

NL-Amsterdam: market research services
OJ S 40/2012 28/02/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Autoriteit Financiële Markten
Postal address: Vijzelgracht 50
Town: Amsterdam
Postal code: 1017 HS
Country: Netherlands
Contact person: Afd. Personeel & Organisatie
For the attention of: Dhr. ir. M.C. Edens
E-mail: inkoop-aanbesteden@afm.nl
Telephone: +31 20-7972626

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

EA Marktonderzoek met referentie (EG)AFM/2011-154-01.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

NUTS code NL326 Groot-Amsterdam

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

De AFM is voor deze opdracht op zoek naar een full service bureaus die in het gehele pakket aan marktonderzoek kunnen aanbieden. Door de opdracht te splitsen in percelen wordt beoogd die partij te selecteren die het beste in staat is om aan de gevraagde dienstverlening te voldoen. De AFM onderscheidt daarbij de volgende dienstverlening:

1.Kwantitatief onderzoek inclusief pre-testing

2.Kwalitatief onderzoek inclusief pre-testing

Onderstaande vormen van marktonderzoek vallen buiten de scope van deze aanbesteding

omdat veel van de onderzoeken op voorhand niet bekend zijn of een lage opdrachtwaarde hebben:

- mystery shopping en mystery calling,
- multiclient onderzoeken,
- medewerkersonderzoek,
- bereikbaarheidsonderzoek.

II.1.5. CPV code(s)

79310000 Market research services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Prijs. Weighting 35
2. Kwaliteit. Weighting 65

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

AFM/2011-154-02

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2011/S 170-280216](#) of 6.9.2011

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Kwantitatief Marktonderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: GFK Panel Services
Postal address: Middellaan 25
Town: Dongen
Postal code: 5102 PB
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 1

- Lot title: Kwanitatief Onderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Veldkamp
Postal address: Grote Bickersstraat 76
Town: Amsterdam
Postal code: 1013 KS
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 1

- Lot title: Kwantitatief Onderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: TNS NIPO
Postal address: Grote Bickersstraat 74
Town: Amsterdam
Postal code: 1013 KS
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 4

Lot No: 2

- Lot title: Kwalitatief Onderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Intomart GfK

Postal address: Noordse Bosje 13-15

Town: Hilversum

Postal code: 1211 BD

Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 5

Lot No: 2

- Lot title: Kwalitatief Onderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Ferro Explore

Postal address: Weteringschans 85D

Town: Amsterdam

Postal code: 1017 RZ

Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 6

Lot No: 2

- Lot title: Kwalitatief Onderzoek.

V.1. Date of conclusion of the contract

16.1.2012

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Veldkamp

Postal address: Grote Bickersstraat 76

Town: Amsterdam
Postal code: 1013 KS
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Country: Netherlands

Body responsible for mediation procedures

Country: Netherlands

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

Country: Netherlands

VI.4. Date of dispatch of this notice

23.2.2012