

REQUEST FOR QUOTATION

New Website & Marketing Support

Background

Mechlam Precision Tooling Ltd are St Helens-based precision engineers, providing extremely high-quality tooling and parts for a range of sectors throughout the UK, including for a number of prestigious blue-chip clients. The company is ISO-9001 registered and takes pride in delivering a consistently high level of service. The company has been trading for almost 20 years, and grown consistently over that period. This growth has been driven by the excellent service that the company provides leading to referrals and repeat business, rather than through any proactive marketing.

The company is aware that our marketing collateral is not reflective of the strength of the company, and have take the decision to improve our brand presence through increasing our marketing activity.

Requirement

We require a new website that clearly showcases our services, capabilities and expertise. The website should position Mechlam as a leading company in the precision engineering sector, reflecting our level of professionalism and pride in our business. We envisage that the site will have between 5 and 10 pages, and we will require support to write the copy for these pages and to gather testimonials from key clients. We will also need support to produce images and short videos to use on the site. We will need be able to edit the site on a regular basis to change content and add news and updates, so the CMS should be easy-to-use. We do not wish to be tied-in to a proprietary system, and are leaning towards Wordpress although we are open to other suggestions. We would like to retain the existing domain name (mechlam.co.uk/) and the supplier will take responsibility for this.

We require recommendations on how to get the website in front of our target audiences. Please include cost for any digital marketing services that you recommend, that will help us reach key decision makers.

We are looking for the supplier to have demonstrable ability in using digital channels to target potential customers, including through email marketing and social media marketing. The supplier will produce a full digital marketing plan and will take responsibility for implementing this plan for a 6 month period. We would expect a full 2 year marketing strategy to be produced, along with an implementation plan on how to target new customers in both existing and new markets.

Deliverable Timescale

Project to commence June 2019, with the website complete within 6 weeks and full project completion within 6 months.

Indicative Budget

This work will be part funded through the European Regional Development Fund. The project falls within the £2,500 - £24,999 bracket and therefore, under current Public Procurement Regulations, there is no formal tender procedure but a detailed written quotation is required.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Cost (30%)

Understanding of the brief/clarity of quotation (30%)

Demonstrable skills and understanding of industry sector (20%)

Delivery Timescale (10%)

Ease of Communication (10%)

Scoring Methodology

4 Excellent	Proposal meets and in some places exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

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

Deadline and Submission

Proposals are required by 5.00pm on 13/06/19 electronically to martin@mechlam.co.uk

Date Published

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

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.