



Hoyles Electronic Developments Ltd, Rainford Industrial Estate, Sandwash Cl, Saint Helens WA11 8LY

## **Request for Quotation: Hoyles Electronic Developments Ltd**

### **Website Design Improvements**

#### **Overview:**

Hoyles are based in St Helens, Merseyside, and have been a family-run company for over 50 years. We are all about doors and how to get 'in' or 'out' of them! We design and manufacture a range of high quality electronic security and access control products for commercial applications as well as developing customised versions of our standard products for customer-specific applications and complete one-off bespoke systems to meet unique project requirements. Our areas of expertise include door security alarms, door interlock systems, general alarm indicator systems and disabled toilet alarm systems. The end users of our products operate in all market sectors from retail, financial services and scientific to government and military.

We pride ourselves on supplying quality, reliable security fire and safety door products, designed and built in the UK. We proudly class ourselves as market leaders in door interlocking and design, and have sold more than 150,000 units of our flagship Exitguard products over the last 20 years. We are committed to developing new products for our customers and looking for new routes to market.

#### **Requirements:**

We are successfully selling our products online through our website to commercial customers, but have identified a number of issues with the site that we feel need addressing. The site is currently hosted on Magento, and ties in with our product database (MS Access-based), Trustpilot, the ability to export orders to our ERP System, and SagePay (our payment gateway). The site allows for tiered pricing by customer type (currently 3 tiers) and custom international shipping rates. The improvements we are looking for are:

- Refreshed visual design to better communicate with our key audiences as well as selling online
- Overall improved experience for mobile users
- Improved integration with Trustpilot – presently Trustpilot reviews cannot be viewed at product level.
- Improved search engine performance
- Improved sales conversion rate

We are open to solutions that maintain the current system in Magento, or to using another CMS and building the same functionality.

We are also looking for the chosen supplier to provide an ongoing search and PPC campaign, and reporting in detail each month on performance – we would expect to see improvements and developments month-on-month, with clear and detailed reports on actions taken and the results of those actions. We are open to discussing our PPC budget (currently £500pm), but need to stress again that we expect proposals to be results-orientated.

We want to continue to use our existing domain name [www.hoyles.com](http://www.hoyles.com)

The chosen supplier will need to ensure that the site also continues to adequately represent us as a solutions-based provider, encouraging enquiries for new product development and from large suppliers who want to buy via purchase order (this is not a pure e-commerce site).

## Good examples of web-sites

<http://www.fireco.uk/products/dorgard-smartsound/>

<https://www.c-tec.com/>

<https://www.sti-emea.com/>

<http://www.3egress.com/>

## Deliverable Timescale:

Project to commence June 2018 and be completed within 8-10 weeks

## Estimated Budget:

The work will be part funded through the St. Helens Chamber (Access to Specialist Services Programme).

We estimate that the project falls within the £2,500 - £24,999 bracket and therefore, under Public Procurement Regulations, there is no formal tender procedure, but a detailed written description, breakdown and quotation of services are required.

## Evaluation Criteria:

Quotations will be evaluated upon the following criteria:

- Cost (20%)
- Demonstrable skills and understanding of the industry sector (40%)
- Understanding of the brief/clarity of quotation (30%)
- Delivery timescales (10%)

## Scoring Methodology:

4 = <b>Excellent:</b>	Proposal meets and in some places exceeds the requirement standard.
3 = <b>Good:</b>	Proposal meets required standard.
2 = <b>Acceptable:</b>	Proposal meets the required standard in most respects, but not all.
1 = <b>Poor:</b>	Proposal falls short of expected standard.
0 = <b>Unacceptable:</b>	Completely or significantly fails to meet required standard.

## Proposal Format:

Proposals should clearly demonstrate how they meet the requirement set out above.

## Deadlines and Submission:

Proposals for consideration are required by: **5.00pm on 23/05/18**, either electronically or by post to:

Lindsay Mellors  
Hoyles Electronic Development  
Sandwash Close  
Rainford  
St. Helens  
Merseyside  
WA11 8LY  
[lindsay@hoyles.com](mailto:lindsay@hoyles.com)

**Date Published:** 18/04/18

**This work is part funded through the European Regional Development Fund.**