

**REQUEST FOR PROPOSAL (RFP)**  
**COTTAGE INN PIZZA WEBSITE(S)**

**COTTAGE INN PIZZA**  
**4390 CONCOURSE DRIVE**  
**ANN ARBOR, MI 48108**

**SEPTEMBER 2017**

## **1. SUMMARY AND BACKGROUND**

Cottage Inn Pizza is currently accepting proposals to update portions of its consumer website (cottageinn.com) and franchise site (cottageinnfranchise.com) through updating associated functionalities and maintain hosting of the site. These updates are intended to improve existing pages and functions without rebuilding the sites from the ground up.

The purpose of this request for proposal (RFP) is to solicit proposals from various candidate organizations that are local to the Ann Arbor, MI area. Once a proposal is submitted, it will be evaluated based on the criteria provided within this RFP and select the candidate who best represents the direction Cottage Inn is looking to go in.

Cottage Inn Pizza is a family owned pizza chain predominantly operated in Michigan with locations extending into Ohio and North Carolina. Headquartered in Ann Arbor, MI, we provide support to our locations in the following fields:

- Technology (POS and Online Ordering)
- Marketing
- Operations (Training)
- Accounting
- Location Audits

## **2. PROPOSAL GUIDELINES**

Proposals will be accepted until 5pm EST October 6, 2017. Any proposals received after this date and time will be returned to the sender.

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 our legal representation and will include scope, budget, schedule, and other necessary items pertaining to the project.

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

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

Cottage Inn Pizza's current websites for both consumer and franchise were implemented in 2013 and senior level management has determined that certain portions are not effective in providing an effective customer experience in placing orders and finding more information

on each location. Additionally, the franchise site has portions that are outdated and do not provide an easy experience for someone looking into business opportunities with Cottage Inn. Cottage Inn believes that by using current web-based technologies and a more effective site design, we can provide our customers and potential owners with more information, and a more user-friendly environment.

**Project Description:**

Cottage Inn Pizza is seeking a provider to utilize the latest web-based technology to make updates to our websites making them user friendly, simple to use, provides detailed information about our locations, and is easy to add or modify content. The site design should incorporate the latest keyword search practices and maximize “searchability” in all current internet search engines. The site should also be mobile friendly and maximized to assure usability.

The finished web site must allow Cottage Inn Pizza’s marketing and technology teams to easily manipulate the layout and content in order to allow for changes in the dynamic industry in which we work where things constantly change.

The web site design and layout should be aesthetically pleasing, simple for users to navigate, have quick load times on desktop and mobile, and allow users to sort out the necessary information quickly. The site must also be completely secure against intrusion and must be tested frequently for any updates to functional pieces of the site.

**4. PROJECT SCOPE**

The scope of this project includes all development, coding, licensing, and hosting of Cottage Inn Pizza’s consumer and franchise websites. All text, copy, and images will be provided to the selected bidder by Cottage Inn’s marketing department for inclusion in the design of the new web site.

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

- Visually and aesthetically pleasing design
- User-friendly environment that is easy to navigate
- Consistency of design blending new pages with old for cohesive design look and feel
- Ability to migrate current web content to new web site
- Site can be changed/modified easily by Cottage Inn personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site should be searchable with on keyword searches based on site content
- Prominent display of Cottage Inn branding
- Site should be compatible with all current web browsing technology and easily upgradeable – “future proof”
- Clean out the obsolete content (pages, media, plug-ins, etc.) without negatively affecting SEO value
- Ability to work closely with Cottage Inn website management team on coordination of project tasks and resources

- Plan and perform a complete testing process on website and database in order to ensure functionality
- Hosting of both the web site and database which collects and tracks site visitor information to include information provided via contact forms

## 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 October 6, 2017.

Evaluation of proposals will be conducted from October 9, 2017 until October 25, 2017. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than November 1, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately.

Notifications to bidders who were not selected will be completed by October 25, 2017.

### **Project Timeline:**

Project initiation phase must be completed by January 2, 2018.

Project planning phase must be completed by November 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
Site Development	NRC
Site Testing	NRC
Site Deployment	NRC
Site Hosting	MRC
Licensing Fees	MRC
Site Auditing and Monitoring	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 food industry websites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more websites designed and implemented by your organization
- 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
- Outline of monthly tasks and auditing requirements

## **8. PROPOSAL EVALUATION CRITERIA**

Our legal representative and in-house team 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 4 copies of their proposal to the address below by October 6, 2017 at 5pm EST:

Cottage Inn Pizza  
 4390 Concourse Drive  
 Ann Arbor, MI 48108

OR a digital copy emailed to [marketing@cottageinn.com](mailto:marketing@cottageinn.com) will also be accepted.