

Request for Proposal

RFP-21-2017 E-Commerce Website Design & Support  
Services

**Date of Issue: October 13, 2017**

**Proposal Submission Deadline: November 13, 2017**

Liberate Yourself

414 King St. W

Toronto, ON M5V 3M2

Attention: Robert Cole, Business Development Officer

Email: [rcole@liberateyourself.ca](mailto:rcole@liberateyourself.ca)

## **1. Key Dates**

October 13, 2017	RFP Released
November 1, 2017	Last Date for Questions
November 13, 2017	At 4 pm EDT Proposal Deadline
December 4, 2017	Selected Proponents Contacted for Interview
December 18, 2017	Winning Proponent Contacted
January 2, 2018	Commencement of Work
June 4, 2018	Expected date for website to be brought online

The RFP Coordinator for this project is:

Robert Cole, Business Development Officer  
Liberate Yourself  
414 King St. W  
Toronto, ON M5V 3M2  
Email: rcole@liberateyourself.ca

All communications regarding this RFP should be directed to the RFP Coordinator. Email is the preferred method of communication. The deadline for sending questions to the RFP Coordinator is November 1, 2017, at 4 pm EDT. All questions should be submitted for a reply in advance of the deadline.

**Proposals must be submitted electronically (PDF) to rcole@liberateyourself.ca**

**All mail, courier and faxed submissions will be immediately rejected.**

The deadline for submissions is November 13, 2017, at 4 pm EDT. Subject line should read 'RFP-21-2017 Website Redesign & Support Services - (Name of your company)'

## **2. Project Background, Goals and Objectives**

Liberate Yourself is a leader in intimate lifestyle products with a current catalogue of over one-hundred-fifty products. All products come with a five-year unconditional warranty and are manufactured by our trusted manufacturing partners in Ireland. We are currently selling our products via 3rd party retailers across Europe.

Liberate Yourself is now entering the Canadian market by opening seven temporary and five permanent stores across southern Ontario. These locations will be under our brand and will open between August 20, 2018 - September 7, 2018. It is expected that Liberate Yourself will have twenty-one permanent locations by 2023.

Our Customer Demographics:

- Women between the ages of 30 - 49;
- 64% of users are married;
- Combined household income of \$65,000;
- University educated; and,
- 53% live in metropolitan locations, 47% rural.

Liberate Yourself is seeking the services of a qualified, open-minded and professional web development firm for the design and creation of a new dynamic and modern e-commerce website. This new website will deliver information, invite engagement and showcases our one-hundred-fifty products and outstanding customer service. The proposal is expected to show a clear understanding of the final product and indicate a fixed price for the project completion.

The objectives of the design would provide a website that is:

- a. A comprehensive resource of information for our customers and potential retailers wishing to sell our products;
- b. A channel for online sales;
- d. Easily maintained by IT staff;
- e. Simple to navigate and search;
- f. Compliant with accessibility requirements, specifically WCAG 2.0 Level AA and AODA.

### **3. New Website Functionality Requirements**

The new website will not only be responsive to a variety of mobile devices, but it will provide us with flexibility in terms of posting information in an easy and timely manner. The new e-commerce site will allow for scalability for future uses such as online. Proponents are to recommend a content management system they feel would be appropriate for this website.

#### **4. Proposal Outline**

Liberate Yourself is requesting proposals for three services related to the creation of an e-commerce website:

1. Professional design and development of an e-commerce website;
2. Website hosting and security; and
3. Ongoing maintenance and technical support.

Respondents must provide a proposal encompassing all three services. This will be a concept to completion project, from scoping to information architecture, design, development, and deployment.

We are looking for the ongoing maintenance and future redesign requirements of our website to keep it fresh, working well, and secure.

**Liberate Yourself will not accept any early designs or mock-ups of the proposed design.**

**We believe in fair compensation for your time and efforts—not speculative work.**

**We do ask that you submit three (3) samples of similar work done.**

#### **8. Design Requirements**

The e-commerce website should have a clean, modern design and users should be able to navigate the site on a variety of devices easily. We welcome innovative ideas to give our website a modern touch; however, the design should be simple, fresh and scalable for future needs.

The website should be accessible to all visitors and the proponents should explain in their proposal how they will meet the following design requirements:

- |                     |                               |
|---------------------|-------------------------------|
| - Mobile Friendly   | - UX / UI Design              |
| - Website Speed     | - Content Management Solution |
| - Payment Processor | - SEO Optimization            |
| - Site Security     | - E-commerce                  |

It is expected that the e-commerce website will act as a separate sales channel from our physical locations and POS integrations will not be necessary. Please explain how proposed e-commerce solution can integrate with Sage.

## **9. Copyright and Intellectual Property**

Liberate Yourself will retain the rights to the intellectual property and copyright of all information posted on the new website.

## **10. Training & Maintenance Requirements**

Following a successful website launch, we will require ongoing maintenance, and security support throughout the life of the website. The requests may be related to any aspect of the website but will not include any considerable re-design.

We expect that maintenance and security concerns will be addressed promptly and that the correction or an update on the situation will be provided within hours of the request being sent.

## **11. Proposal Details**

Liberate Yourself will consider proposals based on the overall approach, proposed user-friendly tools, experience of the team, sample work, references, budget, and other criteria. The proposal must be guaranteed for a minimum of 90 days from the closing date of the RFP. Preference will be given to teams with experience working with e-commerce websites.

### **11.1 Cost of Proposal**

Submission of a response to this RFP does not bind Liberate Yourself to engage the firm to provide the requested services. This RFP does not commit Liberate Yourself to pay any costs incurred by any respondents in the submission of a proposal or in making studies or designs for the preparation, or for procuring or contracting for the services to be furnished under the RFP.

### **11.2 Rejection of Proposals**

Liberate Yourself does not guarantee that any proposal will be accepted and reserves the right to reject any or all responses to the RFP without incurring any liability. Submissions received after the due date will be automatically rejected. Incomplete proposals will not be considered.

## **12. Budget**

The budget for the e-commerce website is \$50,000.00 CAD.

The budget for the ongoing support is \$500.00 CAD a month.

## **13. Proposal Evaluation**

Liberate Yourself is seeking a comprehensive proposal from qualified companies to fulfill these objectives. Applicants are expected to show a demonstrated capacity to complete this type of work.

A shortlist of three companies may be selected, contacted and asked to present their company to the Business Development Officer and select members of IT.

Liberate Yourself will evaluate proposals as follows:

1. Understanding of proposal and execution plan. (10%)
2. Company reputation and references from 3 existing accounts. (20%)
3. Pricing and timeline. (35%)
4. Plan for ongoing hosting, support and the rate for these services. (35%)

The successful vendor will perform a variety of duties as agreed upon in the final negotiated Service Level Agreement (SLA). The selected vendor and Liberate Yourself will finalize the contract terms and conditions. If Liberate Yourself and the selected vendor are unable to agree on terms and conditions at this point, Liberate Yourself may exercise its right to negotiate with other vendors.

## **15. Additional Information and Questions**

All questions should be submitted to the Business Development Officer for response at [rcole@liberateyourself.ca](mailto:rcole@liberateyourself.ca).

## **16. FAQ**

### **What platform will you use to accept online payments?**

We expect the vendor to make a recommendation as we do not currently have an online payment system.

### **Who is going to maintain the website and updates on your end once the website is completed?**

Members of the IT staff, but it is expected that the proponent will also offer maintenance services.

### **Will the site be bilingual?**

Yes. It is expected that the site will be in English and French.

### **Who will provide the translations?**

Liberate Yourself will provide the translations.

### **Do you have a hosting solution?**

Yes.

### **Do we have to be in Canada to undertake this job?**

No.

### **What do you mean by ‘open-minded’?**

Due to the nature of our products, we ask that only proponents who are willing to build an e-commerce website with adult products apply.

### **Is there any pornography?**

No. We believe in celebrating our sexuality, not objectifying it.