

Request for Proposal

FOR PROCUREMENT OF Consultancy Services for Development of FWBL Public Website

Published Date:

15 October 2016

FWBL\HO\IT\KK\2016\35

Proposals Submission Dead line Date: 31 October 2016 02:00 pm

First Women Bank Limited

Proprietary Notice: This document contains information proprietary to First Women Bank Limited (FWBL) may not be reproduced, copied or used for purposes other than its intended use without the prior written consent of FWBL.

Submission Details	3
Submission Deadline	3
Submission Questions & Clarifications	3
Introduction	4
Eligibility Criteria	4
Terms of Reference	5
Submission Timeline & Location	7
Proposals Evaluation Criteria	8
Technical Score	8
Financial Score	8
FORMAT FOR TECHNICAL BID.....	9
FORMAT FOR FINANCIAL BID.....	10
Bid Currency and Validity.....	10
Bid Security	10
Payment Terms	11
Pre-award Presentations	11
Complete Pricing.....	11
Annexure B – Organization & Technical Evaluation Criteria.....	12
Annexure B – Technical Bid Documentation.....	14
BID PARTICULARS	14
BIDDER / PRINCIPAL OWNER / AUTHORIZED PARTNER / OTHER CONSORTIUM MEMBER PROFILE:.....	15
Annexure C – Financial Bid Documentation.....	16
COMMERCIAL BID	16

Submission Details

Submission Deadline

All proposal submissions for responding to this request must be submitted on or before 31 October 2016 02:00 pm in a single sealed envelope containing one sealed envelope.

Submission will be valid if:

- Responses to RFP are submitted no later than 31 October 2016 02:00 pm at FWBL, Head Office GF-2 Reception Area, S.T.S.M Foundation Building, CL-10/20/2, Beaumont Road, Civil Line, Karachi.
- Bids are submitted in a Single sealed envelope containing two separate sealed envelopes with separate marking "Technical Proposal" & "Financial Proposal".
- All separate copies of Proposals and attachments must be provided in a sealed envelope marked as " Technical Proposal"

Submission Questions & Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Name: Talha Vohra
Position: Project Manager
Email: talha.vohra@fwbl.com.pk

All queries for the subject tender (if any) should be sent to above mentioned email address at least 05 working days prior to bid opening date.

Introduction

First Women Bank Ltd. a commercial bank caters to women at all levels of economic services and activities such as: - Micro, SME and Corporate, Treasury Operations, Trade and Finance, and Investment Banking thereby enable them to transcend their status from passive beneficiaries to dynamic agents of change.

The request for proposal document is solely for the purpose of providing interested parties with sufficient information to enable them to prepare and submit a proposal for Consultancy Services for Development of FWBL Public Website.

Eligibility Criteria

Bidders of this RFP will be eligible only if they fulfill the following criteria at minimum:

- The bidder should be registered with Federal / Provincial Tax authorities in Pakistan.
- Proposed solution must meet minimum technical specifications of all items requested in this RFP.
- Bidder must have designed and developed at-least five public website projects. Bidder must provide completion certificate or any other document that can be used to verify the project award and completion status.
- Bidder's annual revenue must be at-least PKR 15 million for the last one year.
- Bidder must submit Audited Financial Statements for last three years.
- Bidder must have a registered office in Karachi.
- Submission of bid bond equivalent of 5% of the commercial bid (inclusive of applicable taxes).

In cases, where bidder's do not meet the above mentioned criteria or have not submitted required documentation in their proposal, FWBL will not evaluate their technical and financial proposal for selection of the bidder.

Terms of Reference

The deliverables of the assignment as required by the FWBL are mentioned below:

- Bidder should propose PHP based open source framework for implementation of FWBL's public website.
- Bidder will be required to work with FWBL staff to determine optimal solutions to understand FWBL's business needs.
- Bidder would be required to develop new graphic design for the microsite's existing content and information architecture that fits with FWBL's branding. Scope of work would include migration of existing contents on FWBL's public website to new approved design and layout.
- Bidder must propose the website using responsive layout that would be compatible with desktop based browsers and mobile devices with at-least 320px in width.
- Public website must support at-least two languages i.e. English and Urdu. Contents of the languages will be provided by FWBL.
 - For pages in Urdu language, scope would only include the home page along with navigation menu (on home page) to be published in Urdu. For all other pages, FWBL will publish a new RFP document at a later stage.
- Bidder would be required to develop following custom features within proposed CMS framework.
 - Recruitment Form (Resume Submission)
 - Contact Us (Including "Call Us" and "Email Us" form)
 - Newsletter subscription Engine
 - Loan Assessment tool and Loan payment Calculator
 - ATM & Branch Locator using Google Maps Integration
 - IBAN Generator
 - FWBL Website Internal Content Search
 - Surveys & Polls
 - Two additional forms to be identified during project design phase. Bidders can assume complexity level similar to above mentioned feature requirements
- Website deployment should be capable of capture web analytics, which may include but not limited to:
 - No. of visits to website per hour, day and month
 - Referral from other sites and their tracking
- Proposed solution must provide the following features:
 - Media Gallery (Images, Videos). FWBL to provide all images and videos that needs to be utilized on new public website.
 - Widgets including but not limited to:
 - Sliders
 - Event Calendar
 - News ticker
 - Social Media Links

- Mega Menu
- Bidder would be required to submit the following deliverables during the course of the project
 - At-least three high level prototypes for review and approval from FWBL management.
 - Detailed design document that would provide details of website features and functionalities along with sitemap.
 - Project Plan (in MS Project format) long with weekly status reports.
 - Administration guide, including but not limited to installation/deployment guide, user credentials for website administration.
- Bidder will be required to deploy proposed solution in “Test” and “Live” environment. FWBL to provide required hosting environments to successful bidder.
- Bidder must submit source code to FWBL before deployment of website in “Test” environment.
- Bidder must provide 6 month warranty support post Go Live deployment of FWBL public website.

Submission Timeline & Location

FWBL reserves the right to modify below timeline at any time. Should the due date for proposals be changed, all prospective respondents shall be notified. The proposal must follow as per the following high level schedule.

Location and Timing

Bids/Proposals must be delivered to the FWBL, on or before **31 October 2016 02:00** pm and only technical proposals will be opened on the same date at FWBL, Head Office GF-2 Reception Area, S.T.S.M Foundation Building, CL-10/20/2, Beaumont Road, Civil Lines, Karachi.

Milestone	Date
RFP Released	15 October 2016
Proposal Submission Due Date	31 October 2016 02:00 pm
Opening of Technical Bids	31 October 2016 02:30 pm
Opening of Financial Bids	To be Announced by FWBL

As a result of this Request for Proposal, FWBL may do one of the following at its discretion:

1. Award a contract for this Request for Proposal on the basis of prescribed evaluation criteria.
2. Cancel the whole process.

Proposals Evaluation Criteria

Proposals will be evaluated on the basis of 50 – 50 i.e.

- 50% of the proposal strength will be measured in Technical evaluation
- 50% of the proposal strength will be measured in Financial evaluation

Technical Score

Technical evaluation of the proposals will be given weight through the below mentioned factors based on the below formula.

$$\frac{\text{Bidders Technical Score}}{\text{Total Technical Score}} \times \text{Weight}$$

Minimum score of 70% on evaluation criteria specified in Annexure A is required to qualify for financial evaluation.

Financial Score

$$\frac{\text{Lowest Bid Price}}{\text{Bidder's Price}} \times \text{Weight}$$

Combined Evaluation will be calculated by adding the Technical and Financial Evaluation as below:

$$\left[\frac{\text{Bidders Technical Score}}{\text{Total Technical Score}} \times \text{Weight} \right] + \left[\frac{\text{Lowest Bid Price}}{\text{Bidder's Price}} \times \text{Weight} \right]$$

FORMAT FOR TECHNICAL BID

Technical Bids must be made in an organized and structured manner in the following form. All claims made by the bidder in response will have to be backed by documentary evidence.

- Table of Contents
- Technical Bid / Bid Particular for Tenders
- Bidder / Consortium Member's Profile
- Methodology and detailed project plan.
 - Project Implementation
- Proposed design framework and features
- Proposed Team CV's and Certifications (Signed copy of certificates must be included in technical proposal)
- List of functional and technical features in proposed solution
- Technical Bid - Details of Prior Experience
- Annexure
 - GST and NTN Certificate
 - Affidavit that bidder is not blacklisted
 - Affidavit that bidder will not subcontract any part of the project to any other vendor.

FORMAT FOR FINANCIAL BID

The financial bid should be quoted as per the format. The financial bid should be accompanied by Financial bid cover letter. The Bidder shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by the Bank. The Bank will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Tendering process.

- Financial Bid
 - Commercial Bid for development of public website
 - Annual Software Support Cost (Post warranty completion period)
- Bid Security
- Payment Terms

For the purpose of calculating the financial bid, following formula will be used:

$$\begin{aligned} &\text{Implementation Cost for design and development of public website} \\ &+ \\ &\text{Annual Software Support Cost} \\ &= \\ &\text{Total Bid} \end{aligned}$$

Note: - FWBL will use cost inclusive of applicable taxes to calculate the financial bid

Bid Currency and Validity

- All prices must be quoted in Pak Rupees including all applicable taxes.
- Bid validity will be 180 days after the submission of proposals

Bid Security

All bids must be accompanied by a pay order of Five percent (5%) of total bid amount (inclusive of applicable taxes) in Favor of First Women Bank Ltd enclosed in the sealed financial envelope and must be delivered to Information Technology Division, GF-2 Reception Area S.T.S.M. Foundation Building, CL/10/20/2, Beaumont Road Civil Lines, Karachi – 75530 on or before 31 October 2016 02:00 pm.

Payment Terms

Payment schedules is as below

Project Phase	Payment Plan (%age of Contract Value)
Advance – Due to Agreement Signing	10%
Approval of Design prototype and screen layouts	25%
UAT sign-off	30%
Go Live	15%
Successful completion of 6 month warranty period	20%

Pre-award Presentations

The FWBL reserves the right to require presentations and/or demonstrations/ Interview from any or all of the bidders, in which they may be asked to provide additional information.

Complete Pricing

The respondent should include all incidental expenses in the project pricing. This includes travel expenses, printing or reproduction, communications, etc. Any invoices for expenses beyond those **itemized (listed)** in the RFP response will not be entertained by FWBL.

Annexure B – Organization & Technical Evaluation Criteria

Bidder must score at-least 70% in Organizational and Technical Evaluation to be eligible for financial bid opening.

No	Evaluation Factors and Description	Total Marks	Max Marks	Total Marks and Distribution ranking
	Experience and certifications of proposed Technical Team	30	30	To be assigned by Technical Evaluation Committee
	Organization Financial Strength	20	20	Firm has more than Rs. 50 million annual Turnover during last financial year
			15	Firm has more than Rs. 30 million annual Turnover during last financial year
			10	Firm has more than Rs.15 million annual Turnover during last financial year
	Similar project implementation experience. (Client Reference and contact information must be provided by the bidder)	25	25	Firm has completed more than or equal to Ten similar projects for organizations similar to FWBL in size.
			15	Firm has completed more than or equal to Five similar projects for organizations similar to FWBL in size.
			5	Firm has completed more than or equal to Three similar projects for organizations similar to FWBL in size.
	Public website Implementation Reference – Quality and Design of public websites submitted as reference by the bidder	30	30	To be assigned by Technical Evaluation Committee
	Evaluation of the proposed methodology and design techniques/suggestions/framework	100	100	To be assigned by Technical Evaluation Committee
	Technical Bid Completeness(documentary	25	25	To be assigned by Technical Evaluation Committee

	proof, brochures, diagrams, non-deviation material, relativity etc.)			
--	--	--	--	--

Please note that proposed Project Manager and Technical team members cannot be replaced by the successful bidder after award of the contract, by FWBL. Changes in proposed team can only be made in cases where human resource is no longer employee of the consulting firm. Replacement of human resources will have to be approved by FWBL team. In case of non-compliance, FWBL reserves the right to forfeit the Bid Security.

Annexure B – Technical Bid Documentation

BID PARTICULARS

Name of the Bidder.	
Is the Bidder the Principal Owner of the solution or an Authorized Partner / Re-seller.	
Registered Address of the Bidder.	
Name of the person to whom all references shall be made regarding this tender.	
Designation of the person to whom all references shall be made regarding this tender.	
Address of the person to whom all references shall be made regarding this tender.	
Telephone No. (With country and area code).	
E-Mail of the contact person:	
Fax No. (With country and area code).	

Name: _____

Location: _____

Date: _____

Company Seal & Bidder's Signature

BIDDER / PRINCIPAL OWNER / AUTHORIZED PARTNER / OTHER CONSORTIUM MEMBER PROFILE:

S. No.	Name of the Company	
01.	Indicate whether the Company is the lead Bidder and whether the Company is the Principal Owner, Authorized Partner or Other consortium member	
02.	Year Established	
03.	Turnover (in PKR)	FY 2013: FY 2014: FY 2015:
04.	Profit After Tax (in PKR)	FY 2013: FY 2014: FY 2015:
05.	Proposed role of the member in the project	
08.	Head Office Address	
09	Telephone No. (with country and area code)	
10	Fax No. (with country and area code	
11	E-mail Address	
12	Name of the Key representative for this project	
13	Any accreditations / Certifications (e.g. CMM, ISO, ITIL etc.)	
14	Previous experience in implementation, Installation and maintenance of related storage solution at local & Foreign commercial banks.	Implementations in the last 5 years and before last five years:

The Bidder should fill this Annexure for the Bidder and any other member of the consortium separately (including the Principal Owner, Authorized Reseller / Partner and any other member of the consortium)

As of this Date, the information furnished in all parts of this form is accurate and true to the best of my knowledge.

Name: _____

Location: _____

Date: _____

Company Seal & Bidder's Signature

Annexure C – Financial Bid Documentation

COMMERCIAL BID

Item DESCRIPTION	COST (PKR)COST (PKR)	APPLICABLE TAX (PKR)	Total Cost (PKR)
Design and Implementation of FWBL Public Website (including 6 month warranty support)			
Annual Software Support Cost (Implementation Services)			

Rates should be quoted in Pak Rupees and strictly as per the format illustrated above. Bids quoted in formats other than the illustrated format will be rejected. Applicable local taxes shall be paid over and above on actual basis on production of documentary evidence. Bank will not be making any other payment except those mentioned in the commercial bid.

Name: _____

Location: _____

Company Seal & Bidder's Signature & Date