



COMMENT AND REVIEW  
TO THE  
INVITATION FOR BID  
ENTITLED

HEAVY, AGRICULTURAL, UTILITY EQUIPMENT AND RELATED ACCESSORIES  
AND SUPPLIES

NJPA IFB #100907

NJPA IFB #100907 was advertised in the Star and Tribune on Friday August 31 and September 7, 2007 and placed on the NJPA website during the same period of time.

IFB's were distributed to the following:

Bobcat  
Caterpillar  
EKA, Inc.  
Federal Contracts Group  
JC Bamford Excavators LTD  
John Deere  
Thomas Carder

Bid responses were opened on October 9, 2007 at 2:00PM at the offices of NJPA at 200 1<sup>st</sup> ST North East in Staples, MN 56479. Bid responses were received from the following:

Clark Equipment Company dba Bobcat Company  
Caterpillar, Inc.  
Federal Contracts Corp responding on behalf of:  
Little & Company, LLC  
Manitowoc Crain Group  
Challenger, Inc.  
Diamond Mowers, Inc.  
Express Trailers, Inc.  
AGM USA, Inc.  
AmeriPumps  
AllPro Trailers

Bids were reviewed by the Bid review Committee consisting of:

Mike Hajek, Director of Business Development and Marketing, NJPA  
Gregg Meierhofer, Coordinator of Bids and Contracts, NJPA

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Katrina Brunette CPPB, Procurement and Contracting Manager, Oakland Schools of Waterford Michigan.

The findings of the Bid Review Committee are summarized as follows:

**Clark Equipment Company dba Bobcat Company:**

Positive factors:

- Excellent Brand Recognition in the industry.
- Excellent reputation in the industry.
- Extensive dealer network.
- Excellent success within the industry.
- Dealer set-up fees are included in the prices quoted.
- Warranty provisions provided with products.

Negative factors:

- The Bidder's response failed to deliver the spirit and intent of the questions they answer in our opinion.
- Freight charges were addressed in the response, however they were not included in the prices quoted therefore diminishing the "Complete Solution" requested in the "Total Cost of Acquisition" requested in the bid.
- The proposed marketing plan lacked a sense of commitment to the success of this contract.

**Caterpillar, Inc.:**

Positive factors:

- Excellent Brand Recognition in the industry.
- Excellent reputation in the industry.
- Extensive dealer network.
- Excellent success within the industry.
- The Bidder shows good commitment toward promoting this contract through presence at trade shows and other innovative marketing avenues.
- Pricing is identified as being below that offered to cooperatives and state purchasing departments.
- Substantial financial strength of Caterpillar.
- International Presence, therefore the opportunity to expand the scope of this contract abroad.
- Warranty provisions were provided.

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Negative factors:

- Failure to fully identify their strategic relationships with their dealer network and the individuals who will be on the ground promoting this contract to current and potential NJPA Members.

Federal Contracts Corporation

Positive Factors:

- Multiple manufacturers and product lines with a single source of responsibility for both NJPA and NJPA Members.
- Pricing is identified as being below that offered to cooperatives and state purchasing departments.
- Substantial experience in the sales and marketing areas of heavy equipment and finance.
- An excellent commitment to marketing and sales training for the sales forces of the manufacturers represented.
- Federal Contracts Corporation is a WMBE.
- Warranty provisions were provided.

Negative Factors:

- Relatively new company.
- Potential difficulty for current personnel to cover the number of contracts offered over a national scope.

The Bid Review Committee has recommended a multiple award to all three Bidders would best serve the needs of NJPA and NJPA Members. The overlap in skid-steer type loaders will provide choice to NJPA Members and allow them to consider non-price factors in their selection process.

The Board of Directors for NJPA voted to accept the recommendations of the Bid Review Committee at their regular meeting on October 18, 2007.

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Mike Hajek, Director of Business Development NJPA      Date

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Gregg Meierhofer, Coordinator of Bids and Contracts NJPA      Date

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Katrina Brunette CPPB, Oakland Schools      Date  
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