

## **Terms of Reference (ToR)**

### **Role:-**

- Research and evaluation
- Strategy development
- Working as an integrated part of the FDDI marketing team
- Generating media coverage
- Integration and co-ordination with regard to marketing and other communications

### **Objectives:-**

- To establish USP (Identity) of FDDI as a premier institute.
- To highlight all the six campuses of FDDI in and around India.
- To reinforce FDDI as a pioneer in footwear, retail & design in India for several years now.
- To identify and Influence the opinion leaders within the industry that serves PR generation.
- To influence the prominent business partners/community who play vital role in FDDI growth.
- To establish a niche position within the Fashion, Design & Retail Industry.

**Note: Agencies are required to enclose the following documents with the proposal:**

1. Company Profile
2. List of clients
3. Complete terms and conditions