



**Fashion Institute
of Technology**

Seventh Avenue at 27 Street
New York City 10001-5992
www.fitnyc.edu

**Purchasing Department
227 West 27th Street
New York, NY 10001
Purchasing Dept. Tel. 212-217-3630
Purchasingbids@fitnyc.edu**

NOTICE TO ALL FIRMS

Date: December 12, 2024
To: All Prospective Bidders
From: Candida Poinsette
Assoc. Director, Procurement Services
Re: Addendum Number 1
RFP C1646 – Market Research Consultant Firm

**Attention firms please note below are answers to questions received from firms pertaining to this project. We have also opted to amend the proposal timeline as noted below.

Questions:

Q1: Per Item B, what international markets are you most interested in? (e.g., western Europe, eastern Europe, Asia, Middle East?)

A: A part of the request is to gain insight from the responding firm (s) on proposed international and domestic markets FIT's continuing education offering has the best potential.

Q2: How many competitors do you want to include here? Might you provide a list of the most important competitors?

A: A part of the request is to gain insight from the responding firm on proposed competitors to consider with the most relevance to FIT's continuing education market potential.

Q3: Please provide a definition of "constituents" as listed in item C. a. i. Does this include current and/or prospective international students? Does FIT have access to contact lists/information for constituents?

A: Constituents are individuals and organizations whose educational interests align with CCPS's current and future offerings. The list includes current, former, and prospective students, industry partners, higher education peers, and selected FIT contributors such as faculty, alumni, and board members.

Q4: For Item C, you list "focus groups" – are you open to interviews in lieu of focus groups?

A: Focus group is preferred, but open to alternative methods based on expected outcomes and information obtained.

Q5: What is the budget or budget range for this study?

A: This is the first time the college is soliciting bids for this type of work, so there is no predefined budget range. We are open to receiving all proposals and will consider each response carefully.

Q6: who the incumbent is, if there is any?

A: None currently.

Q7: a list of firms/individuals who have committed or are interested in bidding on this opportunity?

A: At this time, we do not have a list of firms or individuals who have committed or expressed interest in bidding on this opportunity.

Q8: an estimated budget?

A: Please see response to A/Q5

YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

Signature _____

Print Name and Title of Authorized Representative

Print Name of Company/Partnership/Individual

Date _____