

DESCRIPTION OF THE SUBJECT MATTER OF THE CONTRACT

1. The subject of the contract is preparation of the marketing strategies for Baltic, Czech-Slovak and Hungarian markets and development of advertising materials as part of the project entitled: "Increasing the competitiveness of the company PP Spółka Cywilna Paweł Knez, Piotr Wilczyński through selling products on new foreign markets" co-financed under the European Regional Development Fund as part of the Operational Programme Eastern Poland 2014-2020. The contract includes 4 separate parts:

- a) Part I - preparation of the marketing strategy for Baltic markets:

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| EXECUTION DATE | max. 60 days from the date of signing the contract |
| SCOPE | <p>The strategy will be prepared for the products of the Employer, that is the smartwatches and electronic personal care appliances manufactured by Garret Electronics. The strategy should cover the markets of: Estonia, Lithuania and Latvia. The strategy should contain at least:</p> <ul style="list-style-type: none"> - characteristics of the given markets/region, - description of the most popular community portals in the given region, - information on what marketing tools are used by the companies in the given region, which tools are the most effective and popular, - characteristics of the printed press on the given market, - information on the most popular web portals on the given market, where you can advertise the smartwatches and beauty products, - analysis of the buying behavior of the potential customers on the given market, with special attention paid to the online shopping, - analysis of the influencer marketing on the given market, - general description of the entry strategy and recommendations for marketing actions on the given market, - recommendations for the marketing tools (e.g. websites, leaflets, Google/Facebook/YouTube etc. advertising), - analysis of significant cultural differences that may have an impact on the effectiveness of marketing actions (e.g. religion, the role of the woman, restrictions related to the image of children or women on the marketing materials etc.). |
| IMPLEMENTATION CONDITIONS | <ul style="list-style-type: none"> - the Contractor's offer will include the price for the complex preparation of the marketing strategy; - the Contractor will be obliged to deliver the results of the order to the Contracting Authority in the form of report; - the Contractor will provide the opportunity to participate in advisory works to the representative of the Contracting Authority; - the Contractor will ensure the possibility of controlling the advisory work carried out by the representative of the Contracting Authority; - the Contractor bears full responsibility for non-performance or improper performance of the Order, including the provision of persons capable of performing the subject of the contract and meeting the requirements specified in the conditions for participation in the tender procedure; |

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| | <ul style="list-style-type: none"> the Contractor shall agree the final version of the prepared reports and documentation with the Contracting Authority and to consider comments to the prepared reports and documentation submitted by the Polish Agency for Enterprise Development (PARP); |
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b) Part II - preparation of the marketing strategy for Czech and Slovak markets:

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| EXECUTION DATE | max. 60 days from the date of signing the contract |
| SCOPE | <p>The strategy will be prepared for the products of the Employer, that is the smartwatches and electronic personal care appliances manufactured by Garret Electronics.</p> <p>The strategy should cover the markets of: the Czech Republic and Slovakia.</p> <p>The strategy should contain at least:</p> <ul style="list-style-type: none"> characteristics of the given markets/region, description of the most popular community portals in the given region, information on what marketing tools are used by the companies in the given region, which tools are the most effective and popular, characteristics of the printed press on the given market, information on the most popular web portals on the given market, where you can advertise the smartwatches and beauty products, analysis of the buying behavior of the potential customers on the given market, with special attention paid to the online shopping, analysis of the influencer marketing on the given market, general description of the entry strategy and recommendations for marketing actions on the given market, recommendations for the marketing tools (e.g. websites, leaflets, Google/Facebook/YouTube etc. advertising), analysis of significant cultural differences that may have an impact on the effectiveness of marketing actions (e.g. religion, the role of the woman, restrictions related to the image of children or women on the marketing materials etc.). |
| IMPLEMENTATION CONDITIONS | <ul style="list-style-type: none"> the Contractor's offer will include the price for the complex preparation of the marketing strategy; the Contractor will be obliged to deliver the results of the order to the Contracting Authority in the form of report; the Contractor will provide the opportunity to participate in advisory works to the representative of the Contracting Authority; the Contractor will ensure the possibility of controlling the advisory work carried out by the representative of the Contracting Authority; the Contractor bears full responsibility for non-performance or improper performance of the Order, including the provision of persons capable of performing the subject of the contract and meeting the requirements specified in the conditions for participation in the tender procedure; the Contractor shall agree the final version of the prepared reports and documentation with the Contracting Authority and to consider comments to the prepared reports and documentation submitted by the Polish Agency for Enterprise Development (PARP); |

c) Part III - preparation of the marketing strategy for Hungarian market:

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| EXECUTION DATE | max. 60 days from the date of signing the contract |
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| SCOPE | <p>The strategy will be prepared for the products of the Employer, that is the smartwatches and electronic personal care appliances manufactured by Garret Electronics. The strategy should cover the Hungarian market. The strategy should contain at least:</p> <ul style="list-style-type: none"> - characteristics of the given markets/region, - description of the most popular community portals in the given region, - information on what marketing tools are used by the companies in the given region, which tools are the most effective and popular, - characteristics of the printed press on the given market, - information on the most popular web portals on the given market, where you can advertise the smartwatches and beauty products, - analysis of the buying behavior of the potential customers on the given market, with special attention paid to the online shopping, - analysis of the influencer marketing on the given market, - general description of the entry strategy and recommendations for marketing actions on the given market, - recommendations for the marketing tools (e.g. websites, leaflets, Google/Facebook/YouTube etc. advertising), - analysis of significant cultural differences that may have an impact on the effectiveness of marketing actions (e.g. religion, the role of the woman, restrictions related to the image of children or women on the marketing materials etc.). |
| IMPLEMENTATION CONDITIONS | <ul style="list-style-type: none"> - the Contractor's offer will include the price for the complex preparation of the marketing strategy; - the Contractor will be obliged to deliver the results of the order to the Contracting Authority in the form of report; - the Contractor will provide the opportunity to participate in advisory works to the representative of the Contracting Authority; - the Contractor will ensure the possibility of controlling the advisory work carried out by the representative of the Contracting Authority; - the Contractor bears full responsibility for non-performance or improper performance of the Order, including the provision of persons capable of performing the subject of the contract and meeting the requirements specified in the conditions for participation in the tender procedure; - the Contractor shall agree the final version of the prepared reports and documentation with the Contracting Authority and to consider comments to the prepared reports and documentation submitted by the Polish Agency for Enterprise Development (PARP); |

d) Part IV - development of advertising materials:

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| EXECUTION DATE | max. 60 days from the date of signing the contract |
| SCOPE | <ul style="list-style-type: none"> a) Preparation of graphic design of the leaflet: <ul style="list-style-type: none"> - size: 3xDL; - double-sided printing, full color; - preparation of the files for printing; b) Preparation of graphic design of the catalog: <ul style="list-style-type: none"> - size: A4, 30 sheets; - double-sided printing, full color; - preparation of the files for printing; c) Preparation of graphic design of the Google AdWords advertising banners: |

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| | <ul style="list-style-type: none"> - preparation of a concept of 12 advertising banners (different sizes, slogans, CTA, graphical form); d) Preparation of graphic design of the Facebook advertising banners: <ul style="list-style-type: none"> - preparation of a concept of 12 advertising banners (different sizes, slogans, CTA, graphical form), in accordance with the Facebook guidelines; e) Preparation of graphic design of the Facebook content banners: <ul style="list-style-type: none"> - preparation of a concept of 15 content banners (different sizes, slogans, CTA, graphical form), in accordance with the Facebook guidelines; f) Preparation of YouTube movies: <ul style="list-style-type: none"> - recording and editing of two (2) movies, lasting for approx. 60 seconds each, - high quality of the record - 4k, - voice-over record and subtitles for hearing impaired people (in 6 languages: Czech, Estonian, Lithuanian, Latvian, Slovakian and Hungarian), - movies recorded in the apartment or studio with an apartment set design (all), with a similar layout design and recorded from the similar camera angles, - animated subtitles with promotional and instruction slogans appearing on the screen, - recording with at least one (1) female/male model, - each movie should present the most important functions of the selected electronic devices (smartwatches, personal care appliances) - the scenario of each movie should be approved by the Employer, g) Preparation of the website in seven (7) language versions: <ul style="list-style-type: none"> - preparation of the so-called landing pages containing the information on the Employer, product distributors in the given country and the individual product groups from the offer of the Employer; - the scope of the order should cover the preparation of seven (7) language versions of the landing pages: Czech, Estonian, Lithuanian, Latvian, Slovakian, Hungarian and Russian. |
| IMPLEMENTATION CONDITIONS | <ul style="list-style-type: none"> - the Contractor's offer should include the price for complex preparation of the advertising materials with the transfer of full copyrights to all prepared advertising materials; - the Contractor will ensure the possibility of controlling the work carried out by the representative of the Contracting Authority; - the Contractor bears full responsibility for non-performance or improper performance of the Order, including the provision of persons capable of performing the subject of the contract and meeting the requirements specified in the conditions for participation in the tender procedure; |

2. Common Procurement Vocabulary (CPV) name and code:

- a) Advertising services: 79341000-6;
- b) Business and management consultancy and related services: 79400000-8;
- c) Graphic design services: 79822500-7;
- d) Advertising film production: 92111210-7.

1. The Contracting Authority **allows** the submission of partial tenders.
2. Settlements between the Contracting Authority and the Contractor will be made in Polish zlotys or euros.
3. The Contracting Authority **does not allow** the submission of variant tenders.
4. The Contracting Authority **allows** granting supplementary contracts.