**Invitation to Tender**

**Origin Coffee - Shopify Plus Website Development**

**October 2021**

**TENBIGTP170**

# 1. About Origin Coffee

# 1.1 Origin Coffee is primarily a wholesale coffee roaster. Its main objectives have always been centred around sourcing great coffee and offering incredible service through training and providing equipment and technical support to wholesale accounts such as different restaurants, cafes and hotels across the UK. Whilst this is still the primary focus, the progression into retail through selling direct to the consumer has seen huge growth over the last 5 years. This can be attributed to 7 coffee shops in Cornwall and London or through the website www.origincoffee.co.uk. In 2017, the retail arm accounted for roughly 2% of our total revenue, in 2019 it was much closer to 30%.

# 1.2 To contextualise the growth online, in 2017 the total revenue generated was £108,000 through 63,900 sessions whereas in 2019, the total revenue generated £253,000 was through 132,990 sessions (Google Analytics, 2020). This was primarily generated through the sales of 250g or 1kg individual coffee purchases and coffee courses at the locations in Cornwall and London (latte art & espresso). Coffee subscriptions and equipment only really accounted for a small amount of revenue before prior to 2020.

# 1.3 2020 has been a stand-out year for online growth. In November 2019, Origin launched new web-packaging which not only was letterbox friendly, but hugely improved the box-opening experience. This allowed Origin to really begin promoting coffee subscriptions which began contributing to a large amount of revenue growth in 2020. Then in late March, COVID-19 and lockdown hit and the website traffic and revenue skyrocketed. With more people at home looking to buy coffee, Origin then introduced a 20% sale on coffee, subscriptions and equipment to encourage sales further. Web orders went from averaging around 200 per week, to 200 per day and the business had to completely change they operate in production.

# 1.4 To the improved packaging and standard YOY growth, coupled with the increased demand at home due to COVID-19, 20% sale and paid media strategy, all contributed to an outstanding year online. From January 1 – December 31, Origin generated £1,175,555 through 59,909 separate orders. However, the aim is to continue this growth to generate £5 million in the next 3 - 5 years.

1.5 The website in particular, has seen an incredible amount of growth over the last 5 years. It was launched in 2016 and was originally designed to be high-level brand asset, communicating all areas of the multi-faceted business. This included wholesale, technical, education and location content alongside a small ecommerce selection of brewing equipment and coffee. Prior to 2016, the website was very disjointed and was a poor representation of the premium brand positioning. Although this website was step-up on the previous one, it followed a very simple structure and wasn’t fully tailored to meet the needs of B2C audience**.**

1.6 Origin Coffee is therefore seeking a supplier to evolve the current website to be fully commercially capable of supporting its ambitious growth ambitions. The purchase of these services is part of a grant funded application process and therefore procurement will be subject to grant approval of the project as a whole.

# 2. Current Situation

2.1 **Background**

1. Website relaunched in 2016
2. Has grown year on year, but 2020 saw record revenue due to COVID-19
3. In 2020, the website generated roughly £1,200,000 in revenue with over 100,000 separate units sold
4. Majority of sales are generated from 250g or 1kg bags of coffee
5. Currently have 990 ReCharge subscribers which has grown from 200 on January 1, 2020
6. 90% of the orders are shipped via Royal Mail Tracked 48 which is offered free for subscriptions and orders over £15, otherwise it is £2.95. Parcelforce next day is an alternative
7. Origin operates next day despatch on all orders placed the previous day. Orders placed on Friday, Saturday and Sunday are despatched on Monday
8. Website showcases all key areas of the business; shop/ecommerce, subscriptions, wholesale, brand story, locations, education course bookings

2.2 **Current Software and plugins that are currently integrated**

|  |  |
| --- | --- |
| Existing  Software | **PRIMARY (Must be carried over in updated website build)**   * Unleashed: Inventory management * Klaviyo: Email marketing * ReCharge: Subscriptions * Report Pundit: Fulfilment * A2X: Financial accounting * Bookthatapp: Course booking   SECONDARY (Could be cleansed/replaced with alternative)   * Instafeed: Instagram feed on homepage * Back in stock: Sends email when product back in stock * Cross sell: At footer of each product page * Shogun: Custom page builder used twice across site on locations.   There are also other apps not listed above that have built up over time, that need investigating and removing. |

* 1. **Consumer product offering**

2.3.1 Coffee

The coffee offering is amongst some of the most exciting in the speciality coffee industry. Origin source exceptional coffee from around the world with a focus on Direct Trade; building real sustainable relationships with producers in a fair, ethical and transparent manner. The portfolio can be broken down as below:

|  |  |
| --- | --- |
| **What** | **Coffee** |
| Mainstay Espresso Blends x 3:   * Resolute * Pathfinder * Stronghold | These blends are available all year round. They are made up or two or more components (coffees) which change throughout the year due to seasonality, but they are always roasted to have the same profile. |
| Mainstay Single Origin x 3:   * Los Altos * San Fermin * Das Almas | These are available for the majority of the year but can change at times, due to seasonality. |
| Decaf x 1:   * Currently Cerro Azul Decaf | The decaf changes 3-4 times a year due to seasonality, but it always roasted to have a consistent flavour profile. |
| Feature coffees:   * 4-6 new releases a month | These are coffees that are purchased in smaller quantities that represent exciting or classic flavours from a particular country. Once they sell out, they are gone. |
| Special Edition coffee   * 4-6 times a year | These are the absolute pinnacle of speciality coffee and showcase coffee from the best producers in the world. The average RRP is £20 for 150g which highlights their premium positioning. |

2.3.2 Capsules

In June 2020, Origin broadened its coffee portfolio to include house and decaf compostable coffee capsules too. These are sold in boxes of 10 in an Origin branded box online and offered through subscriptions too.

2.3.3 Subscriptions

Origin’s recurring subscription audience has massively grown over the last two years, increasing from around 100 in October 2019, to almost a 1000 now in June 2021. The majority of subscriptions are automatically processed through ReCharge, but gift subscriptions are also offered which are processed manually due to a limitation of ReCharge not being able to delay the activation date. There is around 300 of these too. These are either sent weekly, fortnightly or monthly based on the frequency in 250g bags and can be ground at the following sizes: whole beans, filter, espresso, AeroPress. Along with the UX improvements, Origin will be looking to update the structure of the offering, allowing customers to purchase and subscribe to all individual mainstay coffees.

2.3.3.1 Current structure

|  |  |  |
| --- | --- | --- |
| **WHAT** | **COFFEE** | **NOTES** |
| Mainstay subscription x 3   * Espresso * Filter * Decaf | Customer gets the same coffee every frequency.  Espresso = Resolute  Filter = Das Almas  Decaf = Current decaf | Will be looking to change the structure of this. |
| Feature subscription x 1 | Customer gets a different coffee every frequency from the feature catalogue. | Will be looking to change the structure of this. |
| Office subscription x 2   * Espresso * Filter | Customer gets the same coffee every frequency in larger variants, either 1kg, 2kg or 6kg.  Espresso = Resolute  Filter = Los Altos | Don’t have high numbers on this subscription, would look to have this on a secondary sub menu |
| Capsule’s subscription x 2   * House * Decaf | Customer gets the same capsules every frequency. | N/A |
| Gift subscription   * Gifter chooses subscription for their *giftee*. * Gifter then gets sent a physical card to give onto their *giftee* with instructions on how to redeem * *Giftee* receives card, emails the customer service team and their details get manually added to a excel gift sub spreadsheet | Gifter can choose frequency and duration. *Giftee* will receive essentially a feature coffee subscription when setup | Currently done manually, these needs bringing into ReCharge along with the process redefined. |
| Chocolate subscription | Customer gets the same coffee and chocolate every frequency. | Don’t have high numbers on this subscription, would look to have this on a secondary sub menu |
| Cold brew subscription | Customer gets the same box of cold brew every frequency. | Don’t have high numbers on this subscription, would look to have this on a secondary sub menu |

2.3.4 Brewing equipment & other

Origin has a wide selection of brewing equipment and goods online. Popular collections include grinders, ceramics, books, chocolate and tea. There are 14 of these collections on the site now, which was hugely broadened during COVID-19.

2.3.5 Coffee courses

Origin provides home enthusiast and professional courses which are held at training labs in Cornwall and London. The enthusiast courses include espresso, filter and latte art sessions which are extremely popular in London. The professional courses follow the Speciality Coffee Association Coffee Diploma, the industry standard coffee qualification. There is barista, brewing and sensory courses, at foundation, intermediate and professional level. These are sold to *super speciality* consumers or offered at a discount to wholesale customers.

Coffee courses were paused throughout 2020 due to COVID-19 but are set to return at some point this year.

2.3.6 Existing Audiences - B2C existing customers

Origin has a number of customers who are regular purchasers from Origin. They are most often interested in seeing their customer account, where their order history is documented. There is an opportunity to upsell subscriptions to this audience

2.3.7 Existing Audiences - B2C existing subscribers

Origin has both recurring subscribers (on ReCharge) and gift subscribers (processed manually). Similar to above, this audience wants to have freedom on their subscription, with the ability to pause/change delivery date, switch addresses or update billing information.

2.3.8 Existing Audiences - B2B existing customers

These are Origin’s core customers. They are most interested in ordering easily, at their bespoke pricing rate and on credit terms. They want easy access to educational content through training videos and PDF help sheets. They want to see the contract they are on, have the ability to book servicing on their machine. Tracking their orders is important to them, as couriers can be unreliable.

# 3. Tender requirements

The successful tenderer will be expected to deliver the following:

3.1 The current software and plugins as detailed in 2.2

3.2 **New proposed structure**

|  |  |  |
| --- | --- | --- |
| **WHAT** | **COFFEE** | **NOTES** |
| * Quiz (name tbc) | Customer takes quiz, answering questions on their coffee preferences. At the end a particular coffee is suggested | Quiz questions need to be defined |
| * We choose (name tbc) * Same as our current Feature subscription | Customer gets a different coffee every frequency from the feature coffee portfolio. | Same as current feature subscription model |
| * You choose (name tbc) * Broadening out our current Mainstay subscription | Customer can choose what coffee they subscribe to from our mainstay range. | Either Resolute, Pathfinder, Stronghold, San Fermin, Das Almas or Los Altos |
| * Popular subscriptions | This collection shouldn't be prominent on the site, but is provides the navigation to subscription related products which rank well for SEO.  Ref Onyx:  <https://onyxcoffeelab.com/collections/popular-subscriptions> | Capsule, chocolate, cold brew, espresso, filter, decaf, office and others |
| * Gift subscription | Updated process, which involves bringing gift subs into ReCharge.  Gifter receives a bespoke code, which they pass onto their recipient. The recipient then logs into our site and uses the code to redeem their sub FOC.  The process should be as follows:   1. Gifter choses subscription type (3, 6 or 12 month) 2. Gifter then choses how they want the the gift sub bespoke code to be sent:   - Email (they receive a personalised gift sub voucher that includes the bespoke code and details on how to redeem. They can either print off at home and gift, or forward on directly)  - Physical (they receive a physical subscriber card that includes the bespoke code and details on how to redeem. They can then gift directly to their subscriber)   1. Recipient receives bespoke code, logs onto our website and redeems code. Subscription frequency is already filled out, all that needs confirming is address and grind size. |  |
| * Redeem gift subscription | Page where subscribers use their code to redeem subscription. |  |

3.3 **Target Audiences**

The core audience of the website the 25-34 age demographic with a slight female bias (57.9% vs 42.1% male) in terms of visitors to the site over the last 12 months (Google Analytics, 2020). These can then segmented further into 2 key target B2C audiences online.

3.3.1 B2C Super speciality

These are individuals who are extreme speciality coffee enthusiasts. They are knowledgeable about the speciality coffee industry and have a rich understanding of the supply chain. They care about how the coffee was sourced in terms of its sustainable and ethical credentials. They want to know detailed information on the coffee. This includes the conditions where the coffee was grown, what processing method was used, the farm history as well as all detailed information on the coffees flavour profile. They are interested in tasting coffees that are different, often looking for profiles with an vibrant and exciting flavour (from our feature coffee portfolio). They are willing to spend premium prices in return for high quality coffee from some of the best producers in the world.

Their customer journey is very direct. They are familiar with Origin already so are often connected to us through a number of touch points including social platforms and our email newsletter list. Sometimes they will come directly to our site and land on the homepage before navigating to the coffee collection tab, and then onto the individual product pages. These individuals are often in the purchase stage of the customer journey and are just looking to find the right coffee that meets their needs.

Although they can be influenced by general ‘ecommerce benefits’, they are more interested in Origin’s brand values and the quality of coffee on offer. They want to see exciting coffees with comprehensive information on its story.

3.3.2 B2C Gateway consumer

These are individuals who are new to speciality coffee, most likely switching from gateway brands such as Nero, Costa or Starbucks. They are new to our brand and are just getting into coffee. They are keen to improve their knowledge on coffee. This includes learning more about the typical flavours you get from different processing methods and countries of origin, developing their brewing skills as well as learning what grind size works best for their brewing device. At first, these consumers will be more suited to coffees that provide that ‘classic coffee’ flavour (from our mainstay coffee portfolio). They are more sensitive to price.

There has been a huge number of new visitors to the site. Google Analytics shows 80.2% of our visitors to the site have been new so far in 2020. These new visitors are often landing quite ‘deep’ in the site, either directly to a collection or specific product page. Whilst this means they are further down the sales funnel; it does mean that the new visitors only have the information displayed on that landing page to decide whether to buy or explore the site further. That means that those pages have to perform strongly from a brand and ecommerce perspective, in order to get that new visitor to convert.

3.3.3 B2B Wholesale prospects

Although wholesale prospects can be categorised into different target personas, they broadly have similar needs and can also have be linked with the B2C target audiences above. Put simply, they want to know about the following:

1. Quality of coffee programme
2. Machinery and credit options available
3. Barista training
4. Technical servicing
5. Customer service & delivery

3.3.4 Audience Summary

|  |  |  |  |
| --- | --- | --- | --- |
|  | **WHO** | **DETAIL** | **INTERESTS?** |
| 1 | New B2C users; gateway consumer | Users who are new to speciality coffee, or perhaps transitioning away from high street brands. | * Help choosing the right coffee. * Educational content that broadens their understanding of the nuances of speciality |
| 2 | New B2C users; super speciality | Users who are experienced in speciality coffee, they understand the industry. | * New coffee releases * Detailed farm/producer information |
| 3 | Existing B2C customers | These are customers who regularly shop with us but are not subscribed. | * Order history * Tracking information |
| 4 | Current B2C subscribers | These are our subscribers, who get regular and recurring coffee deliveries | * Viewing their subscription details * Changing billing/address information * Delaying next send date |
| 5 | Potential B2B customers | These are individuals interested in working with us from a wholesale perspective. | * Coffee program * Machine & Servicing * Barista Training |
| 6 | Existing B2B customers | These are companies that are working with us, and regularly buy coffee, training or ancillaries from us. | * Ordering * Booking barista training * Promotions * Tracking delivery |

3.4 **Improvements**

3.4.1 UX Improvements

1. Convert new users when on website, reduce bounce rate

3.4.2 Tailoring B2C subscription journey

1. Streamline subscription journey

3.4.3 Update subscription model

1. Develop a model different to anything in the industry
2. Surprise and delights, added bonus

3.4.3 Shopify Plus

1. More customisation on cart level
2. Script editor
3. Wholesale ordering function
4. Click and collect at our retail stores

3.4.4 Gift subscriptions

1. Bring gift subscriptions into ReCharge
2. Gift subscriptions need to be easily redeemable, preferable through a bespoke code which auto populates through ReCharge.

3.4.5 Customer account/Recharge Customer Portal

1. Give customer more control over their transactional history with Origin.
2. Order tracking, upsell functionality, change billing/address information

3.4.6 Connecting with a CRM software

1. Tracking enquiries though a robust CRM software

3.4.7 Educational content

1. Develop an entire ‘Learn’ section on the website
2. This will include rich content on producers, countries, processing methods etc

3.4.8 Wholesale content

1. Develop wholesale content on key selling points. I.e machinery, bespoke packaging technical services that encourages enquiries.

3.4.9 Loyalty

1. A move to Shopify Plus will allow Origin to get Shopify POS at a discounted rate
2. Loyalty Lion works with Shopify Plus and POS which will allow Origin to have a 360-loyalty programme, both in-store and online. That is the long-term aim.

3.4.10 Rise AI

1. This app could potentially be a solution to the gift card activation date issue

3.5 **Other specific requirements**

3.5.1 A challenge of this brief is balancing the content required for both B2C audience sets on the page, whilst also engaging potential wholesale prospects and satisfying existing customers for both B2C and B2B.

3.5.2 Origin want to use your expertise as a Shopify Plus and ReCharge experts, to inform our decision in redesigning our website and tailoring the customer journey to home subscribers. Origin wants to entire experience to be simple, refined and easy, prioritising the subscription journey.

3.5.3 Key page considerations such as hierarchy messaging, CTA buttons, which brand strengths should include, which ecommerce benefits should be included, listing consistency, best practice UX and UI – Origin want to take your lead on design and content should be displayed on these core pages in order to get the best results.

3.5.4 However, as a wholesale coffee roaster, the site still needs to perform for both new and existing customers. Lead generation pages should be created for B2B prospects and existing B2B customers, should have exclusive wholesale related content only accessible once they are logged in. Origin would look to measure wholesale enquires on those lead gen pages.

3.6 **New Software and plugins**

3.6.1 Shopify Plus

This whole project should be scoped with the view of moving to Shopify Plus at the same time. The business is aware of the costs and are committed to extra cost per month. The extra features of Shopify Plus such as scripts, wholesale, multichannel capacity and cart updates should all be considered and optimised for Origin where necessary.

3.6.2 ReCharge Pro

Origin have recently upgraded our subscription and are now on ReCharge Pro. Alongside this, the Prima Customer Portal has enabled, giving subscribers more functionality and responsibility of their active subscription.

3.6.3 Recommended by the tenderer. The tenderer should include in their bid any other software and plugins that will enhance the overall delivery of the programme. Specifically, the following should be considered: Potential new software’s & plugins

1. Loyalty Lion: Loyalty
2. Rise Ai: Gift cards
3. Fulfilment: Ship Theory or alternative

3.7 **Website**

3.7.1 Style

The new site needs to be tailored to engage the 25-34 demographic, both super speciality and gateway consumers (this can broadly be applied to B2C and B2B). It needs to reinforce our challenger brand, premium positioning and reflect our highly sustainable ethos. The website should display our brand DNA, have simple & clear UX, but also be progressive and exciting. Mobile should be prioritised.

3.7.2 Content

Origin has a huge media library full of high-quality imagery. Origin has a photographer on a one-day retainer per month, so new photographer can be easily sourced. In addition, new content can be written or filmed to meet the on-page requirements. This can be completed in house or outsourced but must be scoped within budget.

3.7.3 SEO

The site should be fully optimised for SEO, with each page being optimised to relevant key phrases that have notable search history. Building on what is already there. This should include reviewing our current SEO approach and updating where is necessary.

3.7.4 Collaboration

The winning agency will work closely with our design partners A-side Studio, who have been an important part of the Origin brand since the beginning in 2004. A-side will be pivotal in overseeing the art direction of the new site.

3.7.5 Although unlikely that anything would happen as the project doesn’t involve recategorising SKU’s or transitioning vendors, it’s imperative that the updates to the website work with our new financial and inventory systems, Xero and Unleashed. Outserve Ltd, will oversee any high-level changes.

3.7.6 Technical features of new site

1. Customisable home page/collections. Ability to A/B test banners/animation/video etc
2. Improved subscription landing page experience
3. Improved subscriber customer portal, ability add products and upsell further products
4. Improved customer account section, Royal Mail tracking linked to customer order page
5. Gift subscription purchases to be given a bespoke code; via email or physical card which they can then give onto their recipient. The recipient can then redeem the code and start their subscription
6. Wholesale specific locked content (only available to wholesale accounts when they login)
7. Customer account creation post checkout
8. Sophisticated application for tracking and monitoring B2B enquiries
9. Improved label fulfilment (potential integration with Royal Mail/Ship Theory)
10. Roast countdown timer
11. Stock display
12. Integration with CRM platform (HubSpot)
13. Integration with e-learning platform

3.7.7 The proposed software should be agile in nature in terms of its ability to handle the growing or changing operational demands of the Health Works for Cornwall programme with the minimum of effort and skills. The making of these changes should be possible within the system without the need for significant input from technically skilled staff or interruptions/delays to ongoing business processes.

3.7.8 It is an essential requirement for Health Works for Cornwall staff to be able to carry out general configuration changes to meet changing needs without the need for external resource

3.7.9Support multiple content types including (but not exclusively) information, resources, news stories, blogs posts, e-learning, and engagement.

3.7.10 A minimum ‘AA’ level conformance with the latest WCAG/W3C standards including an accessibility statement will be required. Privacy Policy will be provided by the People Hub Team together with Terms and Conditions of the website use, Accessibility Policy and Website Disclaimer. The whole website should be fully compliant and in line with the Equality Act 2010.

3.8 Deliverables

1. Homepage
2. Collection page
3. Collection landing page
4. Collection landing page (coffee focused)
5. Product page
6. Product page (coffee focused)
7. Course booking product page (with Bookthatapp)
8. Subscription landing page
9. Subscription product page
10. Location’s collection page
11. Location’s landing page
12. Customer account page
13. ReCharge customer account portal
14. Landing page (that links to other landing pages) ref <https://www.origincoffee.co.uk/pages/london>
15. Landing page (content focused)
16. Lead gen landing page (enquiry)
17. Blog landing page
18. Blog entry page
19. Search page
20. Footer
21. Standard page (T&C, shipping, FAQ etc)

4**. Budget**

The total maximum budget available for this commission is £85,000 (exc VAT) but inclusive of all expenses.

**Tenders that exceed the total budget will not be considered.**

The budget will be reviewed as part of the tender evaluation detailed in Section 10 and will reflect the degree to which there is a saving on the maximum budget

# 5. Tender and commission timetable

The timescale of the programme is from the date of signing the contract until the 30 April 2022. The timetable for submission of the Tender, completion of the programme are set out below.

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Date ITT available on Contracts Finder | 22 October 2021 |
| Last date for raising queries | 1 November 2021 |
| Last date for clarifications to queries | 2 November 2021 |
| Deadline to return ITT | 9 November 2021 |
| Evaluation of ITT | 11 November 2021 |
| Award of Contract | This is subject to successfully obtaining grant funding and will normally be no later than 90 days from contract evaluation |

**6 Tender submission requirements**

Please include the following information in your Tender submission.

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

1. A single point of contact for all contact between the tenderer and Origin Coffee during the tender selection process, and for further correspondence.
2. 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 by 30 April 2022 based on a 1 December 2021 start.
3. 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)
4. Conflict of interest statement as per section 8
5. Evidence that your company is a Shopify Plus Partner

6.2 A written proposal as to how you would deliver the requirements of Section 3. Please ensure that your proposal specifically references the individual sub-paragraphs of Section 3. it should also provide a section on project management detailing on how the project will be:

1. Managed and delivered including timelines.
2. Proposed meeting schedule to a minimum of initial, interim and final in person COVID 19 meetings at our offices.
3. Project management methodologies to meet the objectives for the project
4. Detail on how the team will work collaboratively with Origin Coffee and A-side Studio

* 1. Demonstrate that you have an established Shopify Client base
  2. 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:
     1. Key similarities between these projects and the proposed commission;
     2. The client;
     3. Approximate cost;
     4. Outcomes;
     5. Contact details of these clients to be used as references
  3. CVs of the Chief Technical Officer or project lead; lead Shopify developer and lead ReCharge developer. (2 A4 pages maximum per CV Maximum)
  4. Costs to deliver the requirements in Section 3

**7 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 Origin Coffee.

**8 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 Origin Coffee 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 Origin Coffee 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.

**9 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:

andy@origincoffee.co.ukin accordance with the Tender and Commission Timetable in section 5.

Responses to clarifications will be anonymised and uploaded by Origin Coffee 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 Origin Coffee 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.

**10 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 6.1 Covering Letter |  |
| Acceptable covering letter including confirmation of the requirements detailed at 6.1 | Pass/ Fail |
| Ref 6.2 Proposal | 60 marks |
| A written proposal as to how you would deliver the requirements of Section 3. Please ensure that your proposal specifically references the individual sub-paragraphs of Section 3. it should also provide a section on project management detailing on how the project will be:   * 1. Managed and delivered including timelines;   2. Proposed meeting schedule;   3. Project management methodologies to meet the objectives for the project  1. • Detail on how the team will work collaboratively with Origin Coffee |  |
| Ref 6.3 | 10 marks |
| Demonstrate that you have an established Shopify Client base |  |
| Ref 6.4 | 40 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;   * 1. The client;   2. Approximate cost;   3. Outcomes   e. Contact details of these clients to be used as references |  |
| Ref 6.5 | 30 marks |
| CVs of the Chief Technical Officer or project lead; lead Shopify developer and lead ReCharge developer. (2 A4 pages maximum per CV Maximum) |  |
| Ref 6.6 Cost | 60 marks |
| A **fixed fee** for this work (exc VAT) including travel and other expenses  The lowest bid will be awarded the full 30 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 = 60 x lowest bid / bid |  |

**11. 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, Origin Coffee 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.

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

**13 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.

**14 Tender returns**

Please submit the Tender document by email by 17:00 on 09 November 2021.

Send by email to:

andy@origincoffee.co.uk with the following wording in the subject box: “Tender TENBIGTP170 Strictly Confidential Origin Coffee - Shopify Plus Website Development”

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

**15 Disclaimer**

The issue of this documentation does not commit Origin Coffee 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 Origin Coffee or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Origin Coffee and any other party (save for a formal award of contract made in writing by or on behalf of Origin Coffee).

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 Origin Coffee or any information contained in Origin Coffee’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 Origin Coffee for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

Origin Coffee 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 Origin Coffee liable for any costs or expenses incurred by tenderers during the procurement process.