

Request for Proposal (RFP)

Indoor Storage Unit – Market Analysis

Issued by: Shiawassee Health and Wellness

Date: February 17, 2025

1. Introduction

Shiawassee Health and Wellness is seeking proposals from qualified firms or consultants to conduct a Market Analysis for the development of a climate-controlled indoor storage unit facility for the unoccupied portion of its warehouse. The goal of this analysis is to assess the viability of such a project in our target market area that will guide decision-making for potential investment.

2. Project Overview

The proposed study will focus on the following key area:

- **Market Analysis:** A detailed assessment of the demand for indoor storage units in the target market area, including competitor analysis, customer needs, pricing strategies, and market trends. The market analysis should identify opportunities, threats, and key success factors for the proposed facility.

3. Scope of Work

The scope of work for the Market Analysis includes, but is not limited to, the following tasks:

Market Analysis

- Analyze the demand for climate-controlled indoor storage units within the target market area (geographic boundaries).
- Identify and profile direct competitors offering similar services.
- Assess customer needs, preferences, and demographics.
- Review market trends and projections for indoor storage unit demand.
- Recommend an appropriate pricing strategy based on competitor analysis and customer willingness to pay.
- Provide an overview of potential risks and opportunities in the market.

A drawing of the building is included in this RFP.

Site visits are voluntary and can be scheduled by contacting Facilities Manager, Phil Heavilin pheavilin@shiabewell.org.

4. Deliverables

The consultant/firm selected to perform the study will be expected to deliver the following:

1. **Market Analysis Report:** A comprehensive analysis of the indoor storage unit market in the target area, including competitive landscape, demand projections, and pricing recommendations.
2. **Presentation:** A final presentation summarizing the key findings and recommendations from the market analysis delivered to Shiawassee Health and Wellness management.
3. **Data and Assumptions:** All data sources, methodologies, and assumptions used in the analysis must be provided.

5. Proposal Requirements

Proposals should include the following:

1. **Company/Consultant Background:** A brief overview of the company/consultant, including relevant experience, qualifications, and prior projects similar in scope.
2. **Approach and Methodology:** A description of the approach and methodology that will be used to complete the feasibility study, including any tools or techniques to be applied.
3. **Project Timeline:** A detailed timeline for the completion of the project, including key milestones and deliverable dates.
4. **Team Members:** A list of the key team members who will be working on the project, their roles, and relevant qualifications.
5. **Budget and Pricing:** A detailed breakdown of the cost for the project, including all fees, expenses, and potential additional costs.
6. **References:** Contact information for at least two references from previous clients who have completed similar work.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the consultant/firm
- Understanding of the project and proposed approach
- Cost-effectiveness and value for money

- Quality and thoroughness of the proposed deliverables
- References and past performance

7. Proposal Submission Deadline

All proposals must be submitted by March 14, 2025. Proposals can be submitted via email to Shiawassee Health and Wellness Accounts Payable Department at accountspayable@shiabewell.org with the subject line “Indoor Storage Unit Feasibility Study RFP”, or mailed to:

Shiawassee Health and Wellness
Attn: Indoor Storage Unit- Market Analysis RFP
1296 W. Olson Road
Midland, MI 48640

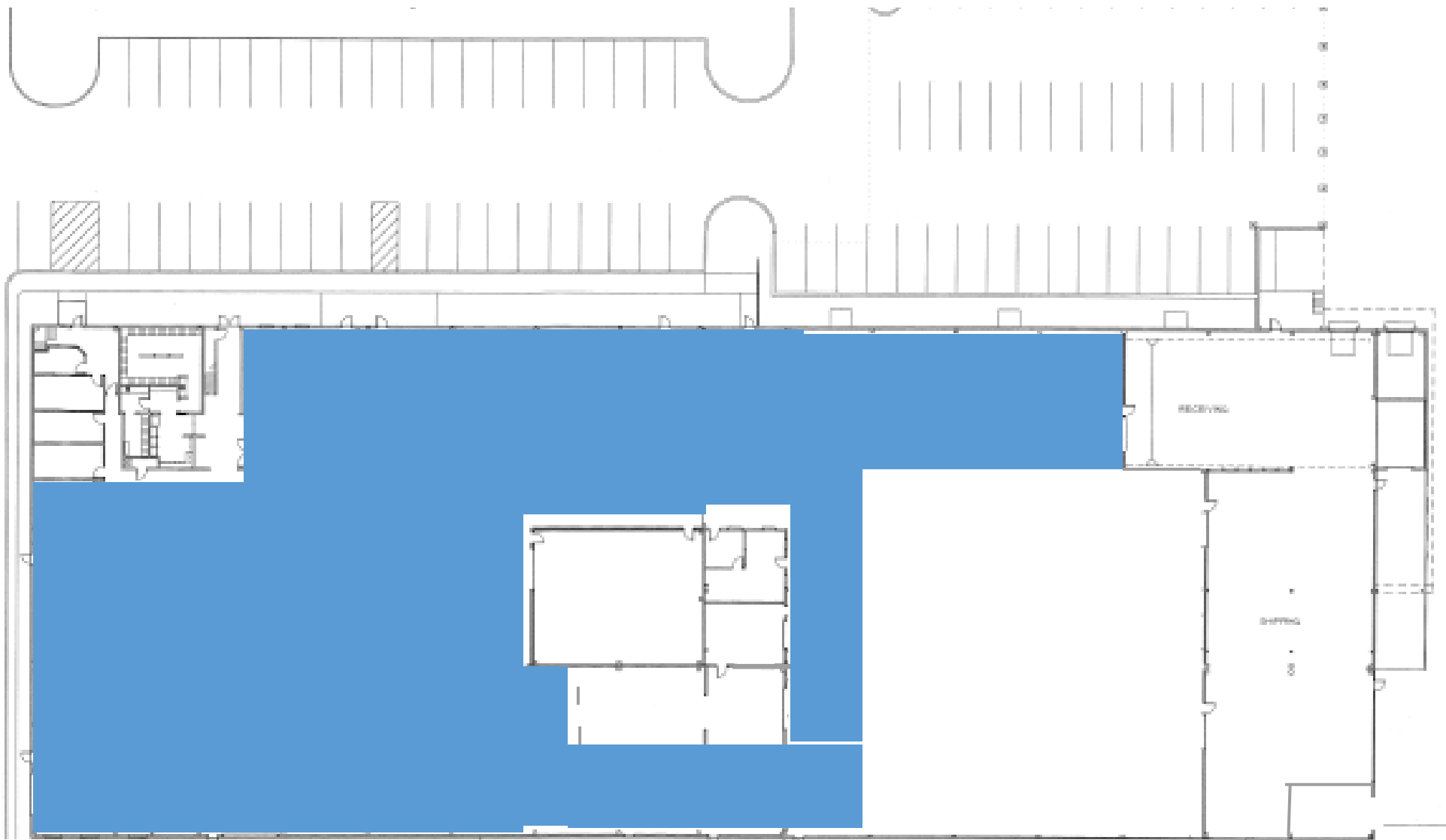
Any proposals received after 5:00 p.m. on March 14, 2025 will be disqualified from consideration.

Proposals can be accepted or rejected based on any factor, including price, experience, site familiarity, etc.

8 Contact Information

For further information or to clarify any aspects of this RFP, please contact Owner’s Representative:

Bill Rogers
Elite Facility Consultants, LLC
989-859-9612
wrogers@efc-mi.com



1550 E. South Street
Warehouse/Recycling

Blue area for RFP: Appx 21,000 sq. ft.