Invitation to Tender

The Sewing Studio – Shopify plus website development

August 2022

BIGTP 226

# 1.	Background

The Sewing Studio (TSS) started life as Direct Sewing Machines over 40 years ago in Cornwall. Over the last few years it has slowly evolved into a very comprehensive shop specialising in Sewing Machines, embroidery Machines and patchwork fabric.

We are one of the largest sewing machine dealers in the UK but unlike most internet traders, we focus on customer service and price, not just price alone. I'm sure you will agree this is increasingly rare in the retail industry, and of course we also have a shop open to the public.

We're a family run business and therefore everyone that works here actually knows how to sew, how to use a sewing machine and most importantly understand our customers requirements!

We would like to re-platform our e-commerce system.

# 2.	Tender requirements

The successful tenderer will be expected to deliver the following:

Timeframe

This project is to be completed within 16 weeks of the project commencement date.

Budget

The budget available for this piece of work is £60,000.

Payment schedule

The Sewing Studio will provide payments in two parts as follows:

1 of 2 - Deposit on project commencement date: 45% of total project cost.

2 of 2 - Remaining payment on completion of the scope of work, prior to handover of store ownership: 55% of total project cost.

Supporting Documents

TSS will provide Logo, Typography, Colour Palette, and Imagery

Project Details

1. Website Redesign
    - We would like the website to be closely replicated.
    - The website will be optimised for SEO (Search Engine Optimisation) and CRO (Conversion Rate Optimisation). The current SEO and CRO should be investigated and reported on during the project process.
        - We would like the partnered developer to tell us how we could improve our SEO and CRO. SEO will require a joint effort to look at traffic potential for all keywords / key phases, we currently utilise many Magento 2 filters which where appropriate due to traffic opportunities will require a Shopify

collection page to take full advantage of the potential traffic opportunity. We expect a budget of £5k to cover the SEO efforts over the cause of the project.

- CRO will require UX designers to look out what we have now on Magento and our strongest global competitors and take the best UX approach within the constraints of the Shopify environment thus finding the best compromise.
- Page speed / Google page score is a huge consideration when looking as SEO and CRO, the target page score for mobile and desktop is 80-95.
  - The website will be designed to be able to function in different countries and allow us to ship internationally. It does not need to be translated.

2. Shopify 2.0 Website build.
   - We wish to migrate from current platform (Magento) to Shopify 2.0
   - The aim is to utilise Shopify Markets
     - The Sewing Studio will prevent the sale of certain items to certain countries via Shopify shipping profiles.
   - The Sewing Studio will utilize Veeqo for Inventory & Order Management. Owned by TSS and will be made available to the successful tenderer.

Migration Specific details / responsibilities

Data migration specifics and responsibilities are defined below.

Data:	Responsible:	Notes:
2.1 Products (~20,000 products)	Partnered developer responsible, 3rd Party migration service acceptable	**Native migration support:** Name, SKU, Full Description, Images in Description, Status, Manufacturer. Price, Special Price. URL, Meta Title, Meta Description. Weight. Variants (SKU, Weight, Quantity, Images, Price, Special Price). Base Image, Additional Images. Quantity, Manage Stock. **Point to note:** Product description data: ● Product description data - Manual effort may be required by TSS and supplier to successful tenderer. ○ Approach relies on specific product data sitting within Shopify metafields enabling (relating to filter functionality). Where possible the supplier is expected to automate as much as possible and make reasonable manual efforts, TSS will support and make manual efforts where the supplier can demonstrate that it is both necessary and justified. ○ TSS acknowledge that the effort required on this process are an unknown until some experiments have been made by the supplier's development team.
2.2 Categories (collections)	Partnered developer responsible, 3rd Party migration service acceptable	**Native migration support:** Name, Description, Status. Image. URL, Meta Title, Meta Description. **Point to note:** Category (filter) headings SEO text ● May require custom mapping ○ Further discussion / investigation required with developer / developer managed 3rd party service.

2.3 Customers (50,000 customers)	Partnered developer responsible, 3rd Party migration service acceptable	**Native migration support:** Email, Customer Group, Newsletter. Billing Address (First Name, Last Name, Company, Address 1, Address 2, Country, State, City, Zip Code, Telephone). Shipping Address (First Name, Last Name, Company, Address 1, Address 2, Country, State, City, Zip Code, Telephone).
2.4 Historical Orders (>193,295 orders)	Partnered developer responsible, 3rd Party migration service acceptable	**Native migration support:** ID, Order Date, Order Status, Order Products (Name, SKU), Product Price, Quantity, Subtotal Price, Discount Price, Tax Price, Shipping Price, Total Price, Order Comments. Customer Name, Billing Address (First Name, Last Name, Address 1, Address 2, Country, State, City, Zip Code, Telephone). Shipping Address (First Name, Last Name, Company, Address 1, Address 2, Country, State, City, Zip Code, Telephone).
2.5 Gift cards, certificates, and store credits	Partnered developer responsible, 3rd Party migration service acceptable	**Native migration support:** Name, Coupon Code, Type Discount, Discount Amount. **Point to note:** ● Concerns around existing gift card balances ○ Further discussion / investigation required with developer / developer managed 3rd party service.
2.6 Blogs / Articles	The Sewing Studio	Please confirm if this will be an issue within your tender response. If a manual approach may be required. The Sewing Studio will be responsible for any modifications required to format following advice from the tenderer.
2.7 Customer Wishlist	Not migrated	
2.8 Customer Loyalty points	The Sewing Studio	Yotpo offers import functionality - but unknown if the current solution offers export. See import documentation.

		We do not yet have a Yotpo licence/subscription. The successful tenderer may have another solution. On agreement of the solution, TSS will pay for the necessary licence/subscription. Further investigation required - capabilities of Magento export

Project Deliverables

Activity

Project Management

Creative Services

Front-End Development

Quality Assurance

3. Information Architecture

Provided design files:

Page / Component key:
- **Custom**
  - Uniquely designed page with design resource required.
  - New templates / components added to the developer chosen framework

- **Standard**
  - Standardised page template supplied with no unique design elements.
  - Layout is maintained from the developer chosen framework
    - Fonts / colours / elements will adopt styling rules in accordance with the global style guide

Page		Desktop Design	Mobile Design
Global style-guide	Custom	yes	No
Homepage (incorporates header / footer / global components)	Custom	yes	yes
Collection (Default)	Custom	yes	Yes
Collection (Alternate layout)	Custom	Yes	Yes
Collection List	N/A		

Product (Default)	Custom	Yes	Yes
Product (Complex)	Custom	yes	yes
Cart	Standard	Yes	Yes
Checkout	N/A	No	No
Blog Listing	Standard	Yes	Yes
Blog Article	Standard	No	No
Page (default)	Standard	Yes	Yes
Page (contact)	Standard	Yes	Yes
Account Register	Standard	Yes	Yes
Account Activate	Standard	Yes	Yes
Account Login	Standard	Yes	Yes
Account	Standard	Yes	Yes
Account Addresses	Standard	Yes	Yes
Account Order	Standard	Yes	Yes
Account Reset Password	Standard	Yes	Yes
404		No	No
Search		No	No
Password		No	No

4. Applications

Costs associated with third-party applications are the responsibility of The Sewing Studio.

Functionality	Current	Recommended
Tiered pricing / Bundles	N/A	Bundle Bear (or similar)
Search Widget	Doofinder	Doofinder
Marketing platform	Klaviyo	Klaviyo
Reviews	Reviews.io	Reviews.io
Wishlist	N/A	SWYM
Shopify Flow (Automation)	N/A	Shopify Flow

Contact forms	N/A	Generic Contact form
Finance widget(s)	imegamedia	imegamedia
Shipping rate calculator	N/A	Shipping Rates Calculator Plus
Complex metafield management	N/A	Custom fields
Customer service / Live chat	TAWK	Gorgias
Product Compare	N/A	Equate - Product compare
Returns management	Veeqo	Veeqo + aftership returns centre
Shipping rates		Intuitive Shipping
Google Shopping feed		AdNabu for Google Shopping

5. Build Specification

General information / Prerequisites / Caveats

Content population:
Where possible - content / copy for the specified development will be easily editable via Languages / Theme customiser area within the Shopify admin (Some dynamic content may not be editable by The Sewing Studio)

Metafields:
A hard limit of 200 metafield definitions currently exists on the Shopify platform.
Where complex metafield content management is required a 3rd party application may be required.

3rd party Applications:

On-brand styling:
Where "on-brand styling" is referenced within the specification - the following is applicable:
- On-brand styling does not include layout modifications and is exclusively limited to:
  - Fonts / Typography / Element colours

6. Architecture

Page	Specification
Global theme sections (static)	**Header (static)** Layout / Styling dictated by provided designs. **Search Widget** Rendered via selected 3rd party application with on brand styling modifications. **Footer (static)** Layout / Styling dictated by provided designs.
Global theme	**Hero (carousel)**

sections (dynamic)	**Image / text**
	Featured products
	Blog posts
	Collage
	Contact form
	Featured collection
	Icon / content
	Full width (within grid)
	Richtext element
	Image banner
	Multi-column content
	FAQ / Accordion
	(More content-based sections may be identified during the design phase)

| Collection (Default) | **General**
Utilized for standard collections that require conventional data within the product grid item - (for example: Fabric)

Collection Header
Layout / Styling dictated by the provided designs

Collection Filters
Layout / Styling dictated by provided designs.
Collection filtering will be achieved via Shopify 2.0 Storefront filtering

    The following native Shopify product filter categories will be rendered
      ● Availability
      ● Price
      ● Vendor (Brand)
      ● Product type
      ● Product options (where deemed applicable)
        ■ For example: Size / Colour

    Additional filter categories achieved via Metafield definitions include:
    (The Sewing Studio to advise where consolidation may be possible)
      ● Purpose (Product level metafield)
      ● Cut type (Product level metafield)
      ● Main colour (Product level metafield)
      ● Theme (Product level metafield)
      ● Material Type (Product level metafield)
      ● Designer (Product level metafield)
      ● Range (Product level metafield)
      ● Special offers (Product level metafield)
        ■ Note: Not Automated
      ○ Dimensions (Product level metafield)
      ○ Fabric Pack (Product level metafield)

    Collection filter (category tooltip)
      ● Modifications to the filter component will allow The Sewing Studio to include tooltips for each filter category.

    Collection filter (search category values)
      ● Modifications to the filter component will enable search functionality on the following filter categories
        ○ Brand
        ○ Designer
        ○ Range

Collection Sorting
Native Shopify collection sorting included
    Native sorting options:
      ● Featured
      ● Best Selling
      ● Alphabetically, A-Z
      ● Alphabetically, Z-A
      ● Price, low to high
      ● Price, high to low
      ● Date, old to new
      ● Date, new to old

Product Grid Item
Layout / Styling dictated by the provided designs |

The following elements / metadata will be rendered within the product grid item.
- **Featured Image** - Featured product image (Shopify product media)
- **Title** - Product title (Shopify title field)
- **Price** - Product price (Shopify price field)
- **Wishlist -** Rendered via selected 3rd party application (SWYM)
- **Add to compare -** Rendered via selected 3rd party application
- **Custom labels -** Populated via product tag / metafield
    - Allowing The Sewing Studio to display a custom image OR text label for each product
- **Finance widget -** Rendered via selected 3rd party application

Pagination
Layout / Styling dictated by the provided design

Additional notes / Caveats
- Products added to compare / wishlist will not be rendered within the collection template and confined to the selected 3rd party application limitations

Collection (Alternate layout)	**General**
	Utilised for collections that require an alternative layout & additional metadata within the product grid item - (for example: Sewing Machines)
	
	The template will adopt the same specification as the Collection (Default) template - unless stated otherwise.
	
	Collection Filters
	Layout / Styling dictated by provided designs.
	Collection filtering will be achieved via Shopify 2.0 Storefront filtering
	
	   The following native Shopify product filter categories will be rendered
	   ● Availability
	   ● Price
	   ● Vendor (Brand)
	   ● Product type
	   ● Product options (where deemed applicable)
	
	   Additional filter categories achieved via Metafield definitions include:
	   (The Sewing Studio to advise where consolidation may be possible)
	   ● Machine type (Product level metafield)
	   ● Features (Product level metafield(s))
	   ● Stitch Range (Product level metafield)
	   ● Size (Product level metafield)
	   ● Weight (Product level metafield)
	   ● Workspace (Product level metafield)
	   ● Condition (Product level metafield)
	   ● Control type (Product level metafield)
	
	   Collection filter (search category values)
	   ● Modifications to the filter component will enable search functionality on the following filter categories
	      ○ Features
	
	Product Grid Item
	Layout / Styling dictated by the provided designs
	
	   The following elements / metadata will be rendered within the product grid item.
	   ● **Featured Image** - Featured product image (Shopify product media)
	   ● **Features (List) -** (Product level metafield(s))
	   ● **Title** - Product title (Shopify title field)
	   ● **Price** - Product price (Shopify price field)
	   ● **Icon / Message -** Section / block setting (Global for all product grid items)
	   ● **Wishlist -** Rendered via selected 3rd party application (SWYM)
	   ● **Add to compare -** Rendered via selected 3rd party application
	   ● **Custom labels -** Populated via product tag / metafield
	      ○ Allowing The Sewing Studio to display a custom image OR text label for each product
	   ● **Finance widget -** Rendered via selected 3rd party application

Collection List	**N/A**
Product (default)	**General** Layout / Styling dictated by the provided designs Intended to be utilised for all products excluding "Sewing Machines" **Template specification** **The following elements / metadata will be rendered within the product template**

- **Product media gallery**
  - **Media - Product** media (Shopify product media).
  - **Custom labels -** Populated via product tag / metafield
    - Allowing The Sewing Studio to display a custom image OR text label for each product (related to product grid item)
- **Product information**
  - **Product title** - Shopify product title field
  - **Product SKU** - Shopify product SKU field
  - **Product vendor logo** - Shopify product vendor field
    - A custom solution will be developed allowing The Sewing Studio to display vendor logos (populated via metafield / global theme setting + vendor relation - TBC)
  - **Inventory Quantity -** (Product level inventory quantity)
  - **Shipping information -** (Global theme setting)
  - **Sample information -** (Global theme setting)
    - Enabled / disabled on a product level via metafield / Tag (TBC)
  - **Shipping information (countdown)** - (Global theme setting)
    - A bespoke dynamic element populated via a global theme setting (Precision in hours / minutes)
      - The Sewing Studio will be provided with a setting to disable / enable this feature.
      - The Sewing Studio will be able to define differing cut-off times for the following product types (Sewing Machines / All other products)
      - The Sewing Studio will be able to override content on a product-by-product basis
        - The Sewing Studio to supply written confirmation of logic
- **Product add-to-cart form (default)**
  - **Price** - Product price (Shopify price field)
  - **Quality selection**
    - The price element will dynamically update in accordance with the quantity selected
  - **Variant Selection**
    - The developer chosen variant selection form may not be utilised currently, but the feature will remain (Current product catalog does not contain variants)
  - **Add-to-cart button**
    - During the add-to-cart request the relevant line items will be added to the customer's cart.
      - **Pre-order:**
        - The Sewing Studio will be able to override the add-to-cart button text on a product-by-product basis (via metafield)
        - The Sewing Studio will be provided with an additional text (metafield) allowing them to display additional information on pre-orders.
  - **Finance widgets**
    - Rendered via selected 3rd party application with on brand styling
  - **Tiered Pricing table**
    - Rendered via selected 3rd party application with on brand styling
- **Product add-to-cart form (complex) ([reference](#))**
  - The complex add-to-cart form will retain functionality defined in the default form above (excluding variant selection) with extended functionality to accommodate fabric products / measurements:
    - This feature will be enabled via either: (approach TBC)
      - Product type (automated)
      - Product tag / metafield (manual) (product-by-product basis)

- The end-user will be able to switch between the units defined below and the appropriate data will be displayed:
  - **Per 1/4m Length:**
    - **Price element** - The price element will update in accordance with the selected quantity
    - **Per-meter price element** - The per-meter element will display the price per meter.
    - **Add-to-cart button -** The add-to-cart button will dynamically update the meter calculation in accordance with the selected quantity.
  - **Fat Quarter:**
    - **Price element** - The price element will update in accordance with the selected quantity
    - **Add-to-cart button -** The add-to-cart button will dynamically update the fat quarter calculation in accordance with the selected quantity.
- **Add-to-cart request**
  - During the add-to-cart request the relevant line items will be added to the customer's cart.
  - Additional line-item properties will be attached to the line item based on the end-user selection of either - *"Per 1/4m Length" / "Fat Quarter"*
    - For example:
      - Properties [Unit]
      - Value="Per 1/4m Length" / "Fat Quarter"
- **The Sewing Studio experience / product setup**
  - Fabric products will exist within Shopify as a product with a single variant.
  - The Sewing Studio will be able to enable the display of each unit independently. (Via tag / metafield TBC)
  - The product quantity will reflect the available inventory in 1/4m
    - Manual effort will be required by The Sewing Studio to adjust quantity or enable each option to prevent overselling.
- **Product - Add to wishlist**
  - The SWYM wishlist widget will be rendered on the product template with on-brand styling
- **Product - Add to compare**
  - Rendered via selected 3rd party application with on-brand styling
- **Product - Rewards**
  - The Yitro rewards widget will be rendered on the product template with on-brand styling
- **Product content**
  - **Product full description -** Product description (Shopify product description field)
  - **Product specification -** The Sewing Studio and PARTNERED DEVELOPER to collaborate during migration to assess where data will be positioned (Metafield / Tag / description)
- **Related products (Collection defined x2)**
  - A bespoke element populated on a product-by-product basis
  - The Sewing Studio will select a collection (Shopify collection) of products to render. (Via product metafield)
    - Product grid items will mimic functionality / layout / styling defined within the collection page (default) specification
- **Related products (Product defined)**
  - A bespoke element populated on a product-by-product basis
  - The Sewing Studio will select a maximum of 6 products to render. (Via product metafield)
    - Product grid items will mimic functionality / layout / styling defined within

the collection page (default) specification
- **Other content**
  - **Icon / content**
    - Rendered via theme dynamic section (Icon / content)
  - **Full-width Image / content**
    - Rendered via theme dynamic section (Full-width Image / content)
- **Product - Reviews**
  - Rendered via selected 3rd party application (Reviews.io) with on-brand styling.

The Sewing Studio considerations / Caveats:
Interactions / updates between dynamic elements that render price and 3rd party applications that may affect these are currently unknown - and are therefore not covered in this scope of work.

Product (Complex)	**General** Layout / Styling dictated by the provided designs Intended to be utilised for "Sewing machine" products **Template specification** **The following elements / metadata will be rendered within the product template** **Product media gallery** **Media - Product** media (Shopify product media). **Custom labels -** Populated via product tag / metafield - Allowing The Sewing Studio to display a custom image OR text label for each product (related to product grid item) **Product information** **Product title** - Shopify product title field **Product SKU** - Shopify product SKU field **Product vendor logo** - Shopify product vendor field - A custom solution will be developed allowing The Sewing Studio to display vendor logos (populated via metafield / global theme setting + vendor relation - TBC) **Shipping information (countdown)** - (Global theme setting) - A bespoke dynamic element populated via a global theme setting (Precision in hours / minutes) - The Sewing Studio will be provided with a setting to disable / enable this feature. - The Sewing Studio will be able to define differing cut-off times for the following product types (Sewing Machines / All other products) - The Sewing Studio will be able to override content on a product-by-product basis - The Sewing Studio to supply written confirmation of logic **Demonstration request modal** - A bespoke contact form rendered via Partnered developer - contact form application. **Educational prices modal** - A bespoke contact form rendered via Partnered developer - contact form application. **Price drop notification modal** - A bespoke contact form rendered via 3rd Party application Klaviyo - Partnered developer and The Sewing Studio will collaborate to investigate the potential notification automation of this form. **Product add-to-cart form (default)** **Price** - Product price (Shopify price field) **Quality selection** - The price element will dynamically update in accordance with the quantity

selected
- ○ **Variant Selection**
  - ■ Template must allow for variant selection (Current product catalog does not contain variants)
- ○ **Add-to-cart button**
  - ■ During the add-to-cart request the relevant line items will be added to the customer's cart.
- ○ **Bundle functionality**
  - ■ Rendered via selected 3rd party application with on brand styling
- **Product - Add to wishlist**
  - ○ The SWYM wishlist widget will be rendered on the product template with on-brand styling
- **Product - Add to compare**
  - ○ Rendered via selected 3rd party application with on-brand styling
- **Product - Rewards**
  - ○ The Yotpo rewards widget will be rendered on the product template with on-brand styling
- **Product - Reviews**
  - ○ Rendered via selected 3rd party application (Reviews.io) with on-brand styling.
- **Product Details / Specification**
  - ○ **Product full description -** Product description (Shopify product description field)
  - ○ **Product specification -** The Sewing Studio and PARTNERED DEVELOPER to collaborate during migration to assess where data will be positioned (Metafield / Tag / description)
    - ■ The following sections will be rendered:
      - Downloads
        - ○ Multiple files hosted via Shopify
      - 3D review
        - ○ Embedded 3D rendered provided by developer / developer managed 3rd party service (SIRV)
      - Video Review
        - ○ YouTube hosted video embed
      - Features
        - ○ Image / Text based element
      - Specification
        - ○ Specification table with YES / NO / Numerical based values
        - ○ The Sewing Studio will link to pre-filtered collections via URL from within the specification table
      - Items included
        - ○ WYSIWYG based content
      - Warranty information
        - ○ WYSIWYG based content
      - Manufacturer information
        - ○ WYSIWYG based content
- **Related products (x instances) (Collection defined)**
  - ○ A bespoke element populated on a product-by-product basis
  - ○ The Sewing Studio will select a collection (Shopify collection) of products to render. (Via product metafield)
    - ■ Product grid items will mimic functionality / layout / styling defined within the collection page (default) specification

The Sewing Studio considerations / Caveats:
Interactions / updates between dynamic elements that render price and 3rd party applications that may affect these are currently unknown - and are therefore not covered in this scope of work.

Cart	Layout / Styling dictated by the provided designs
	
	Cart items
	
	The following elements / metadata will be rendered for each cart item:
	● **Item image -** Product image (Shopify featured image field)
	● **Item title -** Product title (Shopify title field)
	● **Item price**
	● **Item Quantity**
	● **Item Shipping information:**
	   ○ Shipping information for each item will reflect the specification defined within the "**Shipping information (countdown)"** defined within the Product template.
	
	Cart Summary / Proceed to checkout
	
	The following elements will be rendered for the "Cart summary / Proceed to checkout component"
	● **Cart totals -** Rendering the cart total(s)
	● **Checkout button**
	● **Accelerated checkout methods**
	● **Shipping rate calculator**
	   ○ Achieved via selected 3rd party application
	
	Other content
	● **Payment icons** - populated via template section settings

Checkout	Shopify's native checkout and standard styling options only will be utilized.
Blog Listing	Layout maintained from the default developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide **Notes on migrated blogs:** ● Blogs / Articles will adopt Shopify's native structure / architecture and filtering system (via article tags) (Official Shopify documentation)
Blog Article	Layout maintained from the default developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Page (default)	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Page (contact)	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account Register	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account Activate	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account Login	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide

	Gated content Modifications to the account template will allow The Sewing Studio to display video content based on a customer tag (either hosted via Shopify CDN utilising a video element or 3rd party video service embed.) ● The solution will support a single customer tag ● Automation of customer tagging will be achieved via Shopify Flow
Account Addresses	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account Order	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Account Reset Password	Layout maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
404	Layout is maintained from the default Developer chosen framework Fonts / colours / elements will adopt styling rules in accordance with the global style-guide
Search	Rendered via selected 3rd party application with on brand styling modifications.
Password	N/A

7. Analytics & SEO

Analytics Integration

Google Analytics	Achieved via native Shopify Analytics features
GTM	Achieved via GTM recommended approach
Facebook Pixel	Achieved via native Shopify Analytics / marketing / promotions features
Bing UET	Achieved via Bing UET recommended approach

Search Engine Optimisation - Migration

SEO Migration	Based on ~12.5k URLs.

8. Shipping, Payments & Delivery

Payments & Checkout

Type	Description

Payment Gateway	[Payments](#)
Gift Cards	[Selling gift cards](#)
Discounting	[Discounts](#)
Taxes	[Taxes](#) The Sewing Studio wishes to utilise Avalara TAX and will implement this using the [following documentation](#).

3.   Tender and commission timetable

The timescale of the programme is from the date of signing the contract until 16 weeks later. The timetable for submission of the Tender is set out below.

Milestone	Date
Date ITT available on Contracts Finder	24 August 2022
Last date for raising queries	31 August 2022
Last date for clarifications to queries	01 September 2022
Deadline to return ITT	09 September 2022
Evaluation of ITT	10 September 2022
Award of Contract	This is subject to successfully obtaining grant funding and will normally be no later than 90 days from contract evaluation

4.   Tender submission requirements

Please include the following information in your Tender submission.

4.1   Covering letter (two sides of A4 maximum) to include:

    a.   A single point of contact for all contact between the tenderer and TSS during the tender selection process, and for further correspondence.

    b.   Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines. Please confirm the project can be completed in 16 weeks.

    c.   Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence (See Section 13)

    d.   Conflict of interest statement

    e.   Evidence that your company is a Shopify Plus Partner

4.2   A written proposal as to how you would deliver the requirements of Section 2. Please ensure that your proposal specifically references the individual sub-paragraphs of Section 2. It should also provide a section on project management detailing on how the project will be:

    a.   Managed and delivered including timelines.

    b.   Proposed meeting schedule to a minimum of initial, interim and final in person meetings at our offices.

    c.   Project management methodologies to meet the objectives for the project

    d.   Detail on how the team will work collaboratively with TSS

4.3   Provide examples of two previous commissions which include Shopify you consider demonstrate your experience and ability to deliver this requirement (2 A4 pages maximum per example) at a UK regional level. Examples should demonstrate:

      a.   Key similarities between these projects and the proposed commission;

      b.   The client;

      c.   Approximate cost;

      d.   Outcomes;

      e.   Contact details of these clients to be used as references

4.4   Costs to deliver the requirements in Section 2.

5   Sub-contracting

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with TSS

6   Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your tender submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and TSS or its programme team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

Receipt of this statement will permit TSS to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

7   Tender Clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to:

cheyenne@thesewingstudio.co.uk in accordance with the Tender and Commission Timetable in section 3.

Responses to clarifications will be anonymised and uploaded by TSS to Contracts Finder and will be viewable to all tenderers.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind TSS unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

8   Tender evaluation methodology

Each Tender will be checked for completeness and compliance with all requirements of the ITT. Tenders will be evaluated to determine the most economically advantageous tender offer taking into consideration the award criteria. Tender returns will be assessed on the basis of the following tender award criteria:

Ref 4.1 Covering Letter

Acceptable covering letter including confirmation of the requirements detailed at 4.1	**Pass/ Fail**
Ref 4.2 Proposal	**40 marks**

A written proposal as to how you would deliver the requirements of Section 2. Please ensure that your proposal specifically references the individual sub-paragraphs of Section 2. It should also provide a section on project management detailing on how the project will be:

a.   Managed and delivered including timelines

b.   Proposed meeting schedule

c.   Project management methodologies to meet the objectives for the project

b.   Detail on how the team will work collaboratively with TSS

Ref 4.3 Previous Work	**20 marks**

Provide examples of two previous commissions which include Shopify you consider demonstrate your experience and ability to deliver this requirement (2 A4 pages maximum per example) at a UK regional level. Examples should demonstrate key similarities between these projects and the proposed commission;

a.   The client;

b.   Approximate cost;

c.   Outcomes

e.   Contact details of these clients to be used as references

Ref 4.4 Cost	**40 marks**

A fixed fee for this work (exc VAT) including travel and other expenses.

The lowest bid will be awarded the full 40 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = 40 x lowest bid / bid

9   Assessment of the Tender

The reviewer will award the marks depending upon their assessment of the applicant's tender submission using the following scoring to assess the response:

Scoring Matrix for Award Criteria		
Score	**Judgement**	**Interpretation**
100%	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.
80%	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
60%	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
40%	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
20%	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0%	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required

		to provide the goods/works/services, with little or no evidence to support the response.

During the tender assessment period, TSS reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the tender offer taking into consideration the award criteria weightings in the table above.

TSS is not bound to accept the lowest price or any tender. TSS will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with TSS's internal procedures and TSS being able to proceed.

10   Insurances

The contractor must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:
•   Professional indemnity insurance with a limit of liability of not less than £1 million;
•   Employers liability insurance with a limit if liability of not less than £1 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract. The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

11   Tender returns

Please submit the Tender document by email by 17:00 on 08 September 2022.

Send by email to:

cheyenne@thesewingstudio.co.uk with the following wording in the subject box: "Tender BIGTP226 - Strictly Confidential - The Sewing Studio: Shopify Plus Website Development"

Tenderers are advised to request an acknowledgement of receipt of their email.

12   Disclaimer

The issue of this documentation does not commit TSS to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between TSS or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between TSS and any other party (save for a formal award of contract made in writing by or on behalf of TSS).

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by TSS or any information contained in TSS's publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by TSS for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

TSS reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render TSS liable for any costs or expenses incurred by tenderers during the procurement process.