

# **REQUEST FOR PROPOSAL (RFP)**

**NATURAL FIBER PRODUCER'S  
WEBSITE MANAGMENT**

**NATURAL FIBER PRODUCERS, INC  
1552 SANCTUARY LANE  
HOMEDALE, ID 83628**

**JULY 2017**

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## **1. SUMMARY AND BACKGROUND**

Natural Fiber Producers (NFP) is currently accepting proposals from companies only in the US with US citizen employees, to maintain our web application. The existing site was developed approximately 5 years ago and is built on WordPress. The site can be seen here: <http://naturalfiberproducers.com> NFP would like someone to maintain the site as well as enhance it for search engine optimization (SEO).

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction NFP wishes to go.

NFP was founded in 2007 as an agricultural cooperative. Our products are made from member fiber such as alpaca, wool, angora and other natural fibers that have been sorted and graded by certified sorters/ graders. Acting as a service organization, we assist the grower by managing the production of goods such as yarns, hats, scarves, gloves, socks, blankets and more from our members' fiber. Those products are marketed to our members and retailers at wholesale costs with profits being returned to the members.

## **2. PROPOSAL GUIDELINES**

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST September 30, 2017. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Only US companies with US citizens will be considered for this project. This aligns with NFPs mission to utilize only North American fibers in their products of which are 100% made in the USA.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by NFP's legal representative and will include scope, budget, schedule, and other necessary items pertaining to the project. All code developed will solely belong to NFP.

### **3. PROJECT PURPOSE AND DESCRIPTION**

**The purpose of this project is as follows:**

NFP's current website was implemented approximately 5 years ago and is hosted at inMotion hosting. The site was redesigned last year, it is built on WordPress and there are several plugins used including a shopping cart application for our wholesale customers. General maintenance such as keeping the system up to date, addition of new users to the wholesale account, regular backups, and modification of system is required.

**Project Description:**

NFP is seeking a provider to maintain the current website, add new products when they become available, and enhance it for SEO. The design should be consistent with the existing platform which is user friendly, simple to use, is easy to add or modify content and provide for various user level authentication and access.

The site should come up in top search engines with minimal queries.

The project should be developed in an Agile manner with frequent customer feedback and involvement.

### **4. PROJECT SCOPE**

The scope of this project includes all design, development, coding, licensing, and installation at host environment. All text and copy will be provided to the selected bidder by NFP for inclusion in the maintenance of the new web site.

The winning bidder will be given access to the environment at our site on inMotion hosting in order to develop and enhance the system.

The following criteria must be met to achieve a successful project:

- The site will appear in the top listings when performing queries on search engines
- Consistency of design across all pages/sections of the web site in a design theme that fits targeted market segment(s)
- User authentication to only authorized sections of site
- All software and licensing requirements should be included as part of this project
- Prominent display of NFP corporate logo throughout all pages of the web site
- Site should be compatible with all current web browsing and mobile technology and easily upgradeable
- Ability to work closely with NFP IT Manager on coordination of project tasks and resources
- Maintenance is expected to consist of ensuring the system stays in compliance with service updates, set-up and monitoring of backups, addition of new user accounts as needed (estimate 30 new users per year), addition of several product lines per year to the store, updating inventory counts as needed, troubleshooting as needed.

## 5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

### **Request for Proposal Timeline:**

All proposals in response to this RFP are due no later than 5pm EST September 15, 2017.

Evaluation of proposals will be conducted from September 18, 2017 until October 6, 2017. If additional information or discussions are needed with any bidders during this 3-week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than October 15, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by October 30, 2017.

Notifications to bidders who were not selected will be completed by October 31, 2017.

### **Project Timeline:**

Project initiation phase must be completed by November 17, 2017.

Project planning phase must be completed by December 30, 2017. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

## 6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning	NRC	MRC
Site/Database Development	NRC	MRC
Site/Database Testing	NRC	MRC
Site/Database Deployment	NRC	MRC
Site/Database Hosting	NRC	MRC
Site/Database Maintenance	NRC	MRC

NOTE: All costs and fees must be clearly described in each proposal.

## **7. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and hosting corporate web sites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more corporate web sites designed and implemented by your organization
- If you will outsource, provide examples of work completed by them
- Testimonials from past clients on web site building and hosting work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- A full testing plan
- Timeframe for completion of the project
- Project management methodology

## **8. PROPOSAL EVALUATION CRITERIA**

NFP will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to web site design and hosting as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit an electronic copy in PDF format of their proposal to the address below by September 15, 2017 at 5pm EST

Sue Schalk  
IT Manager / Director, NFP  
[sueschalk@gmail.com](mailto:sueschalk@gmail.com)

## **9. CONFIDENTIALITY**

It is understood and agreed to that the information provided herein may contain certain information that is and must be kept confidential. The bidder agrees not to disclose any information obtained unless required to do so by law.