

Sample Executive Summary - Bid Writing

ABCD have been working with WXYZ for over seven years, but we realise that in order to continue this relationship our offering needs to move on. After years of semi-formal business arrangements and dealing with WXYZ on a piecemeal basis we are delighted to have the opportunity to present this, our bid for the increased business and security of a uniform contract with WXYZ. In exchange we propose to rationalise your range of clothing thus delivering lower prices, and provide superb added value such as innovative new garment ranges, improvements to existing garments, offering to be a single source of all uniform requirements (including mobile, cyclist, school crossing), care packs with every new uniform, and an WXYZ uniform brochure and website.

When we first started doing business with WXYZ we were a much smaller company. Whilst we have always given you great quality and service we have learned many lessons over this time. As the widely acknowledged market leader in the supply of uniforms for this industry we are now pleased to be able to present significant benefits to you. Our wide customer-base has meant we have very large stocks of a very wide range of styles and colours of parking uniform, so we can offer our customers a unique service - uniforms in any colour with any logo delivered in two-to-three days. Because all garments are embroidered at the point of order there is no need for our customers to underwrite stock. This ensures no wastage for either party and as you gain new contracts we can supply these new requirements with the same speed of delivery.

As well as being the acknowledged market leader in high specification on-street uniforms in all colours and styles, we pride ourselves on the superior nature and competitive prices of our entry level garments, which are ideal for off street sites where staff work in less demanding conditions. Our customers value the fact that they only have to buy one uniform to last the same amount of time as two uniforms from other sources. All current WXYZ contracts have trialled the other suppliers in the market and found ours to be of a better quality and value for money. Our consistently superb quality and service is evidenced in our testimonials throughout this document.

WXYZ have always been a significant customer to us and this will continue to be the case. We have allocated our Operations Director as your account manager. As WXYZ's uniform partner, we will commit to regular review meetings, meet with contracts regularly, and attend employee consultation meetings to support your commitment to staff welfare. Your sites will all know Jane and Sue, who will continue to supervise the new rationalised and improved account.

Our solution to your tender is based on seven years' intimate knowledge of garment requirements for all sectors of WXYZ's business, and 20 years' experience of the parking industry. We currently successfully supply 93 WXYZ sites which means the implementation of the contract will be quick and painless.

Should you have any queries regarding this tender, please telephone Fred Bloggs on direct dial 05555 55555. This is the same direct dial all your staff will have access to should you decide to choose ABCD as your business partner.