



Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

RFP 2023-0805 Alaska Seafood Marketing Institute (ASMI) Fulfillment & Print

Amendment #2

Amendment Issue Date: April 28, 2022

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: The number of orders processed in the 7.1.20 – 6.30.21 period was significantly below the trend from the previous two years. Was this an anomaly? Should we expect orders processed in the 7.1.22 – 6.30.23 period to revert to the trailing average of 486?

Answer #1: Please see the Amendment 1 for revision for orders processed from 7.1.20 – 6.30.21. Fewer orders were shipped during this time period due to the pandemic as brick and mortar trade promotions were down and in-store sampling was not occurring. We anticipate the numbers returning to normal as more shoppers have returned to in-store shop.

Question #2: Can you provide descriptions, dimensions, and quantities for the 312 items currently available for fulfillment via the ASMI site?

- a. **This information is to help us understand the space and packaging requirements to fulfill orders. Currently we only have details for the six print products that we are estimating?**

Answer #2: The bulk of items in storage range from fact sheets (8.5" x 11"), static clings, danglers, in-ice signs, recipe brochures (all smaller than 8.5" x 11") and counter cards and posters (average 22" x 28"), covering approximately 5,820 cubic feet of storage space.

Question #3: **For fulfillment, will ASMI provide boxes/packaging supplies or are these to be included in the overall RFP estimate?**

Answer #3: Boxes and packaging supplies are provided by the contractor.

Question #4: **How will the outbound freight for fulfillment orders be handled?**

- a. **The RFP specifies recipients must provide a shipping account for international and next day shipments. Will all other shipments be via our Fed Ex or UPS account and be billed to ASMI or will we ship via an ASMI freight account?**

Answer #4: With our current fulfillment center, ASMI pays postage into a postage account for USPS that is used and replenished during the year. Other items that need to be shipped FedEx are charged to an existing ASMI FedEx account, with the exception of the items in 3.01(c) #4.