

# COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA BUSINESS COUNCIL



## SHORT TERM CONSULTANCY FOR THE WEBSITE UPGRADING

**Ref no: CS/CBC/11(0522)82DAP/yw**

**Closing Date: 2<sup>nd</sup> June 2022**

## **Terms of References**

<b><u>PROJECT TITLE:</u></b>	CBC-BDI Project on Inclusive COMESA Private Sector Participation in the implementation of the African Continental Free Trade Agreement.
<b><u>Assignment title:</u></b>	Website upgrading
<b><u>Contract Duration:</u></b>	09-June-2022 to 09-Sept-2022 (Three months) and additional 6 months of Service Level Agreements
<b><u>Duty station:</u></b>	Home-based
<b><u>Eligibility</u></b>	Individual consultant

### **1. INTRODUCTION**

The COMESA Business Council (CBC) is the recognized Business Member Organization, established as a private sector institution of COMESA. We represent the interests of business sectors at a regional level. The services provided go beyond advocacy, to actively promote business participation in regional integration, investment, and global trade. This is done by facilitating the growth of strong business synergies, the development of business opportunities, business alliances, legislative and strategic advocacy. Our vision is, "Building Regional, Going Global". Our three service pillars are: Business Policy and advocacy, Business Facilitation and Membership development. More information can be obtained from the CBC website [www.comesabusinesscouncil.org](http://www.comesabusinesscouncil.org).

The COMESA Business Council has signed a partnership agreement with the Federation of German Industries (BDI) to promote inclusive private sector participation in COMESA through business development and member driven services, within the context of accelerating access to the African Continental Free Trade Agreement (ACFTA).

One of the key objectives of the Agreement is to enhance communication and service including strengthening CBC IT capacities. Upgrading of CBC website is one of the activities to be undertaken to strengthen the IT capacities, thus, membership development. It is anticipated that the website will be members driven and also based on members needs.

It is against this background that the CBC with the support of BDI is seeking the services of a professional and competent Individual consultant to upgrade the website to improve its functionality and enhance usability based on member needs.

### **2. OBJECTIVE OF THE ASSIGNMENT**

The objective of the assignment to upgrade the website to improve its functionality and its usability aspects based on member needs.

### **3. SCOPE OF WORK AND TASKS**

In order to achieve the above objective of the assignment, the Individual Consultant will undertake the following tasks:

- (a) Review the current, website and liaise with CBC to agree on the new design and content of the website, i.e. what information shall be placed where and how. Make sure a coding language is used that makes usability of CBC staff possible for future interactions through and with the website.
- (b) Benchmarking CBC's website with similar organizations, but more focused approach to Services and clear messaging of benefits to membership
- (c) Upgrade website based on best practices on functionality and usability aspects and incorporating the following minimum features;
- Developing a responsive website design proposal in consultation with CBC, factoring in that the website should be visually appealing, polished and professional with clear navigation
  - Accommodate content, graphics and use of multimedia (audio, video)
  - Be Search Engine Optimised
  - Incorporate subsections on CBC desks and platforms
  - Have Google Analytics embedded
  - Link to, and have embedded within it social media, upcoming events, news, blogs and other relevant links
  - Be a mobile ready version - smart phones and tablets
  - Work on all well-known browsers and resolutions
  - Be a secure site with an SSL certificate (including the sub domains)
  - Have an e-Newsletter component and subscription form for newsletter
  - Incorporate subsections on CBC events
  - Include section with members logos
  - Include section for online donations
  - Include user profiles for communications and marketing team so that they post the content developed easily with Content Management System
  - Provide templates for posting so that homogenous design and structure is followed
  - Incorporate appropriate theme that is designed for membership through optimizing, cleaning and updating the Plugins

NB: The current website must be adapted to latest standards and allow CBC staff to regularly develop content through the website's Content Management System. The upgrade of the website to be undertaken based on the same technology (WordPress).

- (d) Keep a strict timeline and provide follow-up services on necessary changes or amendments for a six-month period (troubleshooting / necessary adaptations) in the form of SLA.

#### **4. SPECIFIC EXPERTISE REQUIRED**

In order to carry out the assignment effectively, the expert needs to demonstrate significant knowledge and experience in website design, within, but not limited to, the scope abovementioned and particularly, should have worked with corporates and Business Member Organisations / Business Support Organisations.

The consultant should meet the following minimum requirements: :

- a) Academic: Have at least a Bachelor's degree in Computer Science, Information Technology, Web Design, Graphics Design or a related field
- b) Work Experience: Minimum 5 years relevant work experience in web designing and upgrading
- c) Knowledge and skills:
  - Demonstrated knowledge of developing Business Member Organisations'/Business Support Organisations' interfaces using Content Management Systems (CMS)
  - Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
  - Proficiency in front-end development web programming languages such as HTML and CSS, JQuery, and JavaScript.
- d) Demonstrated list of at least two complimentary or similar projects delivered in the past 4 years.

## **5. PERFORMANCE PERIOD AND OUTPUTS**

The performance period for the assignment is from the date of signing, for a period of 3 months starting in 09-June-2022 to 09-Sept-2022 with additional 6 months Service Level Agreements.

## **6. DELIVERABLES**

The expected outputs are as follows:

- ✓ Inception report, demo (proof of concept)
- ✓ Draft 1 design (design requirements incorporating comments)
- ✓ Draft 2 design (Final website for operational launch/ go- live) with migration of data from the current website
- ✓ Training Manual, Online Tutorial & Staff training completed
- ✓ Six months support SLA on any technical glitches encountered & Hosting rights and codes handed over to CBC

## **7. TIMELINES FOR UNDERTAKING THE ASSIGNMENT & PAYMENT SCHEDULE**

The budget ceiling for this assignment is a lump sum of 4000 Euros. But consultants competing for this proposal are encouraged to submit their own preferred & competitive price. This amount entails professional fees only. Payment to be made according to the payment schedule on the table below:

<b>No</b>	<b>METHODOLOGY</b>	<b>Output</b>	<b>Period</b>	<b>Payment</b>
<b>a)</b>	<ul style="list-style-type: none"> <li>✓ Inception report, demo (proof of concept)</li> </ul> <p>The Firm is expected to explain the approach and methodology that they will use to undertake the assignment. The proposed approach and methodology</p>	<p>Inception report</p> <p>Demo</p>	4 <sup>th</sup> week of June, 2022	10% of fees

	<p>should include, among others, the following:</p> <p>Desk review: The Firm is expected to undertake assessment of the existing CBC website to determine any additional requirements for the upgrade.</p>			
<b>b)</b>	<p>Design implementation requirements:</p> <p>Design for an upgraded website</p> <p>(a) Field work: The Firm will be required to undertake consultations with the CBC to determine the preferred requirements/specifications/features for the upgrade of the website</p> <p>(b) Presentation and validation of the upgraded website to be organized on agreed date, consultant(s) to present and incorporate the inputs.</p>	<p>Draft 1- design requirements incorporating comments</p> <p>Draft 2 – Final website for operational launch/ go-live.</p>	1-4 <sup>th</sup> week of August, 2022	30% of fees
<b>c)</b>	<p>Training requirements:</p> <p>(c) The firm will conduct training for users on how to web administer with prepared materials</p> <p>(d) Training will be conducted on the use of the portal with training materials</p>	<p>Training Manual Online Tutorial</p> <p>Staff training completed</p>	2 <sup>nd</sup> week of September, 2022	30% of the fees
<b>d)</b>	<p>Administration requirements:</p> <p>(e) The consultant undertaking upgrade of CBC website will provide a minimum guarantee/warranty period of at least 6 months. During this period, the Firm will provide full support services.</p>	<p>Six months support SLA on any technical glitches encountered on themes of choice</p>	After completion of six months SLA period	30% of the fees

## **8. LANGUAGE REQUIREMENTS**

Proficiency in written and spoken English. French and/or Arabic is an added advantage.

## **9. EVALUATION CRITERIA**

The consultant is expected to submit standard technical and competitive financial proposals not exceeding the budget ceiling that is indicated in section 7 above. The firm will be evaluated against a combination of technical and financial criteria. The firm should score a minimum of 70% of the

100% technical grade which will then qualify the firm for the next stage of financial grading. Both financial and technical scores will be added for the final grade.

To assist in the examination, evaluation and comparison of proposal, CBC may ask the Consultant for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered, or permitted.

CBC will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the consultant does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures, the amount in words will prevail.

Prior to the detailed evaluation, the Procurement Committee will determine the substantial responsiveness of each Proposal. For purposes of these Clauses, a substantially responsive Proposal is one, which conforms to all the terms and conditions of the RFP without material deviations. CBC's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the CBC and may not subsequently be made responsive by the firm by correction of the non-conformity.

The bids will be evaluated as follows:

- The email that has technical and financial offers will be opened.
- The "TECHNICAL PROPOSAL" will be opened and the technical proposal will be evaluated.
- If the technical proposal is evaluated as 70 per cent or above the "FINANCIAL PROPOSAL" will be opened.
- The consultant that has offered what is adjudged to be the best technical and financial offer will be offered the contract.
- If the consultant that offered what was adjudged to be the best technical and financial offer declines to accept the offer, then the firm that is adjudged to have offered the second best technical and financial offer will be offered the contract.

In evaluating the relative merits of firm's bidding for the project, the evaluation panel will consider:

- Understanding of the terms of reference and requirements of the assignment (15%),
- Demonstrated experience of the Individual Consultant and sample of past assignments carried out by the Individual Consultant in the field of study at regional level (COMESA) (25%),
- The proposed approach and methodology to be applied by the Consultancy Individual Consultant, including workplan with timelines (35%),
- Qualification, competence and relevant experience of Individual Consultant (25%).

## **10. REPORTING AND MANAGEMENT**

The consultant will work under the direct supervision of the CBC Digital Services Operations Manager and CBC-BDI Project Coordinator, to upgrade the website, under the overall management of the Chief Executive Officer.

- The Chief Executive Officer will provide quality assurance and ensure that the documentation produced is reviewed and approved.
- The Chief Executive Officer will ensure that the consultant receives all relevant documentation with respect to CBC Guidelines, Rules and Regulations necessary for the execution of his/her tasks.

## **11. CONTRACT**

A formal contract specifying the scope of the assignment shall be prepared and signed between the Secretariat and the consultant prior to the beginning of the assignment. The contract shall also clearly spell out the responsibilities of the two parties.

## **12. PAYMENT PERIOD**

The period for payment shall be 30 days from acceptance of the report, based on the payment outputs.

## **13. PRICING**

All prices MUST be indicated in USD. There will be a no price variation of the contract after signing of contract except upon a mutual written agreement between the two parties. Prices must be exclusive of all taxes within Zambia.

## **14. AWARD OF CONTRACTS**

COMESA Business Council reserves the right to wholly or partially reject or award this contract to any bidder and has no obligation to award this contract to the lowest bidder.

## **15. CLOSING DATE OF PROPOSALS**

Proposals must be **emailed** to the COMESA Business Council Secretariat on or before 02<sup>nd</sup> of June, 2022 at latest by 1500hrs.

## **16. REJECTION OF PROPOSALS**

Any proposal received by the Secretariat after the closing date and time shall be rejected.

## **17. TECHNICAL QUERIES**

For any technical queries related to the specifications of work or TORs, kindly contact: [procurement@comesabusinesscouncil.org](mailto:procurement@comesabusinesscouncil.org)

## **18. DISCLAIMER**

COMESA Business Council does not bind itself to accept any proposal and reserves the right to accept the whole or partially any of the submitted proposals.

## **19. SUBMISSION**

Proposals from consultancy firms must be **emailed** to the address below on or before 02<sup>nd</sup> of June, 2022 at **15.00 hours**, Zambia time.

**The Chairperson- Procurement Committee**  
**COMESA Business Council**  
**COMESA Secretariat Building**  
**Ben Bella Road**  
**P.O. Box 30051 Lusaka, Zambia.**  
**Tel: (260) 211 229725.**  
**Fax: (260) 211 225107**  
**Email: [procurement@comesabusinesscouncil.org](mailto:procurement@comesabusinesscouncil.org)**

- a) The Technical Proposal should include the following:
  - i. Updated profile of the consultant including CV's;
  - ii. Detailing their understanding of the task and highlighting experience and expertise in similar works as well as a detailed approach and methodology for carrying out the assignment including an outline of the supporting documents/ projects and their references;
  - iii. A record or client list or portfolio should be provided for better understanding of CBC.
  - iv. Copies of academic and professional qualifications of the consultant
  
- b) The Financial Proposal shall be in line with Article 13 of this RFP.