



REQUEST FOR PROPOSAL (RFP)

FOR

DEVELOPMENT, IMPLEMENTATION AND HOSTING
OF THE BERNIE ROBBINS JEWELERS WEBSITE

RFP Circulation Date:
Thursday, September 1, 2011

Proposal Submission Deadline:
Thursday, September 15, 2011

1. Introduction & Brief Description of Project

Bernie Robbins Jewelers (BRJ) is the regions premiere family-owned luxury jeweler with seven locations throughout New Jersey and Pennsylvania. BRJ is renowned for trend-setting fashion jewelry, fine timepieces, and bridal brands and styles.

Bernie Robbins Jewelers is seeking the services of a website development firm to develop, implement and provide hosting and maintenance for BRJ's website. This project will involve an aesthetic re-design as provided by the BRJ creative team, as well as the execution of new information, features and functions as suggested by BRJ and the firm selected.

BRJ's existing internet website is www.bernierobbins.com which contains basic company information, event listings, photos and static product images. Bernie Robbins Jewelers is committed to building a dynamic website that is designed upon ease of use and shopping experience. BRJ is interested in combining their existing brand aesthetic, previously unpublished on the web, with an innovative jewelry product display, search function and timely update capabilities.

In addition, it is BRJ's intention to expand the current usefulness of the website, and future needs and functionality should be demonstrated in the proposal. The project will be segmented into three phases, with Phase One consisting of product hierarchy and search functionality along with the ability to easily update merchandise, events and basic information. Phases Two and Three will develop a "My Account" and shopping cart application, various administrative tools for sales consultants and potentially e-commerce in the final phase. The obvious aesthetic re-design will be part of Phase One and will be driven by the BRJ Marketing and Creative Teams.

This RFP requires the respondent to make a recommendation for both website and email hosting. BRJ requires an email marketing solution be presented as well as the on-going support and maintenance of the website. Respondents will provide a breakdown of fees for any licenses, certificates and subscriptions required for the publication and maintenance of the new site.

Bernie Robbins Jewelers is committed to being available to provide information and support to respondents and will be actively involved in supplying creative assets throughout the development process. The successful firm must have substantial experience in website design, development, implementation and maintenance.

2. Scope of Work

a. High Level Goals for the Site

- i) The site should provide an innovative shopping experience for the consumer with intuitive navigation and advanced search functionality.
- ii) The site should attract new customers and interest the general public. It should be our primary marketing tool.
- iii) The site should align with our strategic goals and reflect our mission while clearly and consistently expressing who we are.
- iv) The site should be easy to update and maintain with efficient means for publishing product inventory, events and updates.

b. Design

The vendor will collaborate with the BRJ Marketing and Creative Teams to implement the site's aesthetic, which is fresh, modern, professional and inspiring. It will be clean and functional, but it will not be boring. The design will provide a unique and engaging appearance for a mission-driven luxury retail organization. The design itself will be conceived, vetted and approved by the BRJ Executive Team and turned over to the vendor for execution.

The design will:

- i) Creatively and boldly incorporate consistent BRJ branding and elements from BRJ publications and marketing.
- ii) Make very clear who we are and what we do.
- iii) Exhibit a clean and visually pleasing navigation.
- iv) Maintain a consistent theme throughout, with common header and footer, as identified by BRJ, which will remain on every page in the same position.
- v) NOT appear cookie-cutter or template based.
- vi) Incorporate vibrant imagery while retaining a sleek appearance.

Sites we like:

harrywinston.com
betterridge.com
ippolita.com
hermes.com
gucci.com
bulgari.com

Sites we dislike:

brianmsmaul.com
londonjewelers.com
seragoroberts.com
jayrobertsjewelers.com
benarijewelers.com

c. Function

The vendor will conceive of a site that streamlines product items, designer landing pages, and retail categories from approximately 50 distinct jewelry and timepiece brands. This robust content will be maintained in a database and will interface with the BRJ inventory database. The site will have advanced search capabilities as well as a Content Management System (CMS) for easy updates.

The new site will:

- i) Provide a content management system to enable administrative personnel to add and update content, navigation and multimedia. The CMS should have a wide variety of permission settings to be managed by in-house BRJ staff. The CMS should be flexible enough to allow for a creative design approach for the addition of new pages as needed, rather than provide only a small range of templates.
- ii) Place primary emphasis on browsing designer brands and categories of jewelry, timepiece and bridal merchandise, with a secondary emphasis on special events, company information, repair & service, and financing as well as creative content pages and sections such as Just 4 Guys, Real Weddings, What's Hot and so forth.
- iii) Create a communication solution between the site and BRJ's retail management system allowing for online product inventory with an ecommerce infrastructure. Devise an additional module for adding merchandise to the site that is not yet in BRJ's inventory system via the CMS.
- iv) Streamline and reorganize content and present intuitive navigation, search function and hierarchy of merchandise to better serve our mission and enhance user experience. The BRJ Marketing Team has identified the site map, flow of information, and primary and secondary navigation levels and will rely on the respondent to implement this functionality.
- v) Make wide use of photographs and videos, particularly highlighting multiple product views and enlargements.
- vi) Integrate and interface with various external sites and database systems including social media and video hosting sites, with live feeds from BRJ Facebook and Twitter accounts.
- vii) Provide structure for seamless transition to individualized micro-sites where BRJ's jewelry manufacturers limit product display. ie. Cartier landing page, David Yurman micro-site.
- viii) Implement a module for sales personnel to create and publish an interactive profile. Within this system, sales consultants may edit profile data, interact with clients, generate reports based on client data and submit client lists to BRJ Marketing team with ease. Profile data should have the capability to interact with existing social media when applicable or desired.
- ix) Enable and encourage visitors to interact with BRJ via the site. This will include forms to submit feedback, activities, stories, photos, and ultimately create and manage their BRJ account and communicate with their sales consultant.

- x) Be compatible with Mobile Web. A modified version of bernierobbins.com should be designed for smartphone users with an emphasis on mobile consumer's needs: find a location, check hours, get directions, call a store, and browse for a specific brand or product.
- xi) Track traffic statistics using Google Analytics.

d. Timeline & Schedule for Development

BRJ will develop the new site in three phases with specific functionality objectives for each step of the project. While the site redevelopment will be viewed as a complete whole, the vendor will provide a timeline and budget that corresponds to each phase. The vendor should make any recommendations for work listed in latter phases that could be easily developed within Phase One.

PHASE ONE

Projected Live Date: November 15, 2011

Phase One aims to accomplish the following objectives:

- Create a visually appealing website which is consistent with BRJ's brand image.
- Maintain a common theme throughout entire site.
- Enhance jewelry product display and search function. Each item and corresponding description, price, stock number, photos and video will be maintained in a database.
- Update with ease in real time, with a content management system (CMS) requiring two levels of administrative permissions: All Access Admin and Limited Access Admin
- Provide easy electronic access to relevant information regarding such items as store locations, hours of operation, jewelry repairs and company information.
- Include informative and interesting sections such as Real Brides, Jewelry Repair and Service, FAQ and Just for Guys, As Seen On Celebs and so forth, all managed within the site's CMS.
- Display Calendar of Events, which updates via CMS and will interact with social media.
- Communicate with BRJ's existing database of product stock and client information.
- Provide the consumer with alternative means of communicating with BRJ Headquarters via various input forms.
- Create mobile version of bernierobbins.com to be viewed and interacted with on a smartphone device.
- Capture mailing list data; both electronic and snail mail.
- Provide solution for email hosting and on-going email marketing
- Create a strategy for Search Engine Optimization.

PHASE TWO

Projected Live Date: January 31, 2011

Phase Two aims to accomplish the following objectives:

- Create interactive online profiles for sales consultants and store managers.
- Implement “My Account” function and shopping cart.
- Provide 3 additional levels of account permissions: Consumer, Sales Consultant, and Management.
- Deploy e-commerce with small sampling of BR stock ie. ‘Out of the Vault’
- Implement additional CMS tools as deemed necessary by BRJ’s website administrative team.
- Provide live training session(s) for sales consultants and managers.

PHASE THREE

Projected Live Date: May 31, 2011

Phase Three aims to accomplish the following objectives:

- Deploy fully integrated e-commerce across all jewelry and timepiece brands as permitted by vendor.
- Expand interface for sales consultants, which allows for client interactivity with a level of automation, personalization, reporting and email.

e. Current State of Technology and Infrastructure

The existing BRJ website runs on a Window server hosted local to BRJ headquarters with JSE Computers Inc. The current site (bernierobbins.com) is based in html. BRJ utilizes Advanced Retail Management System (ARMS) for database management, which uses a MSSQL 2000 database for a large number of functions. The current website does not communicate with this system, however this is the intent for the new site and deemed crucial to our high level goals.

4. Estimated Project Duration

Phase One will commence mid-September and by completed by early November 2011.

Phase Two will commence mid-November and be completed by January 31, 2012

Phase Three will commence early February of 2012 and be completed by May 31, 2012

5. Estimated Budget

BRJ has an estimated budget for the entire project is between \$50,000-\$75,000. Respondents will provide a breakdown by Phase in budget presentation.

6. Requirements for Proposal Preparation

If interested, please submit a letter of intent via email prior to proposal submission. This letter should include three examples of similar website projects and will give the BRJ Team a notification to expect your full proposal.

Respondents are encouraged to contact Bernie Robbins Jewelers with any questions or concerns. Final proposals submitted are to be received by the Bernie Robbins Jewelers Director of Marketing no later than **5:00pm on Thursday, September 15, 2011** and may be submitted by **Mail or Hand Delivery ONLY**.

Hand delivered proposals must be presented personally to the Director of Marketing and may not be left at the front desk or with any other representative of BRJ. Emailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly mark the outside of their package with their company name and "Website Proposal."

Proposals should be sent in duplicate (2 hard copies and 2 CDs/DVDs/Flash Drives) and should include the following:

- Timeline with expected completion date and key steps
- Portfolio Sample (may include links)
- 2 Reference Contacts
- Fee and fee breakdown

BRJ reserves the right to request additional information from any respondent after submission of proposal.

7. Anticipated Selection Schedule

Submit letter of intent by: September 9, 2011

Submit proposals by: September 15, 2011

Selection and notification: September 15 – September 25, 2011

8. Submission Information

If interested, please submit a letter of intent via email to:

Rebecca Hasson
marketing@bernierobbins.com

Mail or hand-deliver proposals to:

Bernie Robbins Jewelers
Attn: Rebecca Hasson, Director of Marketing
507 New Road
Somers Point, NJ 08244

For more information regarding the details of this RFP or for clarification, feel free to contact the BRJ Marketing Department at 609.926.3095 or marketing@bernierobbins.com.