

## Win bids and contracts in a food and drink business

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### Overview

This standard is about the skills and knowledge needed for you to win bids and contracts in a food and drink business. Ensuring the products or services offered by the food and drink business are bought is essential to its success. Adhering to good business practice when winning bids and contracts ensures potential business is converted to increased sales figures and missed opportunities are minimised. You will need the skills and knowledge to determine if the bid or contract is right for the food and drink business, prepare a bid or contract adhering to regulatory, organisational and customer requirements and timescales. You must also have the skills and knowledge to ensure the conditions of the bid or contract do not jeopardise the security of the food and drink business. This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in winning bids and contracts in a food and drink business.

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### Performance criteria

#### You must be able to:

Determine if the bid or contract is right for the food and  
drink business

1. communicate with customers to determine their requirements
2. determine if the customer's requirements are in line with the strategy, objectives and plans of the food and drink business
3. check any conditions of the bid or contract do not jeopardise the security of the food and drink business
4. liaise with colleagues to ensure the bid or contract is achievable or not

Prepare a bid or contract

5. develop and construct the bid or contract to meet the goals
6. confirm the bid or contract meets the financial profit margins of the food and drink business including contingencies to address problems
7. present the bid or contract to the customers while adhering to organisational and customer requirements
8. communicate the bid or contract to customers within the required timescales adhering to regulatory, organisational and customer data protection requirements
9. store the bid or contract securely, adhering to organisational requirements

Secure a bid or contract

10. make personal contact with customers to determine if the bid or

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contract meets their requirements

11. address additional customer requirements promptly
12. build trust and confidence between the customer and food and drink business through your actions and behaviours
13. communicate using methods including letter, e-mail, text and face to face in line with the organisational standards
14. evaluate the success of the process and make changes to the bidding process where necessary

## Knowledge and understanding

### You need to know and understand:

1. the regulatory, organisational and customer requirements to be adhered to when winning bids and contracts
  2. what the organisational and customer methods of communication are, how to use them and why it is important to do so
  3. why it is important to ensure the requirements of the bid or contract are in line with the food and drink businesses strategy, policy and plans and how to do this
  4. why it is important to be realistic about the abilities of the food and drink business to fulfil a bid or contract and how to do this
  5. how to liaise with colleagues and why it is important to do this
  6. how to ensure the content of the bid or contract is in line with the profit margins of the food and drink business and why it is important to do this
  7. what the organisational and customer requirements are for the presentation and communication of the bid or contract
  8. the organisational requirements for storing bids and contracts and why it is important to adhere to them
  9. how to communicate with potential customers and why it is important to adhere to organisational standards when doing so
  10. why it is important to build trust and confidence in the product, service and food and drink business and not to promise what

cannot be delivered

11. why it is important to evaluate the success of the process and  
how to do this

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