skinflint

Digital transformation & Platform migration

Request for quotation

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Project Introduction

skinflint Ltd is looking for an agency to undertake the migration of the existing bespoke built CMS, currently managing all business workflows and website, across to a number of standalone platforms (e.g Shopify, Unleashed etc) to offer increased functionality, improve business operations and support planned business growth.

The successful agency will advise on the best available systems and platforms for our business, undertake the migration of the existing CMS and smooth implementation of new solutions ensuring that all the design and customer-facing elements of the current website are maintained.

Company Background

skinflint Ltd don't make lights, we find them. As Europe's leading vintage lighting retailer, the skinflint team have been giving new lives to old lights for over a decade. skinflint was founded on a commitment to sourcing, salvaging, and restoring originals from the 1920s - 1970s. So far, we've saved over 50,000 lights from landfill, rescuing lighting from abandoned glassworks in Budapest and shipbreakers' yards in Gujarat, to name a few.

Sustainability will always be at the core of the company mission, proven by a declaration of a Climate Emergency and a pledge to become net-zero by 2025. As a certified B Corporation, a triple bottom line approach underpins everything we do. The circular economy is embedded in our ethos and product circularity is taken a step further with our Full Circle buy-back scheme, a lighting industry first when launched.

We retail both B2C and D2C, our website offers clients a content-rich journey through the heritage of our lights and the restoration processes behind each of our ever-changing product lines. Our lights go to homes, hotels, restaurants, and shops across the globe. Prop hire is also a growing sector with our lights being featured on big screen productions.

At skinflint, we pride ourselves on our high level of customer service and the exclusive nature of the items we retail. This is not only reflected in the online experience we provide our clients but also our approach, processes and attention to detail when working with every light we refurbish and client project our lights go to.

Objectives

The current CMS is a fully bespoke business management platform, it is the single go-to platform for all our business operations. It manages not only the front-end website, but stock control, manufacturing, sales, and more.

However, the requirements of the business and team have now outgrown the existing CMS. Although all core business needs are met, it is an outdated platform which is no longer able to support our operational requirements efficiently or growth plans.

We now require increased digital automation to improve our processes, efficiency, and operational needs. Migrating to standalone platforms will also allow for more cost-effective maintenance and developments moving forwards.

skinflint wishes to migrate the critical business operations from the existing CMS to standalone platforms for (1) Manufacturing / Stock inventory and (2) Sales / Clients. While also migrating the management of the front end to a purpose-built (3) Website CMS / eCommerce platform.

Existing CMS

The current CMS was originally built in 2010. It has been developed in line with every business challenge, requirement and wishes over the last twelve years.

The CMS is the backbone of our business and a multi-faceted platform. It manages not only our front-end website / eCommerce but the entire business workflow. It reflects our niche business and the unique lights we retail, with all areas in the CMS holding a wealth of information and data.

Key areas to note are product information, stock control, product refurbishment, bills of materials, contractor worksheets, batch manufacturing, sales processes/pipelines for both B2B and D2C, and all sales documentation.

Within these areas are several integral bespoke functions that have been developed for our specific business needs and the client experience that we offer.

To support other areas of the business we currently use two standalone platforms, Xero (accounting) and Hubspot (Client CRM). The current CMS, Xero and Hubspot are not set up with any Integrations / APIs. All online payments are processed and supported through Stripe, we also use Paypal.

General Requirements

- Our website UX and UI must be retained and no existing build or functionality lost in any way by the migration to new platforms. This piece of work is solely to undertake the migration of our existing CMS to new software, although we are open to improving/changing our internal processes where new software enables this and there are demonstrable benefits to the business

- If any functionality or pages may be affected by migration to new software, and there is potentially a requirement to implement changes, these should be outlined clearly to skinflint.

- All existing CMS functionality (in use) must be retained wherever possible. Some areas within the existing CMS are no longer active and surplus to requirement.

- An overview of the existing functionality will be undertaken and provided by skinflint to the successful supplier to ensure they have an in-depth understanding of the bespoke nature of the CMS and our business requirements when considering any new software or platform.

- skinflint is aware that some bespoke elements may not be offered by new solutions. Alternative processes will be considered by the team where necessary.

- Any new software should provide significant improvements for processes and efficiency across the three areas of manufacturing/stock inventory, sales and the website CMS.

- Seamless integration with the supporting platforms already in use (Xero, Stripe and Hubspot) is imperative.

- Consideration for our planned business growth is needed to ensure all new software is future-proofed and supports the longer term needs of the business.

- skinflint retails a niche product and has an exceptional customer service approach; this needs to be reflected through any customer facing UI and UX where applicable.

- As part of the scope of work we would expect suppliers to provide input on suitable software options that can be reviewed and discussed in line with our requirements.

- The accurate migration of data is imperative, and a risk skinflint is acutely conscious of. Suppliers must ensure any data migration is carefully outlined and reviewed in detail with skinflint before implementation to ensure to risk to data loss and accurate migration to new software.

- Any ongoing support costs must be clearly outlined in supplier proposals, along with any proposed software solutions which require monthly payments.

Platform requirements

Within the scope of work, we expect an in-depth consultation period and audit of the existing CMS to ensure the agency has a full understanding of our in-house process and requirements. Below is an indication and high-level overview of the areas currently managed by the CMS, existing functionality and improvements we will be expecting new platforms to offer.

1. Manufacturing and Stock Inventory

Existing functionality

- All product data including, SKUs, Pricing, Purchase records etc.
- Manages manufacturing and production workflows
- Manages batch production
- Generates bill of materials
- Component and supplier CMS
- Stock control
- Generates manufacturing worksheets and component picking lists

Improvements

- Clearer overview of stock control across multiple warehouses.
- Improved visibility of product workflows.
- Improved batch processing and bills of materials.
- Compliance traceability for products.
- Component stock control and pricing history.
- Forecasting of component and product inventory issues.
- Improved data accuracy and input efficiency.
- Ability to generate and scan serial numbers / barcodes.
- Log of user updates and actions.
- Product Insights and reporting Generate purchase orders and dispatch picking list.

2. Sales

Existing functionality

- Overview of all active leads and sales.
- Overview and management of order status.

- Manages sales document workflow.
- Generates all sales and dispatch documentation.
- HTML email templates with pdfs and payment links.
- Manages website orders.
- Manages B2B and B2C (phone & email).

Improvements

- Sales analytics and reporting (client types, countries, products etc).
- Clear overview of all active leads and projects.
- Centralised sales process for all orders (Website & B2C & B2B).
- Monitor clients' sales journey more accurately.
- Customer service tools i.e. Enquiry ticketing.
- Client profiles with order history.
- Credit notes to support the requirements of our buy-back scheme.
- Centralised platform for managing all online, B2B and D2C orders.

3. Website CMS

Existing functionality

- Manages all front-end navigation and pages.
- Manages all Image and video assets.
- Manges all eCommerce.

Improvements

- Improved management of product grid, product pages and collections.
- for orders, enquiries etc.
- Overview for order management, dispatch scheduling.
- Customer service tools i.e. Enquiring ticketing.
- Management and tracking of returns.
- Integration with courier APIs.

Future front-end developments

We already encounter several limitations with the functionality and management of the website. Migrating to a new website CMS software will allow for greater scope in the future when implementing any new development work.

Outlined below are front-end improvements we wish to implement in the future and should be considered to ensure the new platform can support and offer the appropriate functionality.

Shipping: skinflint requires the ability to manage shipping options, add new options, and improve postcode recognition for applicable zones/pricing.

Checkout: Improve the UI, and provide greater clarity to clients on delivery time scales and cut-offs. UX to be reviewed for payment links.

Sales/Promotions: greater flexibility and implementation across product selection, sale tag imagery, product information and price updates.

Discount Codes: greater flexibility is required to offer fixed values (not just percentages), timescales, and single use codes.

User Accounts: Improved User accounts and historical order information. Review newsletter sign up process / options.

Search: Enhanced search with intuitive search mechanisms.

Main Pages: require the ability to manage and update content on main pages (currently hard coded) (images, copy and metadata)

Sorting Order: Improved sorting order functionality and management for products within main category pages and collections.

Product variations: Functionality to allow product options / selections.

Submission Procedure

All submissions in response to this project must be sent via email to admin@skinflintdesign.com.

Proposals should cover in detail how the migration will be implemented, demonstrate your ability to deliver and provide a detailed project plan. Any areas that may incur additional costs must be made clear.

Submission details

All submissions and responses to this request for a quotation must be submitted for consideration no later than 29th July 2022. Any submissions received after this date will not be accepted.

Any questions or details requiring clarification may be sent to Cara Bettinson, Operations and General Manager: admin@skinflintdesign.com