

How clients can post an RFP on MarchCentral :

Step1: Login on MarchCentral.com. If you are a new client, please click on New Client and register. After you log in, you will be directed to your MyCentral page as shown below:

Step2: Click on Post New RFP

The screenshot displays the MarchCentral client account interface. At the top, the browser address bar shows the URL http://marchcentral.com/beta/client_account.php. The page header includes the MarchCentral logo and a welcome message for 'clienta'. Below the header, there are navigation tabs: My Central, Vendor Database, Education & Events, Forum, and Facilities Booker. A 'Summary' table is visible on the right side of the dashboard.

Summary	YTD
Projects Awarded	5
Total Spend	\$8,000
MCCredits	\$0

The 'Projects Desk' section on the left contains a 'POST NEW RFP' button, which is highlighted by a callout box. Below this, there are two project entries: 'phones' with a 'new rfp by clienta on 3-7-2009' and 'rfp by clienta on 19-5-2009'. The 'My RFPs/Proposals' section is also visible.

The 'Inbox' section shows a list of records with columns for From, Subject, and Date. The records are as follows:

From	Subject	Date
vendorc	Proposal Posted	Jul 9, 2009 12:17 AM
vendorc	Proposal Posted	Jul 9, 2009 12:17 AM
vendorb	Proposal Posted	Jul 9, 2009 12:15 AM
vendord	Need clarification on sample size	Jul 8, 2009 11:50 PM
Admin	RFP Approved	Jul 8, 2009 11:10 PM
kathe	Proposal Posted	Jul 8, 2009 04:53 AM

Step 3: Clicking on Post New RFP will direct you to the RFP Generator. Respond to the short set of questions. Or you can also click on [copy and paste](#) to paste in your own document.

RFP Generator

Summary	YTD
Projects Awarded	5
Total Spend	\$8,000
MCCredits	\$0

Using MarchCentral's RFP generator is the fastest and most confidential way to post your RFP. However, if you prefer, you may [copy and paste in your own RFP here](#). You will be able to preview and edit the RFP before approving it for posting. Please note that you should NOT identify your brand, product or company name in the RFP to protect your confidentiality. All RFPs submitted for posting are reviewed by MarchCentral to ensure confidentiality and appropriateness. You will also be asked to input any criteria that you may require consultants meet, or if you wish to post this RFP to only certain select or preferred market research vendors.

Background

*B1. What is the product category or service category of interest?

*B2. Where is the product/brand/service in its life cycle?

*B3. What has caused this need for research?

Business Issue

*1. What is the team planning to do with the research findings?

Research Objectives

Step 4: You will be able to review and edit the RFP. If you are satisfied with the preview, click **Save**, you will get the screen below which will show an RFP number, and options for you to indicate Project Title, industry sector, type of research, research application. You will have options on posting the RFP for all vendors (Public), or select vendors (Private), or to your preferred vendors (MyVendors). Click **Submit**, and you are done! Note: If you haven't created a **MyVendors** list, you will be prompted to do so if you choose that option.

The screenshot shows the 'Post RFP -2' interface in a Mozilla Firefox browser. The browser's address bar displays 'http://marchcentral.com/beta/post_rfps-2.php'. The page features a navigation menu with 'My Central', 'Vendor Database', 'Education & Events', 'Forum', and 'Facilities Booker'. A 'Summary' table on the right provides YTD statistics:

Summary	YTD
Projects Awarded	5
Total Spend	\$8,000
MCCredits	\$0

The main form area includes a warning: 'RFP Approved for Posting. Before we post this, please answer the following questions to help narrow down the vendors by industry, and also if you wish, selectively send the RFP only to some vendors (private RFP)'. The form fields are as follows:

- RFP Number: R1247149247-85
- Project Title: [Empty text box]
- Industry Sector that research is to be conducted in: Select One [Dropdown menu]
- Sub-sector: [Empty text box]
- Type of research: Research Nature [Dropdown menu]
- Research Application: Selected [Dropdown menu]
- Type of RFP: Public, Private, Post to MyVendors.

A blue 'SUBMIT' button is located at the bottom of the form. The left sidebar contains sections for 'Projects Desk' (listing 'new rfp by clients on 3-7-2009'), 'My RFPs/Proposals' (listing 'third rfp by clients on 3-7-2009'), and 'My Account' (with links for Payments Summary, Invoices, My Vendors, View Profile, Manage Funding, and Edit Account).