

STATE OF ALASKA

Department of Transportation & Public
Facilities

Division of Alaska Marine Highway System



**AMHS Gift Shop Merchandising/Marketing Consultant
2525S026**

Amendment Two

ISSUE DATE: October 31, 2024

This amendment is being issued to:

1. Update Sec 1.01 Purpose of the RFP:
The Department of Transportation and Public Facilities (DOT&PF), Division of Alaska Marine Highway System (AMHS), is re-opening legacy gift shops and implementing bartender services on select vessels, terminals and offering online purchase of AMHS logo gear to our employees. The gift shops are not currently operational and will involve installing merchandising displays and establishing a procurement process for the on-going AMHS management of sales. The online company store will need to be created. A comprehensive merchandising/marketing plan to support the roll-out of key events will need to be developed and incorporated according to AMHS guidelines. AMHS needs a skilled consultant that has extensive merchandising knowledge to support this multi-phased project. The contractor will provide key data to support the product selection, display options and sourcing decisions.

All other terms and conditions of the RFP remain the same.

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