



**Tel:** +254-0770308267

**Email:** [procurement@rongovarsity.ac.ke](mailto:procurement@rongovarsity.ac.ke)

P O Box 103-40404

**RONGO**  
**Kenya**

**RONGO UNIVERSITY**  
**P.O. Box 103-40404, RONGO, KENYA**

**RU/RFP/WEB/001/2018-2020**

**REQUEST FOR PROPOSAL FOR  
DESIGNING OF THE RONGO  
UNIVERSITY WEBSITE**

**CLOSING DATE**

**WEDNESDAY, 25<sup>TH</sup> APRIL 2018**

**TIME**

**AT 10.00AM**

## TABLE OF CONTENTS

INTRODUCTION .....	3
2.1 Introduction .....	4
2.2 Clarification and Amendment of RFP Documents .....	4
2.3 Preparation of Technical Proposal.....	5
2.4 Preparation of Financial Proposal .....	6
2.5 Submission, Receipt, and Opening of Proposals.....	6
2.6 Proposal Evaluation General .....	7
2.7 Evaluation of Technical Proposal.....	7
2.8 Public Opening and Evaluation of Financial Proposal .....	9
2.9 Negotiations.....	10
2.10 Award of Contract .....	10
2.11 Confidentiality .....	11
2.12 Corrupt or fraudulent practices .....	11
SECTION II: - TECHNICAL PROPOSAL.....	13
1. TECHNICAL PROPOSAL SUBMISSION FORM .....	13
1. FINANCIAL PROPOSAL SUBMISSION FORM.....	16
2. SUMMARY OF COSTS .....	17
SECTION IV: - TERMS OF REFERENCE .....	18
Background information.....	18
Scope of work.....	19
Duration for the assignment.....	20
Administrative and reporting framework.....	20
Expected deliverables .....	20
Methodology.....	20
Training.....	20
Service level agreement .....	21
Terms of payment .....	21
Integrity Declaration Form.....	22

## **INTRODUCTION**

Rongo University (RU), formerly Rongo University College, was awarded Charter by H.E. Hon. Uhuru Kenyatta, the President of the Republic of Kenya on 7<sup>th</sup> October, 2016. The University is located 11 kilometers from Rongo Town and 2.5 kilometers off Rongo – Migori Highway. The mission of the University is to provide high quality education through teaching, research, community service and nurturing innovative graduates. Currently, the University has a student population of 6,345 and a total staff complement of Over 500.

The University is committed to developing and delivering quality, market driven academic programs and undertaking research and extension activities. All these are geared toward improvement of local and national socio-economic status and well-being of the Kenyan people

## **SECTION I: INFORMATION TO BIDDERS (ITB)**

### **2.1 Introduction**

- 2.1.1 The procuring entity named in the Appendix to “ITB” will select a firm among those invited to submit a proposal, in accordance with the method of selection detailed in the appendix. The method of selection shall be as indicated by the procuring entity in the Appendix.
- 2.1.2 The bidders are invited to submit a Technical Proposal and a Financial Proposal as specified in the Appendix “ITB” for consulting services required for the assignment named in the said Appendix. The proposal will be the basis for Contract negotiations and ultimately for a signed Contract with the selected bidder.
- 2.1.3 The bidders must familiarize themselves with local conditions and take them into account in preparing their proposals. To obtain first hand information on the assignment and on the local conditions, bidders are encouraged to liaise with the procuring entity regarding any information that they may require before submitting a proposal.
- 2.1.4 Please note that (i) the costs of preparing the proposal and of negotiating the Contract, including any visit to the procuring entity are not reimbursable as a direct cost of the assignment; and (ii) the procuring entity is not bound to accept any of the proposals submitted.
- 2.1.5 The procuring entity’s employees, committee members, board members and their relative (spouse and children) are not eligible to participate.
- 2.1.6** The price to be charged for the tender document shall be Kshs.1,000.00 or be downloaded free of charge from the Rongo University website *[www.rongovarsity.ac.ke](http://www.rongovarsity.ac.ke)*.
- 2.1.7 The procuring entity shall allow the bidder to review the tender document free of charge before purchase.

### **2.2 Clarification and Amendment of RFP Documents**

- 2.2.1 Bidders may request a clarification of any of the RFP documents only up to seven (7) days before the proposal submission date. Any request for clarification must be sent in writing by paper mail or electronic mail to the procuring entity’s address indicated in the Appendix “ITB”. The procuring entity will respond by electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited bidders who intend to submit proposals.
- 2.2.2 At any time before the submission of proposals, the procuring entity may for any reason, whether at his own initiative or in response to a clarification requested by a bidder, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by paper or electronic mail to all bidders and will be binding on them. The procuring entity may at his discretion extend the deadline for the submission of proposals.

## **2.3 Preparation of Technical Proposal**

2.3.1 The bidders' proposal shall be written in English language.

2.3.2 In preparing the Technical Proposal, bidders are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

2.3.3 While preparing the Technical Proposal, bidders must give particular attention to the following:

- (i) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or has an extended and stable working relationship with it.
- (ii) Proposed professional staff must as a minimum, have the experience indicated in Appendix, preferably working under conditions similar to those prevailing in Kenya.
- (iii) Alternative professional staff shall not be proposed and only one Curriculum Vitae (CV) may be submitted for each position.

2.3.4 The Technical Proposal shall provide the following information using the attached Standard Forms;

- (i) A brief description of the bidder's organization and an outline of recent experience on assignments of a similar nature. For each assignment the outline should indicate *inter alia*, the profiles of the staff proposed.
- (ii) Any comments or suggestions on the Terms of Reference, a list of services and facilities to be provided by the procuring entity.
- (iii) A description of the methodology for performing the assignment.
- (iv) The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member and their timing.
- (v) CVs recently signed by the proposed professional staff and the authorized representative submitting the proposal. Key information should include number of years working for the firm/entity and degree of responsibility held in various assignments during the last three (3) years.
- (vi) A detailed description of the proposed methodology and staffing.
- (vii) Any additional information requested in Appendix "ITB".

2.3.5 The Technical Proposal shall not include any financial information.

## **2.4 Preparation of Financial Proposal**

- 2.4.1 In preparing the Financial Proposal, bidders are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section III). It lists all costs associated with the assignment. If appropriate these costs should be broken down by activity.
- 2.4.2 The Financial Proposal should clearly identify as a separate amount, the local taxes, duties, fees, levies and other charges imposed under the law on the bidders.
- 2.4.3 Bidders shall express the price of their services in Kenya Shillings.
- 2.4.4 Commissions and gratuities, if any, paid or to be paid by bidders and related to the assignment will be listed in the Financial Proposal submission Form.
- 2.4.5 The Proposal must remain valid for 90 days after the submission date. During this period, the bidder is expected to keep available, at his own cost, the professional staff proposed for the assignment. The procuring entity will make his best effort to complete negotiations within this period. If the procuring entity wishes to extend the validity period of the proposals, the bidders shall agree to the extension.
- 2.4.6 Bidders should prepare their financial proposal on the basis of terms of reference.

## **2.5 Submission, Receipt, and Opening of Proposals**

- 2.5.1 The original proposal (Technical Proposal and Financial Proposal see para. 1.2) shall be prepared in indelible ink. It shall contain no interlineation or overwriting, except as necessary to correct errors made by the bidder. Any such corrections must be initialed by the persons or person authorised to sign the proposals.
- 2.5.2 For each proposal, the bidders shall prepare the number of copies indicated in Appendix “A”. Each Technical Proposal and Financial Proposal shall be marked “**ORIGINAL**” or “**COPY**” as appropriate. If there are any discrepancies between the original and the copies of the proposal, the original shall govern.
- 2.5.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked “**TECHNICAL PROPOSAL,**” and the original and all copies of the Financial Proposal in a sealed envelope clearly marked “**FINANCIAL PROPOSAL**” and warning: “**DO NOT OPEN WITH THE TECHNICAL PROPOSAL**”. Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and other information indicated in the Appendix “ITB” and be clearly marked, “**DO NOT OPEN, EXCEPT IN PRESENCE OF THE OPENING COMMITTEE.**”

- 2.5.4 The completed Technical and Financial Proposals must be delivered at the submission address on or before the time and date stated in the Appendix “ITB”. Any proposal received after the closing time for submission of proposals shall be returned to the respective bidder unopened.
- 2.5.5 After the deadline for submission of proposals, the Technical Proposal shall be opened immediately by the opening committee. The Financial Proposal shall remain sealed and deposited with a responsible officer of the procuring entity up to the time for public opening of financial proposals.

## **2.6 Proposal Evaluation General**

- 2.6.1 From the time the bids are opened to the time the Contract is awarded, if any bidder wishes to contact the procuring entity on any matter related to his proposal, he should do so in writing at the address indicated in the Appendix “ITB”. Any effort by the bidder to influence the procuring entity in the proposal evaluation, proposal comparison or Contract award decisions may result in the rejection of the bidder’s proposal.
- 2.6.2 Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.

## **2.7 Evaluation of Technical Proposal**

- 2.7.1 The Evaluation Committee shall evaluate the Technical Proposals two stages: preliminary and technical evaluation.

### **2.7.2 Preliminary Evaluation**

During this stage, bidders responsiveness to the tender mandatory requirements will be determined based on a “YES/NO” basis (implying compliance or non-compliant respectively) basis. Only bidders that comply with the mandatory requirements shall proceed to the Technical evaluation.

For the mandatory requirements, please attach certified copies of the following:

- (a) A copy of Company registration certificate
- (b) A copy of valid Tax Compliant Certificate (TCC)
- (c) Valid PIN registration certificate
- (d) A copy of current Business Permit/ trade license
- (e) A copy of audited accounts (2016 & 2017)

- 2.7.3 Each responsive proposal shall be evaluated and awarded marks as follows:

### **Stage 1: Preliminary**

These are mandatory requirements and bidders are expected to provide all the documents in order proceed to the next stage of evaluation. This stage shall be evaluated on a **YES/NO** basis.

S/No.	Particulars	YES/NO	Remarks
1	A copy of Certificate of Incorporation and/or change of name		
2	A copy of valid and up to date tax compliance certificate (KRA)		
3	A copy of valid PIN registration certificate (KRA)		
4	A copy of current Business Permit/ trade license		
5	A copy of audited accounts (2016 & 2017)		

## Stage 2: Technical evaluation Criteria

The second stage will involve technical evaluation of the bids meeting the requirements in stage one. The bids will be scored as below:

NO.	PARTICULARS	WEIGHTS	ALLOCATED SCORES
1	Provide references with links of at least 4 websites of similar nature you have designed and deployed.	15marks-max. Prorate the rest using: No.*15/max	15
2	Attach copies of at least 3 Purchase Orders, award letters or contracts of at least Kshs 300,000.(Relevant to the assignment)	15 marks-max. Prorate the rest using: No. attmts.*15/max	15
3	The Project Manager Should have University Degree in IT or Computer Science with at least 3 Years' Experience.	10 marks-max. Prorate the rest using: No. yrs.*10/max	10
4	2 Project team members should have at least a diploma in computer Science or Information Technology with at least 2 Years' experience.	10 marks-max. Prorate the rest using: No. yrs.*10/max	10
5	Submit 3 sets of a sample website designs printed in color or in a CD ROM in PNG image formats. We Will look out for: <ul style="list-style-type: none"> <li>· Engaging visuals and elements; <b>-3marks</b></li> <li>· Clear design and content layout, <b>- 3 marks</b></li> <li>· Clear content navigation; <b>- 2marks</b></li> <li>· Responsiveness; <b>-2marks</b></li> </ul>	Score as in particulars column	10
6	Submit a Copy of a Site map proposal showing placement of key elements.	Evaluators discretion	5
7	Submit a copy of methodology and work plan in response to the Terms of reference.	Evaluators discretion	5
	<b>TOTAL SCORES =</b>		<b>70</b>

**The minimum technical score required to pass: Sixty percent (60%).** Only bidders scoring sixty five percent (60%) and above in the technical evaluation will have their financial bids opened for financial evaluation.

## **2.8 Public Opening and Evaluation of Financial Proposal**

2.8.1 After Technical Proposal evaluation, the procuring entity shall notify those bidders whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the RFP and Terms of Reference, indicating that their Financial Proposals will be returned after completing the selection process. The procuring entity shall simultaneously notify the bidders who have secured the minimum qualifying mark, indicating the date and time set for opening the Financial Proposals and stating that the opening ceremony is open to those bidders who choose to attend. The opening date shall not be sooner than seven (7) days after the notification date. The notification may be sent by letter, or electronic mail.

2.8.2 The Financial Proposals shall be opened publicly in the presence of the bidders' representatives who choose to attend. The name of the bidder, the technical scores and the proposed prices shall be read aloud and recorded when the Financial Proposals are opened. The procuring entity shall prepare minutes of the public opening.

2.8.3 The evaluation committee will determine whether the financial proposals are complete (i.e. whether the bidder has costed all the items of the corresponding Technical Proposal and correct any computational errors. The cost of any unpriced items shall be assumed to be included in other costs in the proposal. In all cases, the total price of the Financial Proposal as submitted shall prevail.

2.8.4 The formulae for determining the Financial Score shall be as follows:-

Price quoted shall contribute to 30 points of the total score and this shall be evaluated relatively on the basis of lowest quoted price using the formula

$$P_c = PL / P \times 30$$

Where;  $P_c$  is the allocated score,

$PL$  is the lowest quoted price of bids passing the technical evaluation and  $P$  is the bidder's price under consideration.

The total score is the sum of the technical evaluation score plus the financial evaluation score. Bidders shall be awarded on the basis of combined score: Technical and Financial. The bidder with the highest combined score shall be awarded the tender.

The two firm achieving the highest combined technical and financial score will be invited for negotiations.

2.8.5 The tender evaluation committee shall evaluate the tender within 30 days of from the date of opening the tender.

2.8.6 Contract price variations shall **NOT** be allowed.

## **2.9 Negotiations**

- 2.9.1 The bidder with the highest combined Technical and Financial scores shall be invited for negotiations.
- 2.9.2 Negotiations will be held at the same address as “address to send information to the procuring entity” indicated in the Appendix “ITB”. The aim is to reach agreement on all points and sign a contract.
- 2.9.3 Negotiations will include a discussion of the Technical Proposal, the proposed methodology (work plan), staffing and any suggestions made by the firm to improve the Terms of Reference. The procuring entity and bidder will then work out final Terms of Reference indicating activities and reporting. The agreed methodology and final Terms of Reference will then be form part of the Contract. Special attention will be paid to getting the most the bidder can offer within the available budget and to clearly defining the inputs required from the procuring entity to ensure satisfactory implementation of the assignment.
- 2.9.4 The financial negotiations will not involve the remuneration rates for staff.
- 2.9.5 Having selected the bidders on the basis of, among other things, an evaluation of proposed key professional staff and work plan, the procuring entity expects to negotiate a contract on the basis of the experts named in the proposal. Before contract negotiations, the procuring entity will require assurances that the experts will be actually available. The procuring entity will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff were offered in the proposal without confirming their availability, the bidder may be disqualified.
- 2.9.6 The negotiations will conclude with a review of the draft form of the Contract. To complete negotiations the procuring entity and the selected bidders will initial the agreed Contract. If negotiations fail, the procuring entity will invite the bidder whose proposal received the third highest score to negotiate a contract.
- 2.9.7 The procuring entity shall appoint a team for the purpose of the negotiations.

## **2.10 Award of Contract**

- 2.10.1 The Contract will be awarded following negotiations. After negotiations are completed, the procuring entity will promptly notify other bidders on the shortlist that they were unsuccessful and return the Financial Proposals of those bidders who did not pass the technical evaluation.
- 2.10.2 The selected bidders are expected to commence the assignment on the date specified in Appendix “ITB”.
- 2.10.3 The parties to the contract shall have it signed within 30 days from the date of notification of contract award unless there is an administrative review request.

2.10.4 The procuring entity may at any time terminate procurement proceedings before contract award and shall not be liable to any person for the termination.

2.10.5 The procuring entity shall give prompt notice of the termination to the tenderers and on request give its reasons for termination within 14 days of receiving the request from any bidder.

2.10.6 To qualify for contract awards, the bidder shall have the following:

- (a) Necessary qualifications, capability experience, services, equipment and facilities to provide the services being procured.
- (b) Legal capacity to enter into a contract for procurement
- (c) Shall not be insolvent, in receivership, bankrupt or in the process of being wound up and is not the subject of legal proceedings relating to the foregoing.
- (d) Shall not be debarred from participating in public procurement.

## **2.11 Confidentiality**

2.11.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the winning bidder has been notified that it has been awarded the Contract.

## **2.12 Corrupt or fraudulent practices**

2.12.1 The procuring entity requires that the bidders observe the highest standards of ethics during the selection and award of the consultancy contract and also during the performance of the assignment. The bidder shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

2.12.2 The procuring entity will reject a proposal for award if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

2.12.3 Further a bidder who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating in public procurement in Kenya.

## Appendix to Information to Bidders “ITB”

The following information for procurement of consultancy services and selection of consultants shall complement or amend the provisions of the information to consultants, wherever there is a conflict between the provisions of the information and to consultants and the provisions of the appendix, the provisions of the appendix herein shall prevail over those of the information to consultants.

S.NO.	PARTICULARS
1	Closing date for submission of proposals: <b>Wednesday 25<sup>th</sup> April, 2018</b>
2	<i>The method of selection is: <b>Quality and Cost Based selection</b></i>
3	<i>Technical and Financial Proposals are requested: <b>Yes</b></i>
4	<i>The name, objectives, and description of the assignment are: <b>Request for Proposal for designing Rongo University Website.</b></i>
5	<i>A pre-proposal conference will be held: <b>NO.</b></i>
6	<i>The estimated number of professional staff required for the assignment is: <b>three (3)</b></i>
7	<i>The minimum required experience of proposed professional staff is: <b>Three (3)Years</b></i>
8	<i>Validity of proposal: <b>The Proposal must remain valid for 90 days after the submission date.</b></i>
9	<i>Number of documents: <b>The consultant must submit an original and a copy of each proposal.</b></i>
10	<i>The proposal submission address is: <b>The Vice Chancellor, Rongo University, P.O.Box 103-40404, Rongo, Kenya, Rongo Migori Highway Telephone 0770308267 e-mail: <a href="mailto:procurement@rongovarsity.ac.ke">procurement@rongovarsity.ac.ke</a></b></i>
11	<i>The minimum technical score required to pass: <b>60%.</b></i>
12	<i>The assignment commencement date: <b>On signing the contract</b></i>
13	<i>Document serialization: <b>A MUST</b></i>
14	<i>Tender Security- <b>NIL</b></i>

**SECTION II: - TECHNICAL PROPOSAL**

**1. TECHNICAL PROPOSAL SUBMISSION FORM**

[\_\_\_\_\_ *Date*]

**To:**

The Vice Chancellor  
Rongo University  
P. O. Box 103-40404  
RONGO

Dear Sir,

We, the undersigned, offer to provide the consulting services for Designing of Rongo University Website in accordance with your Request for Proposal dated 3<sup>rd</sup> April, 2018 and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed under a separate envelope.

We understand you are not bound to accept any Proposal that you receive.

We remain,

Yours faithfully,

\_\_\_\_\_ *[Authorized Signature]:*

\_\_\_\_\_ *[Name and Title of Signatory]*

\_\_\_\_\_ *[Name of Firm]*

\_\_\_\_\_ *[Address:]*

## 2.1.6 The Team

2.1.6.1 Please provide a brief background of the proposed technical staff for this assignment e.g. Web Designer. Please include at least three (3) CVs in the format prescribed below:

---

Name of Staff:

Profession:

Date of Birth:

Years with Company:

Nationality:

Number of other clients under his responsibility including their fund value:

Membership in Professional bodies:

Proposed Position in Team:

Detailed tasks assigned:

---

Professional Qualifications:

*[Give an outline of staff member's experience and training most pertinent tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations].*

---

Education:

*[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degree(s) obtained].*

---

Employment Record:

*[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments].*

---

Certification:

I, the undersigned, certify that these data correctly describe me, my qualifications and my experience.

*[Full name of staff member]*

*[Signature of staff member][Date]*

**OR**

*[Full name of authorized representative of the company]*

*[Signature of authorises representative of the company][Date]*

---

2.1.6.2 Please provide the Proposed Managerial and Technical Staff for this assignment in the format prescribed below:

<b>Name</b>	<b>Position</b>	<b>Academic Qualifications</b>	<b>Years of Experience</b>	<b>Years of Service with Consultant</b>	<b>Task to be Assigned</b>

**2.5 Financial Capability**

2.5.1 Please provide your company bank statement(s) for the last three months.

2.5.2 Please provide your annual turnover for the last three years.

2.5.3 Please provide your audited accounts for the last three years with the Auditor’s opinion

**SECTION III: - FINANCIAL PROPOSAL**

**1. FINANCIAL PROPOSAL SUBMISSION FORM**

\_\_\_\_\_ [Date]

**To:**

The Vice Chancellor  
Rongo University  
P. O. Box 103-40404  
RONGO

Dear Sir,

We, the undersigned, offer to provide the consulting services for Designing of Rongo University Website in accordance with your Request for Proposal dated 3<sup>rd</sup> April, 2018 and our Proposal. Our attached Financial Proposal is for the sum of ( \_\_\_\_\_ ) [Amount in words and figures] inclusive of the taxes.

We remain,

Yours faithfully,

\_\_\_\_\_ [Authorized Signature]

\_\_\_\_\_ [Name and Title of Signatory]

\_\_\_\_\_ [Name of Firm]

\_\_\_\_\_ [Address]

## 2. SUMMARY OF COSTS

<b>Item</b>	<b>Basis of Costing</b>	<b>Amount (KES)</b>
Website Designing Fees		
Training		
Taxes (please indicate the tax)		
Other Charges (please indicate the charges)		
<b>Total</b>		

## **SECTION IV: - TERMS OF REFERENCE**

### **Background information**

Rongo University (RU), formerly Rongo University College, was awarded Charter by H.E. Hon. Uhuru Kenyatta, the President of the Republic of Kenya on 7<sup>th</sup> October, 2016. The University is located 11 kilometers from Rongo Town and 2.5 kilometers off Rongo – Migori Highway. The mission of the University is to provide high quality education through teaching, research, community service and nurturing innovative graduates. Currently, the University has a student population of 6,345 and a total staff complement of 458.

The University is committed to developing and delivering quality, market driven academic programs and undertaking research and extension activities. All these are geared toward improvement of local and national socio-economic status and well-being of the Kenyan people.

### **Objective of the assignment**

Rongo University desires a new website that must comply with the following requirements.

The Website must:

1. Be visually appealing – We require an attractive mix of text, professional photography and graphics;
2. Be based on the latest design and development Methodologies (HTML5 elements, Bootstrap framework and CSS);
3. Be adaptive to both Mobile and web devices (based on mobile first design principles);
4. Provide for integration with web services such as Google maps;
5. Provide for tight coupling between user generated content, social media and trending content that relates to investment;
6. Provide for subscription services (email newsletters and Alerts);
7. Be easy to update through standard content management systems (CMS) or customized administration templates; and
8. Provide capabilities for data visualization.
9. Be secured with 256-bit Security certificate.
10. Be search Engine Optimized with tools/Plug-ins for search Engine Optimization provided

### **Websites We Like:**

The following list of websites is for benchmarking purposes only, the designer must demonstrate effort and skill to meet and surpass the standard of the website listed below:

Be secured with 256-bit security certificate.

1. Harvard University [www.harvard.edu](http://www.harvard.edu)
2. Moi University [www.mu.ac.ke](http://www.mu.ac.ke)
3. Technical University of Mombasa [www.um.ac.ke](http://www.um.ac.ke)
4. University of Nairobi [www.uonbi.ac.ke](http://www.uonbi.ac.ke)

5. University of Oxford [www.ox.ac.uk](http://www.ox.ac.uk)
6. Makerere University [www.mak.ac.ug](http://www.mak.ac.ug)

This list is by no means exhaustive and proposers can suggest other Investment Promotion Agencies (IPA's) websites that they consider well designed, useful and attractive.

### **Scope of work**

The successful consultant is expected to deliver on the following expectations:

- a) Create and greatly enhance Rongo University's new website to be resourceful interactive and informative. The website should be sufficient to serve Rongo University's needs for 3-4 years before the next major upgrade;
- b) Work in collaboration with Rongo University staff to revise and copy-edit existing content to be in simple business English taking into consideration the target audience of the site;
- c) Integrate the website with existing web services such as Google analytics, social media pages, ERegulations etc;
- d) Integrate the website with common search engine optimization tools to ensure that the website consolidates and maintains a high search engine result score;
- e) Integrate the website with Google analytics to support Rongo University's marketing activities and performance measurement by providing on demand web traffic analysis and reporting.;
- f) Work with Rongo University staff to revise and create portable documents and cull old and outdated documents. This will include counterchecking existing links and removing dead links.
- g) Integrate the website with a 256-bit Security certificate (to allow for Secure Access);
- h) Provide 1 year Update and Maintenance Service exclusive of the warranty period

### **Other requirements and features:**

- i) The proposal should include a comprehensive timeline for each phase of the website design, including meetings with Rongo University staff, design, development, draft presentation, implementation, and training.
- j) The proposal should include basic training for a minimum of 7 employees with a training plan and timeline for same.

## **Duration for the assignment**

Duration of the assignment is 2 months (May – June 2018). The assignment deliverables include the following:

- Draft Website with 3 Sample templates/Designs;
- Training plan for Rongo University Webmaster and Content Managers;
- Weekly progress reports;
- Final Report and Live website.

Consultants are encouraged to propose a lesser duration as may be practically possible while meeting all the requirements of the Terms of Reference.

## **Administrative and reporting framework**

- The selected consultant may be required to attend meetings during the approval process and presentations of any prepared website information during the development process.
- The consultant will be required to meet regularly with the Project manager and/or representatives of Rongo University to discuss and plan the project and provide progress reports as needed.

## **Expected deliverables**

- The consultant is expected to provide Rongo University with 3 draft website design templates and site maps within 2 weeks from the date of the approved contract for review prior to implementation.
- A testing period not exceeding 15 business days, shall be provided, during which Rongo University shall evaluate the website to ensure satisfaction with the website functions and conformance with this RFP.
- Items and features highlighted for update or correction must be implemented within 15 calendar days.

## **Methodology**

The consultant should clearly provide information regarding the implementation methodology, which the consultant utilizes. This should be framed in terms of the various stages associated with the implementation. In addition, the consultant should identify the tools utilized for maintaining the project schedule and required resources.

## **Training**

Rongo University attaches great importance to the training of its staff at various levels including system support, database administrators, operational personnel and end users.

- The successful consultant shall be required to provide training as an essential part of the contract. The consultant will conduct training using the most efficient and effective techniques and use qualified personnel.
- Training for the system administrators must be instructor-led.
- Training for end users will be on-site and scheduled per user roles.

### **Service level agreement**

The consultant must demonstrate capability to offer post commissioning support services on Service Level Agreement basis for entire contract period after date of commissioning of the website.

Documentation or a clear statement of undertaking, committing the consultant to provide the Service Level Agreement, must be included in the proposal.

Consultants must include a sample Service Level Agreement that describes the Service Level Agreement terms and conditions. During Service Level Agreement period, the consultant will be required to work after hours to fix problems that would negatively impact normal operations of the website.

### **Terms of payment**

The successful consultant shall be paid 100% upon the going live of website. This is contingent on the approval and certification by the responsible officer that the full deliverables of the project have been submitted and accepted.

**INTEGRITY DECLARATION FORM**

**ANTI-CORRUPTION DECLARATION COMMITMENT/ PLEDGE**

I/We/Messrs.....

of Street, Building, P O Box.....

Contact/Phone/E mail.....

declare that Public Procurement is based on a free and fair competitive Tendering process which should not be open to abuse.

I/We .....

declare that I/We will not offer or facilitate, directly or indirectly, any inducement or reward to any public officer, their relations or business associates, in connection with

Tender/Tender No .....for or in the subsequent performance of the contract if I/We am/are successful.

Authorized Signature.....

Name and Title of Signatory.....