

The specialist telecoms, media
and technology consulting
and training company



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This table of contents is extracted from a bid book for a mobile licence which was a beauty contest coupled with a financial element. On the strength of the bid book produced by Coleago the bidder scored the highest number of points despite bidding 20% (tens of millions of US\$) less than the next highest scoring bidder. This demonstrates the value of a well written bid book.

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*The best written bid book is useless if
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The production of a bid book with a page number limitation implies more and not less work in order to produce a compliant, punchy and as comprehensive as possible bid document within this page limit.

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