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**Request for Proposal (RFP) for Brand Tracking Template**  
  
Project Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Due Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supplier Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company Overview**

*Provide background on your company, including your goals, competitive advantages, and any other important details you want your vendors to consider.*

**Project Overview**

*A quick summary on what you are hoping to achieve through your RFP, including an explanation of why you’re doing this based on the pain points you’re currently experiencing. Make sure to also include details on the categories, brands, and competitors that will be in scope.*

1. *Overview: why are we embarking on a new brand tracker?*
2. *What categories do we want to track?*
3. *What brands do we want to track?*
4. *What competitors do we want to track?*

**Goals**

*What three goals are you hoping to achieve through this project? Ensure these are SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals to give your vendors more clarity.*

1.

2.

3.

**Key Metrics**

*List the key metrics you will need the new tracker to be able to measure and impact.*

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**Key Contacts for Questions**

*The contact details of the RFP champion within your business.*

**Key Timelines**

*Important submission deadlines and decision stages.*

**Key Criteria and Considerations**

*Outline what you want your vendor to include to ensure you have as much information as possible to make a valid decision. See the next couple page for our recommendations on Key Criteria to include, and the types of questions to ask to ensure a future-proof tracker.* ***(Read back through these – are you addressing your current pain points?)***

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