



Request for Quotation

Conversion Focused e-commerce Website

Background

Oriel Studios Digital is a small enterprise business operating in a regional marketplace. The Company first started trading in 1976 as a Colour Reproduction Specialist producing colour printing films and printing plates for local print businesses. In recent years it has evolved into a printing business. The founder of the company whom is now nearly retired sold his shareholding to the 3 current Directors. The company was re-constituted as a result of the buy-out and renamed Oriel Studios Digital Limited. We now produce and supply both Small and Large Format i.e. Business Cards, Stationary, Exhibition Graphics and External Signage. We have a varied client base which range from SME's, educational establishments and transport companies.

Requirement

For Oriel Studio Digital Ltd to continue to dominate the marketplace offering small & large print to customers and local businesses, the Company propose to introduce a conversion focused e-commerce website to sell our range of products.

Estimates are to include research and strategy, two 1-hour coaching sessions on how to manage and maintain the website and a Marketing/SEO estimate for when the website goes live to attract traffic and potential/existing customers.

To achieve these requirements, our investment plans will be set out in Phase 1 & Phase 2.

PHASE 1

- Develop a conversion focused e-commerce website to sell our range of products.
- Design the website, we want the website to complement our existing brand and engaging for our clients but keeping a professional image.
- Setup a secure payment gateway and create an efficient checkout experience
- Fully responsive and compatible with mobile and tablet devices and device testing
- Setup email notification flow process for orders
- Setup User Interface/Order testing
- Create a strategic Marketing Plan including Social Media, Content, Reach, SEO, Blogs for providing a keyword rich area and setup of Google Analytics and Google Webmaster Tools
- Launch site

PHASE 2

- Develop an application and integrate into the website and into our existing systems to save time managing orders within the website backend.
- Create additional categories with their associated sub-categories and fully populated with the rest of the products

- Ongoing SEO to improve ranking and get to the first page on Google. This will consist of an intensive campaign over a couple of months and then slow this down to a maintenance level.
- Video content of website functionality and ranking of video content to be included in the SEO campaign.

Deliverable Timescale

Please note that Phase 1 and 2 are to be delivered concurrently.

Project	Time Scale
Phase 1	
Planning / Research	1 week
Design	2 weeks
Website Development	3-4 weeks
E-Commerce Setup + Exhibition Catalogue & Products	4-5 weeks
Marketing	12 Months
Phase 2	
Integrating Systems (API)	5 – 6 weeks
Populate Additional Sub-categories	5 – 6 weeks
SEO/Video Content Campaign	12 Months

Indicative Budget

£15000

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.



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 Tuesday 17th September 2019 at 09.30am either electronically or by post/in person to;

Elaine Brasier
Oriel Studios
Orell Mount
Hawthorne Road
Liverpool
L20 6NS
Email: elaine@orielstudios.co.uk

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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.