Invitation to Tender

E Commerce Website Development (Skinflint LTD)

BIG2019

1 Background/Introduction

Skinflint is an online vintage lighting brand based in the UK and established in 2007.

At Skinflint, we don't make lights; we find them.

An abandoned glassworks outside Budapest. Shipbreakers' yards in Gujarat. The old Dunlop aerospace factory in Coventry. Every light on our site has a history – and a future, too. So we carefully restore each one by hand, one piece at a time.

The initial e-commerce site was launched in 2009. The aim of the new web development is for various design addition to be incorporated into the site in a much more cohesive, seamless in manner whilst also bringing the site in line with current and predicted trends from both a visual and navigational perspective for the next 5 years

The whole exercise will be combined with a separate branding and copy review and cohesive compilation of a structured set of brand guidelines that will apply and roll out across all areas of the business

2 Project Specifications

Area	Description
1. SEO (Phase 1)	
Top Level Content Audit	Content audit of website and analytics to see how the existing website is being used.
Key phrase definition	Define the search keyphrases that will be used on the website.
Key phrase research	Research the actual keywords people are using to search for related products and services using online tools.
Review Functional Specification and feedback SEO recommendations	Provide SEO recommendations for amendments to the functional development of the website.
Define SEO production deliverables	Define what is going to be implemented from an SEO prospective during the build of the website.
SEO (Phase 1) complete	
2. Content Strategy	
Brand guidelines	Provide feedback in conjunction with Skinflint at stages defined in UX/UI development.
Tone of Voice	Provide Tone of Voice document.
Define Content Strategy	
Define provisional navigation structure	

Define Page Specific Functionality	All key pages need to have their specific features defined.
Creative artwork delivery	Define list for creative artwork delivery including illustration, infographic, diagrams and photography.
All Content Items Delivered	Milestone
3. UX Functional Design	
UX (Phase 1): Design of functionality in flow-chart format	Creation of flow chart to define user processes, navigation and sitemaps.
Review UX (Phase 1) feedback	Consolidated feedback on the UX flow charts.
Define final navigation structure	Finalise agreed navigation structure.
UX Phase 1 Complete	Milestone
Setup hosting environment	Setup Source Control, Development environment, production environments and Shopify store. Setup sub-domain and hosting for CMS platform.
UX (Phase 2): Interactive Wireframes	Setup a clickable wireframe in Shopify and CMS4 client facing pages but does not have 3rd party applications connected.
Define Content & Meta Areas	This is the defining of all content and assets areas on the respective page templates. It includes the defining of all CMS enhancements e.g. product info fields.
Review UX (Phase 2) and provide consolidated feedback	
UX Phase 2 complete	Milestone
4. UI Design Implementation	
UI Design concepts for core pages (to be defined)	
UI - Shopify Templates	UI Design of key Shopify template pages to include: home, collections, collection, product page, blog landing, blog detail, internal page, projects landing, projects detail, enquiry form products, enquiry form projects, login/register, shopping cart.
UI - Product PDF Download	Brand Consultancy to provide new designs for the templates that are detailed over the top of the existing templates.
UI - Shopify Transactional Email Templates	Use the Foundation for email framework by zurb and all templates (Shopify, CMS and Campaign Monitor) will share the same template. Design and content elements will need to be within the limitations of the framework.

UI – CMS Management System Templates	The existing Content Management System that runs the business has client facing functionality which will need to be brought into the new website design. This will run on a sub-domain.
UI - CMS Management System Email Template	The Email templates that run from the CMS platform will need to be redesigned and coded. Provide the design for one of these for approval. This will then be taken over by the others.
UI - Campaign Monitor Email Template	The existing Campaign Monitor template will be redesigned with the new branding.
SEO review	SEO review of the UI for sake of completeness.
Review UI and provide consolidated feedback	Skinflint to provide consolidated feedback on the UI.
UI Design amends	1x round of design amends will be undertaken based on the consolidated feedback.
UI Design complete	Approval of the full UI Design
5. Functional Coding Development	
Configure CMS Dev framework	The setup of the development environment
CMS new functionality	Coding of the new CMS functionality to provide integration with Shopify and all new features / content items. This includes all associated workflow changes.
Code - Shopify Templates	This area covers the HTML/CSS/JS coding for the Shopify templates.
Code - Product PDF Download Templates	Brand Consultancy will provide the new designs for the templates that are drawn over the top of the existing templates. Code these new templates into the existing functionality.
Code - Shopify Transactional Email Templates	The transactional email templates are predefined and we will apply the approved branding to them.
Code - CMS Management System Templates	There are a number of client facing pages that are output from the CMS platform. As such they will need to be recoded to work on a subdomain and any associated workflows reconfigured.
Code - CMS Management System Email Templates	The email templates that CMS uses need to be changed to HTML with associated branding applied using the approved zurb template.
Code - CMS recoding to enable existing workflow to align with Shopify platform	Various code and workflow changes will be needed within the existing CMS platform to enable it to be integrated with the Shopify platform.
Code - CMS enhancements	CMS platform will need various enhancements and new data fields added to provide the required product data feeds to Shopify to include new meta data.
Code - Campaign Monitor Email Templates	Code the new UI design over the existing campaign monitor template.
Configure 3rd party applications	TBD - Shopify plugins, APIs, 3rd party services like ESPs

Postage rates	Define and implement postage rates
Payment System	Selection and implementation of Sagepay Payment Gateway
Code email templates	
Import existing content	(full areas to be defined)
Demo and acceptance of core functionality	Full acceptance of functional build
6. Systems Integration	
CMS > Shopify API Configuration	Final integration to be clarified after full specification have been created.
7. Client Content Build	
Content Import from old website	Import the following areas of content from the old website into the new web platform: Blog, Projects, News, Press.
Client CMS training	Provide full client training on Shopify and CMS enhancements.
Load all site content and imagery via the CMS	
Manual Content Entry via CMS	Skinflint will load content for all areas of the website. Demo examples for each content type with associated Style Sheet to be provided
HTML/CSS Final Development (Browser / Device review)	This is a final review of the HTML/CSS when all content has been added to the website.
Launch Content Complete	Milestone
8. SEO (Phase 2)	
Setup Webmaster Tools, GTM, GA etc	Setup of SEO and tracking tools.
SEO full review of content and site build	SEO review of full content build.
301 Redirects	Define and Setup 301 redirects as applicable
Implement any further SEO recommendations	
SEO Phase 2 Implementation	
9. Digital Strategy Implementation	
Configure Digital Strategy	Configure analytics to track as per measurement plan and testing plan
Digital Strategy configured	Milestone
10. Testing & QA	
User Acceptance Testing	Skinflint to undertake the full acceptance testing based on user workflows.
Website Performance Optimisation	
Bug Fixing / Final Development	Final development and fixing of any bugs.

User Acceptance Testing	Final approval and acceptance of website
Bug Fixing	
Optimisation	
Testing & QA Approved	
11. Deployment	
Deployment approval	Deployment date agreed.
Deployment of website	Live deployment of website
Website Live	Website launches.
Live site testing	Check entire live site to ensure everything is functional / correct

Your response should show how you intend to meet each individual part of the specification. If necessary provide your man day per task or subtask.

3 ITT Timetable

The anticipated timetable for submission of the tender and commission milestones are set out below:

Activity	Date
Opportunity available on Contracts Finder	August 8th 2016
Latest date for raising queries	August 17th 2016
Latest date to provide clarification	August 23rd 2016
Deadline to return ITT	August 29th 2016
Evaluation of ITT	September 2nd 2016
Award of Contract Subject to funding	This is subject to successfully obtaining grant funding and normally will be no later than 90 days from contract evaluation

4 Conflicts of Interest

Please provide a statement with regards to a conflict of interest for this procurement through the provision of either:-

A Declaration that to your knowledge there is no conflict of interest between your company and SkinFlint LTD 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 their impartiality and independence in the contexts of this procurement procedure.

Or

A Declaration that there is a likely conflict of interest between your company and SkinFlint LTD 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 their impartiality and independence in the contexts of this procurement procedure, please provide details of this connection.

This will permit SkinFlint LTD, that in the event of a conflict of interest, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial party.

Exclusion

Skinflint LTD shall exclude applicants from participation in this procurement procedure where they have established or are otherwise aware that the applicant, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicants company, has been the subject of a conviction by final judgment of one of the following reasons:-

> Participation in a criminal organisation
>
> Corruption
>
> Fraud
>
> Terrorist offences or offences linked to terrorist activities
>
> Money laundering or terrorist financing
>
> Child labour and other forms of trafficking in human beings

5 Consortium or sub-contracting

Where a consortium or sub-contracting approach is proposed, all information requested should be given in respect of the proposed prime contractor or consortium leader. Relevant information should also be provided in respect of consortium members or sub-contractors who will play a significant (greater than 25%) role in the delivery of the services under any ensuing Contract.

6 Tender Application Requirements

Please provide paper copies of your application which should include:

1. Confirmation that you the supplier are able to meet the requirements outlined in the brief above.

2. 5 years proven experience in field, with at least 2 examples detailed

3. Have included the Reference requested be used with all Tenders

4. Details of who to contact in your company in relation to this tender

5. Total cost of providing the goods/services requested.

7 Tender Scoring Criteria

The tender will be scored only on their compliance to the specification set out in section 2 and awarded to the lowest compliant contender.

8 Tender Returns

Tenders may be returned by email or post, or by delivery in person.

Tenders are to be returned by:-

Latest date to be returned: 29.08.16

Latest time to be returned: 5 pm

If submitting by **email,** tenders should be sent electronically to chris@skinflintdesign.co.uk with the following message **clearly noted in the Subject box;**

E Commerce Website Development (Skinflint LTD)

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, only marked as follows:-

*Tender - Strictly Confidential – **E Commerce Website Development (Skinflint LTD)***

Contract Reference Number: BIG2

Addressed to:

S K I N F L I N T
The Warehouse
Commercial Road
Penryn
Cornwall
TR10 8AE

FAO: Chris Miller

The envelope should not give any indication to the Tenderer's identity. Marking by the carrier will not disqualify the tender.

If delivery **by hand** please obtain an official Receipt at point of delivery

9 Clarification

There will not be any negotiations of any of the substantive terms of the Tender Documents. Only clarification queries will be answered. Any clarification queries arising from the Tender Documents which may have a bearing on the offer should be raised as soon as possible in writing. The deadline for clarification questions is 6 days before the submission date. All e-mailed queries should be sent to:-

Name: Chris Miller

E-mail: chris@skinflintdesign.co.uk

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 us unless such representation is in writing and duly signed by Chris Miller of SkinFlint LTD. All such correspondence shall be returned with the Tender Documents and shall form part of the Contract.

Tenderers must provide a single point of contact in their organisation for all contact between the Tenderer and SkinFlint LTD

Responses to any queries will be shared through Contracts Finder website

10 Disclaimer

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

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

Bidders shall be responsible for their own costs and expenses in connection with or arising out of their response. SkinFlint LTD 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 SkinFlint LTD liable for any costs or expenses incurred by bidders during the procurement process.