhutan Store will be leased to entrepreneurs or business establishments that meet the following criteria:

1. Have a valid business license.
2. Preferably have online selling platforms.
3. Have a minimum of 3 years of experience in marketing and export.
4. Demonstrate sound financial stability and the ability to cover operational costs.
5. Present a well-structured business/operational plan.

Selection of Operator:

The Operator will be selected based on criteria such as skills, work experience, and interest, among other factors. Shortlisted entrepreneurs/business establishments will be required to present their ideas on the subject matter within a maximum timeframe of 10-15 minutes.

Required Documents for Shortlisting:

The following documents are necessary for the shortlisting process:

1. A Forwarding Letter addressed to the Director General.
2. A Proposal outlining the operational modality.
3. Any documents verifying work experience and skills.
4. Any additional documents demonstrating the individual/group's capabilities.

The Operator is responsible for:

1. Managing and operating the store for the specified agreement period.
2. Establishing business relationships with prospective GIB and MIB suppliers.
3. Assisting GIB & MIB suppliers in displaying their products for sale in the store.
4. Formulating pricing policies and ensuring reasonable pricing.
5. Displaying only Made in/Grown in Bhutan-produced products on the shelves.
6. Continuously assessing and improving product packaging.
7. Operating, managing, and maintaining equipment according to specifications and standards, incorporating Good Practices as per relevant rules/standards.
8. Providing quality services throughout the agreement term.
9. Ensuring timely license renewal by complying with regulatory requirements.
10. Complying with all applicable laws related to business under the Government of Bhutan.
11. Maintaining accurate records, data, and accounts related to store operations.
12. Consulting with the Department of Trade on major policy matters related to market operations.
13. Reporting on the daily progress of the store to the Department of Trade on a monthly basis.
14. Making equipment and furniture available for inspection at any time.
15. Performing maintenance and repair of equipment and furniture provided for store operations.
16. Replacing equipment/furniture if damaged or misplaced due to negligence.
17. Timely payment of all applicable taxes and duties to the concerned authorities in accordance with the law.