

## Bid / No-bid Matrix

### Instructions

- Score each criterion from 1 (Very Weak) to 5 (Very Strong).
- Weightings can be adjusted depending on your organisation's priorities.
- Total score helps guide decision, but final decision should also consider qualitative discussion.

### Decision Criteria

| Category                  | Criteria                                            | Weight | Score (1 - 5) | Weighted Score |
|---------------------------|-----------------------------------------------------|--------|---------------|----------------|
| Strategic Fit             | Alignment with company strategy & market priorities | 3      |               |                |
|                           | Potential to open new accounts / sectors            | 2      |               |                |
|                           | Long-term pipeline value (beyond this bid)          | 2      |               |                |
| Customer relationship     | Existing relationship strength                      | 3      |               |                |
|                           | Understanding of customer needs & drivers           | 3      |               |                |
|                           | Access to customer decision-makers                  | 2      |               |                |
| Capability & Solution Fit | Ability to deliver technical solution               | 3      |               |                |
|                           | Availability of resources & expertise               | 2      |               |                |
|                           | Differentiators vs competitors                      | 3      |               |                |
| Commercial & Risk         | Contract value vs cost of bidding                   | 3      |               |                |
|                           | Commercial attractiveness (margin, T&Cs)            | 2      |               |                |
|                           | Risk exposure (delivery, legal, reputation)         | 3      |               |                |
| Competitive Landscape     | Likelihood of winning (competitive intelligence)    | 3      |               |                |
|                           | Positioning vs incumbents                           | 2      |               |                |

## Bid / No-bid Matrix

### Total Scoring

- High Score ( $\geq 75\%$  of max): Proceed to bid
- Medium Score (50–74%): Consider mitigation actions before bidding
- Low Score ( $< 50\%$ ): Likely No-Bid

### Decision Outcome

- Decision: Bid ☐ / No-Bid ☐
- Rationale:

- Approvers: