



Request for Proposal: Website Redesign

Requested: August 26, 2009

Proposals Due: Wednesday, September 9, 2009

Submit Proposals To:
Heather Watson
Sales & Marketing Dept.
Commtrans-Sully Corporation
792 S Cooper St
Memphis, TN 38104-5406
(901) 726-9394, ext 114
hwatson@commtrans.com



Introduction and Scope of Project

About Us

Commtrans-Sully Corporation was established in Memphis, Tennessee in 1974. The company manufactures conversion vans and buses designed for commercial transportation, offering shuttles to hotels and resorts, retirement communities, healthcare services, and churches. Today, Comm-Trans has become a brand-name, expanded from its modest beginning to a company recognized throughout the United States as an industry leader in innovative commercial transportation products.

Comm-Trans is seeking the services of an experienced website design firm to re-design, develop, and the company's website. This project will involve utilizing some posted information on the existing website as well as the implementation of new information, products, and features as suggested by the company and the firm selected.

The company's existing internet website is www.commtrans.com and, at present, contains limited company information including separate pages for products and services. Comm-Trans is committed to building a premiere website designed for ease of use from the viewpoint of our customers. The company is interested in an innovative design that aids website visitors who generally know what information they need or service they want to secure. The site shall also equally facilitate usage by visitors who may not understand how to find that information or service within the site.

In addition, it is the company's intention to expand the current usefulness of the website to include multimedia presentations (video and/or slideshows) of company history, the manufacturing process, warrantee information, and more. Ideally, these presentations will be available both on the site itself and as files that may be attached to email correspondence for use by our sales team as marketing collateral. Our company and industry are ever-changing, therefore future needs and functionality should be demonstrated in the proposal. Our marketing team is committed to being available to provide information and support to respondents and will be actively involved in providing information and support throughout the re-design process. The successful firm must have substantial experience in website design, development, and implementation.

Respondents are encouraged to contact the Heather Watson, Marketing Communications Manager with any questions or concerns. Final proposals submitted are to be received no later than **5:00 p.m. CDT** on Wednesday, September 9, 2009.



Invitation to Bid

Project Overview

Comm-Trans is accepting proposals to redesign and develop its website from concept to completion including:

- 1) Revising the website information architecture to meet customers' needs;
- 2) Ensuring it is optimized for inclusion in major web directories and search engines;
- 3) Adding search functions for content and documents;
- 4) Proposing solutions for Phase 2 and Phase 3 of the project.

Entities submitting a bid should also include, as separate items, a solution and description of efforts to develop "Phase 2," a collection of multimedia presentations (company history, the manufacturing process, warrantee information, etc.). This will be an ongoing project as we add new products and services. Also, include an outline of solutions and efforts for an additional stand-alone site for our custom graphics division, Signworks, "Phase 3."

The price quoted should be inclusive and itemized to address all 3 phases of development. If your price excludes certain fees or charges, you are asked to provide a detailed list of excluded fees with an explanation of their nature.



Timeline

- This RFP is dated August 26, 2009.
- Questions regarding the RFP must be submitted to hwatson@commtrans.com by August 31, 2009 at 12 p.m. CDT.
- All responses to questions will be made by 5 p.m. September 4, 2009.
- Proposals are due by September 9, 2009 at 5 p.m. CDT.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews by phone or in person (if Memphis-area local) with our evaluation team. You will be notified if this is requested.
- The name of the company selected will be decided on or about September 18, 2009 and negotiations will begin immediately to conclude no later than September 25, 2009.
- All other candidates will be notified by September 30, 2009.
- Phase 1 of the web site redesign must be in progress by October 1, 2009.
- Final project deliverable date for all phases to be determined during Phase 1; which is deliverable no later than October 31, 2009.

Budget

Please provide costs to accomplish the scope outlined. The budget must include all design, production and software necessary for the development and maintenance of the finished website. The price quoted should be inclusive and itemized to address all 3 phases of development:

Phase 1: Comm-Trans site

- 1a. Discovery, requirements planning and site definition
- 1b. Site concept and design
- 1c. Site development, testing and deployment

Phase 2: Multimedia presentations

- 2a. Discovery, planning and definition
- 2b. Concept and design
- 2c. Development, testing and deployment

Phase 3: Signworks site

- 3a. Discovery, requirements planning and site definition
- 3b. Site concept and design
- 3c. Site development, testing and deployment



Format for Proposals

Please use the following as a guideline to format your proposal:

Length and Font Size: maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages. Please use fonts no smaller than 10 point.

Title Page: Comm-Trans, Website Design and Development Proposal, date, your company name, address, website address, telephone number, fax number, email address, and primary contact person name.

Cover Letter: a summary of your design solution, time and cost to complete the work.

Proposal: a description of the finished product and your approach to including at least a broad-brush narrative work plan outlining resources (yours and ours), benefits and uniqueness of your solution, phases, timelines and deliverables.

Budget and Fees: list budgets as requested, broken down by phase.

Appendices: in addition to appendices that you choose to include, please be sure to provide the following:

- Three client references
- Five client websites
- Staff background summaries

Proposed Solution

Performance Objectives

- Improve the timeliness of content by using a content management system that makes it easy to add and edit content – it should be user-friendly, updateable, and compatible with our current web hosting agreement.
- Improve site content organization and navigation – this site is our catalog and our primary marketing collateral – it must be intuitive, informative, as well as visually stunning.
- Add SEARCH function to the site
- Enhance the site's visual appeal and include capability for multimedia files (video and audio).
- Reinforce Comm-Trans as the industry leader – we originated the upscale hotel shuttle concept in 1974. Our site should reflect our 35-year commitment to quality and dependability while consistently advancing with the use of the most innovative, state-of-the-art processes and technologies available.
- Provide transportation news and serve as a go-to resource for hospitality and healthcare professionals. Our current newsletter should be included on the site as well as a searchable and/or indexed archive of past issues.

Content

Currently, there is not enough information on our site about our products and services. That being said, we do not want a lot of copy either. We would like recommendations for more logical, intuitive organization. The big buckets are:

- **Home Page:** this should be bold – perhaps featuring a large format Flash photo slideshow. The home page will lead visitors through the site, and should be divided first by market segment of our clients – hospitality and healthcare
- **About Us:** This page will present information about the company, such as history, mission statement and the Comm-Trans difference. This will likely be the first multimedia presentation developed in Phase 2, so this page should allow for the inclusion of either a video or slideshow.
- **Pages for Shuttle Vans/Para transit Vans/Buses:** Should include interior and exterior photos of our products as well as floor plans for each. Reference www.tmcgroupinc.com for a look at one of the lines we carry and their floor plans.
- **Graphics:** Should include photos of our applied graphics as well as a catalog of major hotel flags for which we have stock graphics.
- **Contact Us:** Contact information for our sales, service and administrative departments and a basic HTML form to request information, results emailed to our Sales Coordinator.

Additional Features/Services:

- Unlimited PDF's
- Unlimited external hyperlinks
- Search engine optimization – 1st page a MUST – we understand SEO is a process, however we offer a relatively specialized product and service, there are not many competitor sites... we should be first.



Vendor Qualifications and Evaluation

Qualifications

Please make sure to address the following in your proposal:

- Company profile, length of time in business and core competencies;
- Experience producing websites for transportation, automotive or hospitality industries;
- List of (5) five, currently live websites, including URL, your company has produced that best reflect your work and relevancy to *this* project;
- Your company's project management process including how you handle project shifts.
- Proposed time frame for completion;
- Current reference information for three former or current clients;
- Other terms and conditions.

Evaluation Criteria

Selection will be based on our assessment of the following:

- Electronic delivery of a .pdf of your proposal to be received no later than **September 9, 2009 at 5 p.m. CDT**. Your proposal must include a cost proposal as described herein. All costs associated with the delivery of the project phases should be presented in a flat rate, fee for service format.
 - Email proposal to the attention of Heather Watson: hwatson@commtrans.com.
 - You will be emailed a receipt confirmation of your proposal.
- Suitability of proposed solution – as it meets the need and criteria identified by our evaluation team and as it supports our company's image, vision and mission;
- Technical expertise in recommending and communicating appropriate, innovative, cost-effective solutions as evidenced by the proposal and references;
- Aesthetic expertise to help reinforce the Comm-Trans brand that is artistic, innovative and user friendly to engage users as demonstrated in proposal and through prior work;
- Corporate experience in completing similar projects as well as the organizational capacity to meet expectations;
- Time and best value as evidenced by appropriate and reasonable solutions proposed.
- Presentation, organization, clarity and brevity of the proposal.