



RFP

**SawaSat Website Graphics Design,
Development and Hosting**



Jan 2013

SawaSat SS

Request for Proposal for Website Graphic Design, Development and Hosting.

Monday, 14th Jan 2013

RFP ID No.:	RFP/SM/2013/01/01
Deadline to Submit Questions:	Monday, 21 st January 2013
Responses to Questions:	Monday, 28 th January 2013
Proposal Due Date: 12:00pm EAT	Monday, 4 th February 2013
Contact/Submit To:	Edward Mugerwa Country Manager SawaSat SS Juba, South Sudan +211 977 955 955 ebm@sawasat.com

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1. Statement of Work

1.1. Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective contractors to submit a proposal for website Graphic Design, website Development and Hosting for SawaSat.

Preference will be given to suppliers who have demonstrated a clear understanding of the solution requirements, and have a proven track record designing, developing, implementing, and supporting websites. SawaSat is seeking a supplier capable of providing a comprehensive, efficient, cost-effective solution based on all of the requirements encompassed within this RFP, and a solution that includes a comprehensive plan for continuing service and support. Suppliers are required to architect/propose a solution that best meets SawaSat stated requirements using industry best practices.

1.2. Coverage & Participation

The intended coverage of this RFP, and any Agreement resulting from this solicitation, shall be for the use of all departments at SawaSat along with any regional offices and partners or agents of SawaSat. SawaSat reserves the right not to enter into any contract, to add and/or delete elements, or to change any element of the coverage and participation in this request for proposal at any time without prior notification and without any liability or obligation of any kind or amount.

General Information

1.3. Original RFP Document

SawaSat shall retain the RFP, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the contractor's submission, is grounds for immediate disqualification.

1.4. The Organization

Sawasat is a subsidiary of the Haggat Holding Company and the leading Satellite Communications services provider in South Sudan. It provides VSAT network solutions, telecom engineering and value added services. It is capable of executing Mobile and Wireless, earth station and telecom infrastructure projects.

The company's mission is to create strong relationships with its clients through web and social media presence that will ultimately result in their success and SawaSat is success.

SawaSat has the intention of developing an interactive, informative, self-care-aware and user-friendly website. The contractor is expected to have a team of professional graphic artists and web developers. These are needed to design such a website, develop it and deploy it in a hosted environment.

The selected contractor will be expected to communicate clearly, consistently and in a timely manner with SawaSat during the entire process. This is anticipated to be a three (3) phased process (1).Web Graphic Design (2).Web Development (3).Web hosting

2. Proposal Preparation Instructions

2.1. Contractor's Understanding of the RFP

In responding to this RFP, the contractor fully accepts the responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to SawaSat as necessary to gain such understanding. SawaSat reserves the right to disqualify any Contractor who demonstrates less than such understanding. Further, SawaSat reserves the right to determine, at its sole discretion, whether the Contractor has demonstrated such understanding. That right extends to cancellation of the award if the award has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to SawaSat.

2.2. Good Faith Statement

All information provided by SawaSat in this RFP is offered in good faith. Individual items are subject to change at any time. SawaSat makes no certification that any item is without error. SawaSat is not responsible or liable for any use of the information or for any claims asserted therefrom.

2.3. Communication

Verbal communication shall not be effective unless formally confirmed in writing by a specified procurement official in charge of managing this RFP process. In no case shall verbal communication prevail over written communication.

2.3.1. Contractors' Inquiries. Applicable terms and conditions herein shall govern communications and inquiries between SawaSat and Contractors as they relate to this RFP. Inquiries, questions, and requests for clarification related to this RFP are to be directed in writing to:

Attention: Edward Mugerwa
Country Manager
SawaSat SS.
Juba, South Sudan
+211 977 955 955
ebm@sawasat.com

2.3.2. Informal Communications shall include, but are not limited to: requests from/to Contractors or Contractors' representatives in any kind of capacity, to/from any SawaSat employee or representative of any kind or capacity with the exception of SawaSat for information, comments, speculation, etc. Inquiries for clarifications and information that will not require addenda may be submitted verbally to the named above at any time.



2.3.3. Formal Communications shall include, but are not limited to:

- Questions concerning this RFP must be submitted in writing.
- Errors and omissions in this RFP and enhancements. Contractors shall recommend to SawaSat any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, Contractors shall recommend to SawaSat any enhancements, which might be in SawaSat's best interests.
- Verbal and/or written presentations and pre-award negotiations under this RFP.
- Addenda to this RFP.

2.4. Proposal Submission

Proposals must be delivered by email to:

Edward Mugerwa
Country Manager
SawaSat SS
Juba, South Sudan
ebm@sawasat.com

on or prior to Monday, 4th Feb 2013. SawaSat shall only accept proposals delivered to the above mentioned addressee.

2.5. Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization.

Evaluation Criteria:

1. **Requirements.** Evaluation of the contractor's overall solution with regard to how well it satisfies our requirements. Areas evaluated include planning, scheduling, designing, implementing, and managing a comprehensive solution incorporating the latest technology and industry best practices.
2. **Experience.** Evaluation of the contractor's experience implementing proposed solution. Contractor must demonstrate that it is capable of providing a solution that meets the requirements of this RFP and encompasses flexibility, scalability, performance, management, security, and usability.
3. **Security.** The proposed solution must clearly demonstrate that it will introduce no unacceptable business risk to the integrity, confidentiality, and availability of SawaSat information assets or resources.
4. **System administration.** The solution must provide comprehensive system administration and management that is flexible for rapid, efficient, and cost-effective configuration changes.

5. **Integration.** The solution must demonstrate the capability of integrating with existing solutions, systems or platforms as well as permit incorporation of future technological advances.
6. **Capability of Contractor** to meet or exceed requirements set forth in the Scope of Work.
7. **Expressed interest** in working with SawaSat and ability of Contractor to communicate its vision and capacity for establishing a relationship that addresses current and future needs and trends in the industry.
8. **Affordability** of product(s) and support available from the Contractor.
9. **Apparent likelihood** and desirability of proposed solution.

2.5.1 Selection and Notification

Contractors determined by SawaSat to possess the capacity to compete for this contract will be selected to move into the negotiation phase of this process. Written notification will be sent to these Contractors via mail. Those Contractors not selected for the negotiation phase will not be notified.



3. Scope of Work, Specifications & Requirements

3.1. Project Overview

The website's aesthetic will incorporate the SawaSat logo, fonts and associated colors. The selected contractor will be provided these materials upon project commencement.

sawasat.com will utilize the most current version of WordPress as a CMS. The selected contractor will use a WordPress template selected by SawaSat as the framework for the site graphic design. The selected contractor will work within the template to customize fonts and colors. And, incorporate any necessary image files. The contractor is expected to do image research and suggest the best images within the page context.

All corresponding content (photography/images) will be input into the CMS by the contractor.

Draft Sitemap:

This draft outline of the site map conveys the scope of sawasat.com. Cost estimates included in the proposal need only reflect tasks associated specifically with project deliverables.

Home

- Large slot for 3-4 rotating photos & text linking to interior pages.
- 1 or 2 paragraphs of descriptive text with links to interior pages.
- Social media icons and blog feed.
- Constant Contact sign-up option on every page
- Constant Request Quote option on every page, where visitors can obtain quotes for services and products from Sawasat
- Client login area leading to self-service helpdesk page

About Us - all standard interior pages with the ability to insert brief text and photos.

- Mission
- Team
- Testimonials

Services - all standard interior pages with the ability to insert brief text and photos.

- VSAT
- Internet
- Data
- Carrier Services



- Broadcasting
- Project Management
- Support

Blogs

- Blog #1 TBD
- Blog #2 TBD

Contact Us

- Standard interior page with the ability to insert brief text and photos.
- Basic auto-form with some required fields.

Disclaimer

- Standard interior page with the ability to insert brief text and photos. The URL to this page will be appended to each email going out of the sawasat.com Email Server.

Site Map

- Automatically updates when pages are created or deleted.

Future Areas of Development

- Customer tools for QoS monitoring

Detailed Timeline:

The following is a tentative schedule that will apply to this RFP, but may change in accordance with the organization's needs or unforeseen circumstances. Changes will be communicated by e-mail to all invited bidders.

January 2013

- Jan-21: Submission deadline for questions.
- Jan-28: Submission of response to questions.

February 2013

- Feb-4: Submission deadline for proposals
- Feb-11: Applicants will be contacted regarding RFP results, followed by interviews with selected contractors.
- Feb-18: Two (2) initial graphic design mock-ups submitted to SawaSat.
- Feb-25: Selection of graphic design aesthetic with comments/direction from SawaSat.

March 2013

- Mar-4: Submission of final designs for SawaSat review/signoff.
- Mar-7: Final designs/files provided to SawaSat. Minimal follow-up interaction with SawaSat may be required.
- Mar-7: Final designs/files given to website developer(s).
- Mar-21: Website launch

Deliverables:

The selected Contractor will be responsible for the following items and services:

- Timely, consistent and clear communication with SawaSat as needed to execute and complete the project.
- Adherence to the project timeline outlined in this RFP.
- Graphic design and delivery of two (2) initial mock-ups/sketches based on direction from SawaSat. Graphic design sketches will include draft "skins" for: the homepage, one standard interior page, and a blog.
- Graphic design and delivery of one (1) final set of skins (homepage, standard interior page, and blog) based on direction from SawaSat.
- Completed and hosted website, incorporating SEO, cross-browser support
- Please provide any suggestions to make sawasat.com more accessible, user-friendly or comprehensive. Explain the suggestions and any associated costs.

4. Contractor Qualifications & References

All Contractors must provide the following information in order for their proposal to be considered:

1. A brief outline of the Contractor company and services offered, including:
 - a. Full legal name of the company.
 - b. The year the business/entity was established.
 - c. Company registration documents(Certificate of incorporation and shareholding)
 - d. The number of people currently employed.
2. Information on current clients, including:
 - a. Total number of current clients.
 - b. A list of clients with similar needs using the same platform.
 - c. Evidence of successful completion of a project of a similar size and complexity.
3. List all team members to be involved with the sawasat.com Website Project and include a brief bio or resume for each.
4. References: Contact information for 2-3 references for similar projects and a brief description of these projects.



Relevant Client List:

Reference 1	
Organization Name	
Contact Name and Title	
Role of Contact (in Project)	
Contact Phone Number	
Contact E-mail Address	
Project time frame	
Go-Live date	
URL of completed website	
Reference 2	
Organization Name	
Contact Name and Title	
Role of Contact (in Project)	
Contact Phone Number	
Contact E-mail Address	
Project time frame	
Go-Live date	
URL of completed website	
Reference 3	
Organization Name	
Contact Name and Title	
Role of Contact (in Project)	
Contact Phone Number	
Contact E-mail Address	
Project time frame	
Go-Live date	
URL of completed website	

5. Budget & Estimated Pricing

SawaSat has allocated funds for this project. All Contractors must fill out the following cost breakdown for their proposed solution as described in this RFP. Costs should be identified as either capital or non-capital in nature, any additional information required for purposes of cost estimates shall be provided on request. The Contractor must agree to keep these prices valid for 30 days as of the due date of the RFP.

5.1. Three Year Total Cost Summary

Provide a three year cost summary as displayed below.

Three Year Total Cost Summary (Tax Inclusive)				
Costs	Total	Year 1	Year 2	Year 3
Website Graphic Design				
Website Development & Deployment				
Website Hosting				
Documentation & Training				
Support				
Other (specify)				
Total:				