

# Request for Proposal

**Project Title:** Exploring Product Sales as a Revenue Diversification Stream

**Proposals Due:** July 31, 2023

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## **About The Princess Shop**

The Princess Shop is a non-profit, charitable organization based in Saskatoon that provides underserved female-identified students across Saskatchewan with an enhanced graduation experience, mentorship, support, and the tools to pursue success after graduation. For 15 years, our team of passionate staff, board members, and volunteers have committed to ensuring that every female student in Saskatchewan has the opportunity to celebrate her academic achievements in a meaningful way.

Since our first graduation season in 2008, The Princess Shop has served over 1,300 clients in over 70 communities throughout the province, spanning from Regina to Fond du Lac First Nation. From proms to graduations – elementary to university – we have had the honour of celebrating girls, women and 2SLGBTQ+ individuals and support them on their education and employment journeys.

## **Project Description**

This project is to explore the sale of products as a revenue diversification stream for The Princess Shop. Three potential product lines will be explored: 1) preowned formal wear (graduation dresses, wedding dresses and bridesmaid dresses); 2) female menstruation products; 3) graduation celebration products and gifts; and 4) other potential female- and/or graduation-related products that align with The Princess Shop's mandate.

Project Start Date: September 4, 2023 Project End Date: December 4, 2023

## **Project Goal and Scope of Work**

The overarching goal of this project is to determine the feasibility of The Princess Shop undertaking product sales as a revenue diversification stream.

The project scope requires an analysis of both the external environment of the capacity and willingness to support The Princess Shop selling the proposed products, and the review and analysis of the current internal environment of the organization and all factors that will need to be considered to engage in product sales.

The project will involve the following:

- Market Analysis
- Financial Analysis
- Legal and Regulatory Considerations
- Operations and Management Analysis
- Risk Analysis
- Recommendations

Two important aspects to assess will be:

- Organizational Capacity - determine the organizational capacity of The Princess Shop to take on the sale of products as a revenue diversification stream.
- Community Engagement - identify whether The Princess Shop has the support of key stakeholders regarding product sales as a revenue stream. Key stakeholders include schools

(primary, secondary & post-secondary), members of the general public who donate dresses to The Princess Shop, businesses that donate dresses to The Princess Shop and serve as dress donation drop-off locations (dress shops and other businesses), funders (granting organizations, corporate sponsors, major donors), Aboriginal Friendship Centres of Saskatchewan, OUTSaskatoon, and First Nation communities.

The final outcome of the report will offer an assessment of opportunities, challenges and factors required to evaluate the organizational decision of whether The Princess Shop will engage in product sales as a revenue diversification stream.

## **Schedule**

- Proposals due: July 31<sup>st</sup> by 5:00pm
- Opportunities for vendor interviews: August 7-11, 2023
- Selection of company: August 18, 2023
- Organizational Feasibility Study Complete / Final Report Submitted: December 4, 2023

## **Budget**

The maximum budget for this project is \$10,000. Specific project budgets will be discussed with each vendor as part of the interview and selection process.

## **What We're Looking for in Potential Vendors**

Our RFP vendor will bring the following attributes and strengths to this project:

- Deep understanding of The Princess Shop's history, vision, and mission in serving female-identifying graduates across Saskatchewan.
- Strong, open, honest and transparent communication.
- Experience working with and success with other non-profit organizations.
- Extensive experience with market feasibility studies.
- Strong understanding of the requirements (technical, legal, economic) requirements of nonprofit organizations engaging in product sales.

## **Proposal Evaluation**

The Princess Shop will evaluate vendors and proposals based on the following criteria:

- Previous experience in feasibility studies for nonprofit organizations.
- Understanding of The Princess Shop's unique place in the nonprofit sector and our role in the education system.
- Ability to illustrate and inform next steps for The Princess Shop engaging in product sales.
- Experience and technical expertise.

- Support documentation including samples of previous projects.
- Projected costs.

### **Submission Requirements**

Proposals must be submitted by July 31<sup>st</sup> by 5:00pm by email at [info@theprincessshop.ca](mailto:info@theprincessshop.ca)

Vendors must include the following to be considered:

- Project budget
- Detailed description of how the project goal and scope will be achieved
- Samples and references with your proposal
- Proposed schedule of your timelines

### **Contact Information**

For questions about this RFP, please contact:

Christine Thompson, Executive Director, The Princess Shop

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