

Ireland: Market research services

Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Reddot Food

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

The buyer is a contracting entity

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

Description: Reddot Food Limited invites tenders for the provision of consultancy services covering market insight, go-to-market planning, brand strategy development and visual identity design for current and future product initiatives.

The contract will be awarded on the basis of the Most Economically Advantageous Tender (MEAT). Full details of the scope, deliverables and evaluation criteria are contained within the tender documentation.

Procedure identifier: 16bae006-58f3-4539-8a59-fdcb5e41ddba

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79822500 Graphic design services

2.1.2 Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 70 000 Euro

2.1.4 General information

Legal basis:

Other

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

Description: Reddot Food Limited invites tenders for the provision of consultancy services covering market insight, go-to-market planning, brand strategy development and visual identity design for current and future product initiatives. The contract will be awarded on the basis of the Most Economically Advantageous Tender (MEAT). Full details of the scope, deliverables and evaluation criteria are contained within the tender documentation.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79822500 Graphic design services

5.1.2 Place of performance

Postal address: Unit 12, boyne Valley Food Hub, Meath enterprise Center, Navan

Town: Navan

Postcode: C15 TKX6

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 6 Month

5.1.5 Value

Estimated value excluding VAT: 70 000 Euro

5.1.6 General information

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds

EU funds programme: European Agricultural Fund for Rural Development (EAFRD) (2021/2027)

Identifier of EU funds: CAP Strategic Plan 2023–2027 LEADER Programme

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7 Strategic procurement

Aim of strategic procurement: Innovative purchase

Description: Reddot Food Limited invites tenders for the provision of consultancy services to deliver market insight, commercial feasibility analysis, go-to-market strategy, brand strategy development and visual identity and packaging design under a single consolidated contract. The engagement will assess market potential and develop an integrated strategic and creative framework to support expansion across Ireland and selected UK/EU markets. Full details of the scope, phased deliverables and evaluation criteria are set out in the tender documentation.

Innovative objective: The procured works, supplies or services are novel or significantly improved compared to other works, supplies, or services already on the market.

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

5.1.10 Award criteria

Criterion:

Type: Quality

Description: Quality

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 60

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 10/03/2026 17:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7574612>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7574612>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 17/03/2026 17:00 +00:00

Deadline until which the tender must remain valid: 90 Day

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Reddot Food

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Reddot Food

Organisation processing tenders: Reddot Food

8 Organisations

8.1 ORG-0001

Official name: Reddot Food

Registration number: 740382

Postal address: UNIT 12 , Boyne Valley Food Hub, Meath Interprise Center, Trim road, Navan

Town: NAVAN

Postcode: C15VXW7

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Email: rammyah.katkuri@reddot.ie

Telephone: 0858516999

Internet address: www.reddotfood.store

Buyer profile: www.reddotfood.store

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 52a862a0-c986-47cd-aaef-840f510b141f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 23/02/2026 23:05 +00:00

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