



# Case Study – 2011: Catering Provider tenders to Police Force

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## Background

A local catering business tendered to a large Police Force for the contract to run their HQ on-site catering and canteen service. They had already been shortlisted to ITT (Invitation to Tender) stage after completing and submitting their own PQQ. The ITT document was considerably more complex and they wanted to ensure a high quality submission at this crucial stage. Tender Victory's services were engaged to provide a review and analysis of their draft ITT response document, prior to its submission in August 2011.

## Challenge

Whilst the catering business knew what they wanted to say, the draft ITT response document was at risk of information overload and duplication. It needed to respond directly to the stated requirements in the Force's specification.

## Implementation

Tender Victory first gained a good understanding of the Force's specification. We then set about re-structuring the draft responses to the technical questions. The use of images and testimonials in relevant areas was also suggested. We ensured that we used the good content they had written, but that it remained relevant to each individual question that was being responded to. After providing detailed analysis, feedback and recommendations for editing and restructuring, Vicki then met with the MD and they finalised the layout and presentation of the tender document together.

## Results

A win! The catering business won the 4 year contract. They have subsequently also won the re-tender, with our assistance, and continue to deliver the contract.

## Summary

By understanding the specification; ensuring that all responses remained relevant to the questions asked; and working closely with the MD, we were



able to ensure that our client submitted a polished and well-presented tender document. Both the business and the Police Force are delighted with the outcome.