

This document is part of a series of Fit To Bid® guidelines, providing invaluable information to help SMEs improve their tender responses and increase their chances of success. Can also be used as a reference during the tender preparation process and as a learning resource for SMEs who are new to tendering.

Expression of Interest (EOI) Submission Guidelines for SMEs

Introduction An Expression of Interest (EOI) is a formal introduction of your business to a large buyer, showcasing your products or services. It is the first step in the procurement process and serves as a pre-qualification for future tenders or contracts.

Preparation

- **Understand the buyer:** research the buyer's business needs, procurement processes, and previous suppliers.
- **Evaluate your offering:** ensure your products or services align with the buyer's requirements.
- **Gather documentation:** prepare necessary documents such as business registration, financial statements, and certifications.

Content of the EOI

1. **Company overview:** briefly introduce your company, including history, size, and core competencies.
2. **Product/service information:** describe what you offer, emphasising unique selling points and compliance with industry standards.
3. **Experience and past performance:** highlight relevant experience, past clients, and successful projects.
4. **Capacity to deliver:** demonstrate your ability to meet demand, including production capabilities, staffing, and logistics.
5. **Quality assurance:** outline your quality control processes and any quality certifications.
6. **Contact information:** provide clear contact details for further communication.

Formatting

- **Professional tone:** maintain a formal and professional tone throughout the document.
- **Clarity and conciseness:** be clear and concise, avoiding jargon and technical terms that may not be widely understood.
- **Branding:** include your company logo and adhere to your brand's colour scheme and typography.

Submission

- **Follow instructions:** adhere to the buyer's submission guidelines, including format, deadline, and delivery method.
- **Review and edit:** proofread the EOI for errors and ensure all information is accurate and up to date.
- **Submit with confidence:** send your EOI with a cover letter expressing your enthusiasm for the opportunity.

Submitting an EOI is your chance to make a strong first impression. Be thorough, professional, and punctual to increase your chances of being considered for future business opportunities. Remember to tailor the content to reflect your unique business proposition and meet the needs of the buyer.