

iadetraining.com
Request for Proposal
March 2010

Contact: Joseph McDonald
Email: mcdonaldj@gmail.com

1. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

Institute of African Developing Economies (iadetraing.com) is pursuing the development and design of a corporate website to provide an online presence for the company. It is important to provide our visitors with a rich and engaging interface that conveys the spirit of academic excellence, more specifically; we understand that this project must yield much more than just a new "look and feel". The website will become a resource for the entire private and public sector when it comes to check for new courses and organizational development opportunities. We would like to utilize an open source application high resolution photos of an academic nature on each page and would like to take a somewhat minimalist approach to the design of the website.

We are currently more concerned with having a web-presence, but we will also require an ecommerce solution where students can buy both physical goods (e.g.books, white papers, manuals, cds etc) and soft-goods where people can download stuff upon payment and in the near future we will need an e-learning solution integrated into web-site. It is there fore our goal to identify the best total solution, for immediate needs but ready for future development.

We are seeking a partner who will develop corporate design with a rich user experience and an improved informational flow within the site with a minimalist approach. One of the important factors regarding the site is also compliance with the latest CMS, E-commerce and SEO rules and practices. The setup should not be built from scratch but instead include as much proven components / features as possible that can be customizable.

The design of the front-end should incorporate best practice and proper steps to enhance user traffic and guide visitors to the programs requested. To achieve an optimum design we would like to see an assessment design options following into a design to be implemented on top of the newly developed CMS/e-commerce system. Multiple designs need to be delivered, creating a proper level of choice for the owner of the project.

Within the proposal we would like to see examples of online platforms, website where the e-commerce system, owned or developed by the partner, is being used as such. These platforms are an important subject and will be used in the assessment by the owner of the project. It is also important to note that that the designer will also help in creating the company logo and company colours so some experience in branding is very important.

Future services to be requested under additional RFP

2. BUDGET

A clear budget guideline should be delivered based on dates times including a fixed price setup. We like to have a low up-front fee but are interested in a long term maintenance and development contract for additional features. We would like to have an assessment regarding the first stage of developing the new corporate design, cms, and ecommerce and the second stage of long term development of new features. (E-learning and college management system)

We are considering different budgets and timelines and would prefer a fixed cost proposal that will include some level of flexibility. Our goal is to implement an initial content management solution at a minimal cost that is scalable and move on to additional phases, components, marketing, etc for the project to increase the user functionality and traffic. Our goal is to find a long term partner who will deliver subject matter expertise for best practice delivery and thought leadership to deliver a premium web site and brand.

3. TERMS AND CONDITIONS

a. IADE will own, have full access to, and have the right to customize site code.

b. Terms for proposal:

- i. Relevant dates :Project Start Date :**8th March 2010**,Site Launch **2nd April 2010**
- ii. Proposals should be delivered to Joseph McDonald, Project Manager. Copies should be received by March 6th, 2010
- iii. Please provide proposals to joseph.mcdonald@gmail.com and cc the following monica@alpexconsulting.co.ke and kibe@alpexconsulting.co.ke
- iv. All proposals must include a statement of authorization to bid signed by a principal of the responding company
- v. All proposals must use the proposal format outlined in this RFP
- vi. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

4. BACKGROUND OF ORGANIZATION

Institute of African Developing Economies (IADE) is newly founded training organization who's branding and product launch is proposed for the beginning of June. IADE is a leading professional services firm. Offering a wide range of management consultancy and training to both government and private sector. IADE identified a gap and business opportunity to provide proven value addition in the Human Resource Development for public and private sector. Human Resource Development is the organized activities arranged within the organization in order to improve performance and/or personal growth for the purpose of improving the job, the individual, and /or the organization. Going by this definition there exists considerable opportunity in the following three areas.

- Training and Development
- Career Development
- Organizational Development.

It is for this reason that we need to develop a website which will help organization and individuals to find and attend courses that will continually assist organizations/individuals to achieve the above mentioned HRD areas.

Some of the training programs to be offered are a mixture of long-term (3 months to 1 year) and short-term courses (2 days- 3 weeks)

The envisioned areas of training include

- Business Management Courses (Quality Management Systems, Information Security Management Systems, Occupational Health)etc
- Business Process Management Courses
- Procurement Courses
- Contracts and Legislative drafting
- Any other courses which can add value to an organization based on the ever changing corporate environment.

5. AUDIENCE

The audience that will be visiting and purchasing on this site will be active professionals who are keen to climb the corporate ladder we are talking about the demographic between 25-40. Well educated or with 2-3 years working experience with an income of about 40k net.

Internal employees should be able to access administration page and content management system to increase relevant content and products.

6. TOOLS AND FUNCTIONALITIES

- a. Please list components and features that is unique to the proposed E-Commerce solution.
- b. Are there other features of your proposed solution that add value or could be extendable in the future?

We are seeking a solution that will provide the following features.

i) Content Management System

- a) Website content editorial service
- b) Content styling
- c) Contents proof reading facilities
- d) Editing facilities for Existing Pages
- e) Research
- f) Content flow management
- g) Monthly content assignment management. Content contribution and approval management
- h) Content placement and formatting
- i) Flexible images, videos, and new page designing
- j) Custom Page Naming
- k) Custom Keyword Customization
- l) Custom Meta Description for the page
- m) Global Templates Customization
- n) Page Meta Title Customization
- o) Admin / User / Modules
- p) Page Content Keyword Density Statistics
- q) WYSIWYG Editor for document formatting
- r) Global Document Re-Activation
- s) Standardization of over all web styling

The following techniques should be used

- Meta data Editing
- Content Scheduling
- Content Effectiveness Testing
- Integrated Analytics System
- Work flow Customization and Management

ii) E-commerce

- a) Provide Customers with Easy Access to Review Products Available
- b) Enable Online Shopping, Ordering and Payment of products
- c) Support Visitors To Make Purchases Online
- d) Shopping Cart Solutions
- e) Payment Gateways Integration
- f) Multiple Payments Option
- g) Customized Management with Easy Update and Maintain
- h) Administration System
- j) Track Record of online Sale products
- k) One Page Check out and Order Process
- l) Support both physical and soft goods
- m) Shipping Option

iii) User Interface

- a) User Registration
- b) Fill registration forms
- c) View Course programs
- d) Comments and Reviews
- e) Customer Care
- f) View Course calendars
- g) View Exam Results/materials

Future Needs

- a) E-Learning
- b) College Management Systems

7. SITE SPECIFICATIONS

- a. Design parameters
- b. Accessibility/Usability
 - i. Which factors were considered and how deep?
 - ii. Usability testing mid-stream will validate navigation choices
- c. Platform
 - i. What language is the proposed site to be built? (ex: PHP, cold fusion, ASP)
 - ii. On what format is the site to be hosted? (ex: Linux, NT, UNIX, Apache)
- d. eCommerce
 - i. What are some areas your company brings expertise in eCommerce? What are some additional creative or design ideas that can add value and how?

8. VENDOR INFORMATION/ AVAILABLE TECHNOLOGY RESOURCES/ SYSTEM INTEGRATION

Vendor Information

In addition to addressing the specifics outlined in this document and consideration of the conditions outlined below, proposals must also include the following details about your company on company letterhead:

- Company name
- Location(s)
- Description of company
- Description of the type of services you provide
- Company Philosophy
- Total # of designers, developers
- Avg. experience level of designers, developers, etc
- Description of facilities, equipment, physical resources
- List of current projects, as well as the scope and status of each project

- Disclosure of complaints, current or pending actions, legal or otherwise
 - Disclosure of possible conflicts of interest
 - Provide three references (include educational organizations, if applicable)
 - Portfolio of similar projects (live sites, completed within the past three years, and a brief explanation of the project especially on the educational sector)
 - A summary of your process for development projects like ours that require working with a committee and getting input from college stakeholders and constituency groups including: Students (prospective and current), Faculty, Classified Staff, Administration and Community.
 - Breakdown of hours and costs assigned to each of the project's phases and an estimated total cost of the project.
-
- Staff members you propose to be on the project
 - Provide a cast of characters and roles
 - Accounting system proposed for best practice integration
 - Shipping and supply chain companies integrate capabilities
 - CRM systems solution and integration
 - Point of contact or Project manager
 - Provide brief professional profiles of the individuals that will be on the project

9. PROPOSED TIMELINE

- i. Develop RFP process (forward email address for questions on RFP)
- ii. RFP release date 1 March 2010
- iii. Submission of questions to mcdonaldoj@gmail.com by March 5th
- iv. Proposals due March 6th
- v. Finalist interviews March 6th
- vi. Proposal award date March 8th
- vii. Initial project Start Date March 9th
- viii. Please provide dates and milestones of project
- ix. Beta site Date March 30th (3 weeks)
- x. Proposed site launch April 2nd Friday 2010

12. FORMAT FOR PROPOSALS

1. Executive Summary

2. Technical Volume

- a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
- b. Address usability standards and testing
- c. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management Volume

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities (See section #6)
- b. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: ID the costs we will need to pay to develop or host the site.
- d. Hosting: we would do our own hosting
- e. Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide and administration guide.
- f. Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references.

Please email proposals to mcdonaldoj@gmail.com

12. PAYMENT

IADE will make payments only as completion of phases is achieved. Payment of final invoice will be made upon final acceptance of the site by IADE, following testing and successful implementation. We will pay an initialization fee of not more than 20%. And the remaining 80%, 2 weeks after delivery and testing of the site.

13. OPTIONAL

Vendor should estimate hourly rate for consulting, if needed, after completion of the project. Also, Vendor should outline the charge for training, if needed.

14. EVALUATION CRITERIA

1. Past Performance 20%
2. Proposed Solution and Capabilities 50%
3. Cost 30%