

Norway-Bergen: Marketing services
OJ S 244/2014 18/12/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/ Skyss
Postal address: Agnes Mowinckels gate 5
Town: Bergen
Postal code: 5020
Country: Norway
For the attention of: Marte Hustveit Hauge
E-mail: marte.hustveit.hauge@hfk.no
Telephone: +47 55239351

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

General public services

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

Market strategy consultancy services.

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

Services
Service category No 11: Management consulting services [6] and related services
Main site or place of performance: Bergen, Norway.
NUTS code

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)

Skyss has entered into a contract for the procurement of services within strategic consultancy, process and project assistance within the following and closely related areas of competence:

- Strategic market analysis;
- Sales and branded goods strategy;
- Market strategy and market plan work;
- Digital strategy;
- Price strategy;

- Product strategy and product management;
- Service strategy;
- Distribution strategy;
- Development within consumer trends in the transport branch.

II.1.5. CPV code(s)

79342000 Marketing services, 79400000 Business and management consultancy and related 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

excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Understanding of the assignment. Weighting 30
2. Price. Weighting 30
3. The offered competence. Weighting 40

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 129-231870](#) of 9.7.2014

Section V: Award of contract

Lot title: Market strategy consultancy services

V.1. Date of conclusion of the contract

23.10.2014

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Implement Consulting Group Norway AS

Postal address: Pb 1769 Vika

Town: Oslo
Postal code: 0122
Country: Norway

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

VI.3.2. Review procedure

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

VI.4. Date of dispatch of this notice

16.12.2014