



FOODPACK



European Union
European Regional
Development Fund

Foodpack Ltd: Abbotsfield Road, St. Helens, WA9 4HU. Tel: 01942 868500

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Request for Quotation: Foodpack Ltd

Website Design Improvements

Overview:

Foodpack Ltd are based in St Helens, Merseyside; The Company operates within several sectors of the food industry (cereals, snacks, home-baking, top-hats), operating both as a Co-Manufacturer and supplying products direct to retailers. The business was established in 2015, and currently employs circa 135 full-time (local) staff in various positions.

Our company ethos revolves around quality and service, and we believe in building relationships with our suppliers and customers that will help each other prosper and deliver exceptional products for consumption. We have an in-depth knowledge of the food industry, its changing trends, and the qualities required to stay ahead, in this ever-evolving environment.

Foodpack are based on a 9-acre site operating from an 80,000 sq. ft. food factory facility which provides a wide range of space, facilities and machinery capability across a wide and diverse food range.

Operating to the highest HACCP quality management systems and allergen control procedures, this allows us to deliver exceptional, consistent quality products for our many customers, priding ourselves on outstanding customer service.

Requirements:

Foodpack considers it has significant opportunities to increase its presence, market share and financial turnover throughout the UK market. The current Foodpack website was implemented in 2015 and we have determined that currently it is not sufficiently effective in providing a thorough description of all our services and offerings, or developing additional business opportunities with both current and new customers.

Consequently, we are looking to source specialist advice & support in:

- a) refreshing our website, and creating a consistent communication style across all aspects of the business, which reflects its core brand values;
- b) improving our current website design & functionality, including responsive format, greater engagement and data capture linked to customer relationship management
- c) creating a social media strategy with links to Facebook, twitter, Instagram etc.

Good examples of web-sites

<https://www.yorkshiretea.co.uk/>

<http://symingtons.com/>

<http://www.aimiafoods.com>

Deliverable Timescale:

Project to commence Feb 2018 and be completed within 4-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 (30%)
- Demonstrable skills and understanding of the industry sector (30%)
- Understanding of the brief/clarity of quotation (20%)
- Delivery timescales (10%)
- Ease of communication (10%)

Scoring Methodology:

- 4 = **Excellent:** Proposal meets and in some places exceeds the requirement standard.
- 3 = **Good:** Proposal meets required standard.
- 2 = **Acceptable:** Proposal meets the required standard in most respects, but not all.
- 1 = **Poor:** Proposal falls short of expected standard.
- 0 = **Unacceptable:** 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 Wednesday 31st January 2018**, either electronically or by post to:

Mrs Sharon Winder, HR Manager, Foodpack Ltd

Abbotsfield Road, St Helens, Merseyside WA9 4HU

e-mail: Sharon.winder@foodpackltd.co.uk Tel: 01942 868500

Date Published:

3rd January 2018

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