

Request for Proposals
Business Transformation Strategy - Planning and Pivot Project
Phase One: Design & Development
Issued: August 10, 2023

Craft NB/ Métiers d'art NB
#craftnb #metiersdartbn #handmadenb #faitlamainnb

Website: <https://www.craftnb.ca/>

Online Shop: <https://shop.craftnb.ca/>

Timeline: September 2023 - December 2023

Location: Canada (Remote offices from anywhere in Canada are eligible)

Proposal Deadline: August 18, 2023

Bilingual Capacity: Suppliers' ability to deliver bilingual services in both official languages is an asset.

Diversity and Inclusion: We value diversity as a strength and encourage proposals from a broad range of candidates. Interested candidates who do not precisely meet all the requirements are encouraged to apply.

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1. Introduction

The Pivot and Plan project is a multi-phase initiative designed to bridge gaps within the craft sector in NB. The project aims to enhance the impact of our services, boost the careers of our members, and ensure the sustainability of revenue-generating business models for craft organizations. By identifying barriers, exploring possibilities, and developing informed strategies, we aim to engage a connected public more effectively.

In response to the prevailing financial challenges faced by the Organization, this transformative project has been conceived to facilitate a strategic pivot towards achieving financial stability. The initial discovery phase, completed in 2022, gathered feedback from members and the public, highlighting pain points, areas of need, and positive experiences.

In this context, the present Request for Proposal (RFP) exclusively centers on Phase One: Design & Development. This phase is a pivotal step forward, wherein we aim to translate the insights gained from the discovery phase into tangible actions. Our ultimate aspiration is to create a robust framework that propels us towards sustainable financial growth while reinforcing our commitment to fostering a thriving craft sector in NB.

2. Organizational Background

Craft NB, originally founded in the 1950s as the Handicrafts Association, has supported its members for over fifty years. In 1980, it officially became the New Brunswick Crafts Council Inc. and later rebranded as Craft NB / Métiers d'art NB in 2016. Based in Fredericton, Craft NB adapted to the challenges posed by the COVID-19 outbreak in 2020, continuing to support members and promote fine craft.

3. Target Audience

The project will serve:

Craft NB Staff and Board: A small staff team in Fredericton with geographically dispersed board members.

Juried Professional Craft Artisans: A significant portion of our membership, eligible for participation in our programs.

Craft Collectors/Consumers and Supporters, Amateurs/Hobbyists: Our general audience.

4. Project Goals

The Phase One project addresses four key areas:

1. Fundraising and short-term revenue generation.
2. Market Analysis and Program Development for Professional Artists: [Utilizing this Report as a Comprehensive Resource for Artistic Requirements.](#)
3. A Five-Year Sustainable Revenue Plan with Strategic Pivot towards New Programming for Long-Term Revenue Generation.
4. Organizational structure review and skill set alignment.

The project aims to attract new members, especially emerging craft artists and consumers, by leveraging technology and creative approaches.

5. Deliverables

The core deliverable is a Pivot plan, including defining a minimal viable product (MVP). The roadmap should address pain points, support members' relevance, and align with the project goals. Input will be required for economic assessments, competitor analysis, user journey assessment, and more.

6. Budget

The proposed budget for Phase One is \$15,000 - \$20,000.

7. Timeline

The bulk of Phase One work should be completed within 4 months (September 2023 - December 2023).

8. Submission of Proposals

Proposals must be submitted by 3pm AST on August 18th, 2023, to Fatema Pagdiwala, Craft NB Executive Director, at director@craftnb.ca. The contract will be confirmed by August 21st, 2023.

9. Selection Process

Proposals will be evaluated based on the understanding of the project, proposal value, ability to work within tight timelines, schedule, work-plan, budget, relevant experience, and knowledge of the craft community.

10. Schedule of Events

RFP Release Date: August 8th, 2023

Last Day for Receipt of Questions: August 14th, 2023

RFP Closing Date and Time: August 18th, 2023, 3pm AST

Tentative Supplier Selection Date: August 21st, 2023

11. Assumptions and Agreements

Craft NB reserves the right to cancel this competition without awarding a contract and is not responsible for costs incurred in preparing submissions. All materials created for the project will become Craft NB's property.

12. Contact Information

For inquiries, please contact Fatema Pagdiwala, Executive Director of Craft NB, at director@craftnb.ca.

Craft NB appreciates all applicants for their interest.