CONCEPT

Etimad Government Tenders: Bid Strategy and Proposal Writing in Saudi Arabia

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Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Government entities in Saudi Arabia publish, evaluate and award their tenders through the Etimad platform, and suppliers that answer every notice with a generic offer win rarely and often lose on avoidable grounds. Technical offers miss the evaluation criteria, financial offers ignore local content preferences, and bid teams commit scarce resources to tenders they cannot win. This coreconcept KSA course applies recognised capture and proposal methods to the Government Tenders and Procurement Law and the Etimad process. Participants work on real tender booklets and leave with an Etimad Bid Strategy and Proposal Plan.

Course Objectives

- Qualify Etimad tender opportunities with a structured bid/no-bid scorecard that weighs fit, competition, capacity and risk
- Interpret the conditions and specifications booklet and its evaluation criteria under the Saudi Government Tenders and Procurement Law and its Implementing Regulations
- Build win themes, a compliance matrix and a technical offer structure that answer each evaluation criterion
- Price the financial offer with the LCGPA national product price preference, local content and SME rules in view
- Manage inquiries, bid guarantees, submission deadlines and post-award grievances through Etimad
- Produce an Etimad Bid Strategy and Proposal Plan for a live or sample tender

Target Audience

- Sales and business development managers who pursue Saudi government contracts
- Bid and proposal managers who coordinate technical and financial offers
- Pricing and commercial managers who set tender prices and margins
- Account managers responsible for government clients and tender pipelines
- SME owners and managers building a government revenue stream
- Technical leads who write the solution and methodology sections of offers

Course Outline

Day 1: The Saudi Government Tender Market and Etimad

- Government Tenders and Procurement Law and Implementing Regulations: Principles for Bidders
- Procurement Methods: Public Tender, Limited Tender, Direct Purchase and Framework Agreements
- Etimad Supplier Journey: Registration, Tender Search and Booklet Purchase
- Annual Procurement Plans and Opportunity Pipeline Tracking
- Bid/No-Bid Scorecard Using Fit, Competition, Capacity and Risk Criteria

Day 2: Proposal Frameworks and Evaluation Rules

- APMP Body of Knowledge Proposal Life Cycle
- Shipley Capture Planning and Colour-Team Reviews
- Conditions and Specifications Booklet Analysis and Compliance Matrix
- Technical Evaluation Criteria, Scoring Weights and Minimum Pass Marks
- Two-Envelope Opening Sequence: Technical Offer Before Financial Offer

Day 3: Building the Winning Offer

- Customer Hot-Button Analysis and Win Theme Statements
- Technical Offer Structure: Methodology, Work Plan, Team and Experience Evidence
- Financial Offer Build: Bill of Quantities, Unit Rates and Price Breakdown
- LCGPA National Product Price Preference and Local Content Requirements in Pricing
- Price-to-Win Analysis Using Published Etimad Award Data

Day 4: Risk, Compliance and Problem Cases

- Common Disqualification Causes and Pre-Submission Compliance Checklist
- Bid Guarantee Requirements and Bank Guarantee Wording Under URDG 758
- Etimad Inquiry Requests, Addenda and Deadline Extensions
- Award Notification, Grievance Filing and Escalation on Etimad
- Bidder Integrity and Conflict-of-Interest Controls Under ISO 37001:2025

Day 5: Tender Case Work and the Bid Strategy Plan

- IT Services Tender Case Study: Bid/No-Bid Decision and Win Themes
- Facilities Management Tender Case Study: Compliance Matrix and Pricing Review
- Red-Team Review of a Draft Technical Offer
- Etimad Bid Strategy and Proposal Plan Drafting
- Peer Challenge Panel and Plan Defence

Skills You Will Gain

- Opportunity Qualification
- Tender Document Analysis
- Win Strategy Development
- Technical Proposal Writing
- Tender Pricing
- Bid Compliance Management
- Bid Review Facilitation
- Government Procurement Regulation Awareness

Why Attend This Course

- Return with an Etimad Bid Strategy and Proposal Plan for a current opportunity, tested against peer challenge
- Stop spending bid budget on tenders the organisation is unlikely to win
- Understand how evaluation committees read and score offers, and write for that reading
- Exchange lessons with bid teams from IT, construction, facilities and consulting suppliers

Conclusion

Winning government work in Saudi Arabia depends as much on disciplined qualification and compliance as on price. The course moves from the Government Tenders and Procurement Law and the Etimad supplier journey, through proposal frameworks and evaluation rules, to win themes, pricing under local content preferences, and the grievances and disqualifications that decide close contests. The final day turns this material into an Etimad Bid Strategy and Proposal Plan that participants can apply to the next tender they pursue.