

## EXPRESSION OF INTEREST

Trade Development Authority of Pakistan intends to develop a project “Development of TDAP B2B Web Portal and Internet Marketing”. TDAP’s current objective is to integrate into existing web-portal to build a world class tool to facilitate global trade between worldwide buyers & Pakistan, to provide quality and dependable information of Pakistan products & suppliers, to help buyers & suppliers to conduct businesses effectively & efficiently, to attract foreign buyers and disseminate as much helpful information to boost trade and commerce. TDAP intends to encourage every Exporter from Pakistan to use this portal as a primary tool to search for buyers, market its products and obtain necessary information relating to business and exports.

The Trade Development Authority of Pakistan (TDAP) invites sealed Technical proposal from eligible Bidders for the development and integration of B2B Web Portal with existing TDAP web portal and related services e.g., design, delivery, integration, training, technical support as specified in the RFP.

RFP document can be obtained within 10 days from the date of advertisement from the office of Executive Director (IT), TDAP, 3rd Floor, Block A, FTC Building, Shahrah-e-Faisal, Karachi during office hours from 10:00 a.m. to 4:00 p.m. on any working day or can be downloaded from TDAP website [www.tdap.gov.pk](http://www.tdap.gov.pk)

**TDAP will evaluate the technical proposal through Two stage bidding procedure (Detail procedure is defined in RFP). Technical proposal must be delivered to the address below before 12:00 hours, May 6, 2008. The technical proposal will be opened on the same date at 12:30 hours in front of the committee. Late technical proposals will be rejected.**

The Trade Development Authority of Pakistan reserves the right to accept any or reject all proposals without assigning any reason thereof.

(Tariq Aziz)  
Executive Officer (IT)  
Tel: 92-21-9206805

Request for Proposal (RFP)  
For

**"Development of B2B Web Portal"**

**Government of Pakistan**  
**Trade Development Authority of Pakistan**  
<http://www.tdap.gov.pk>

April 2008

Version 3.0

<b>Development of B2B Web Portal</b>	
<b>Issue Date:</b>	April 2008
<b>Re:</b>	REQUEST FOR PROPOSAL for development of B2B Web Portal services as required by the Trade Development Authority of Pakistan
<b>Action:</b>	You are invited to review and respond to the attached Request for Proposal ("RFP")
<b>Proposal Deadline:</b>	Proposal and supporting documentation must be received by May 6, 2008 no later than 1200 Hours.
<b>Submission of Proposal:</b>	Proposals should be sent or delivered to:  <b>Mr. Tariq Aziz</b> Executive Director (IT) Trade Development Authority of Pakistan Address: 3rd Floor, Finance & Trade Center Telephone: 92-21-9206805 Website: <a href="http://www.tdap.gov.pk">http://www.tdap.gov.pk</a>
<b>Contact for further information:</b>	<b>Mr. Tariq Aziz</b> Executive Director (IT) Phone: 92-21-9206805 Email: tariq.aziz@tdap.gov.pk

# 1. INVITATION FOR PROPOSAL

- 1.1 This Invitation for Proposal is being issued for the TDAP's project, "Development of TDAP B2B Web Portal". TDAP's current objective is to integrate into existing web-portal to build a world class tool to facilitate global trade between worldwide buyers & Pakistan, provide quality and dependable information of Pakistan products & suppliers, help buyers & suppliers to conduct businesses effectively & efficiently, attract foreign buyers and disseminate as much helpful information to boost trade and commerce. TDAP intends to encourage every potential business interested in exporting products from Pakistan to use this portal as a primary tool to search for buyers, market its products and obtain necessary information relating to business and exports. Through this project TDAP aims to automate the service delivery not only to all registered trading companies but also to members of all the Trade and Commerce Associations as well as Foreign Importers willing to buy from Pakistan.
- 1.2 The Trade Development Authority of Pakistan (TDAP) invites sealed proposals from eligible Bidders for the development and integration of B2B Web Portal with existing TDAP web portal and related services e.g., design, delivery, integration, training, technical support as specified in the RFP including all the appendices.
- 1.3 Interested eligible Bidders may obtain further information from IT department of TDAP at the address given below.
- 1.4 TDAP will evaluate the proposal through Two stage bidding procedure (Detail procedure is defined in RFP). Technical proposal must be delivered to the address below before 12:00 hours, May 06, 2008. The technical proposals will be opened on the same date at 12:30 hours in front of the committee. **Late proposals will be rejected.**
- 1.5 The attention of prospective Bidders is drawn to (i) the fact that they will be required to certify in their proposals that all hardware & software is either covered by a valid license or was produced by the Bidder and (ii) that violations are considered fraud, which is, among other remedies, punishable by potential blacklisting from participation in future procurements.

Mr. Tariq Aziz  
Executive DirecRFP (IT)  
Trade Development Authority of Pakistan  
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Telephone: 92-21-9206805  
Email: tariq.aziz@tdap.gov.pk  
Website: <http://www.tdap.gov.pk>

## 2. OVERVIEW

### Intent

The intent of this RFP is to solicit time and material proposal from qualified Web Design & Development firms to support the TDAP existing website by providing on going maintenance, web design, and web-based database application development services.

### Scope of Services

The Trade Development Authority of Pakistan seeks a Web Design & Development Contractor who is technologically savvy in the development of web-based database applications and can provide as needed ongoing website development, hosting and maintenance. For convenience of all bidders, the deliverables are broken down into several smaller tasks.

## Project Objectives

The project objective is to take the current website ([www.tdap.gov.pk](http://www.tdap.gov.pk)) to the next phase of development. This includes increasing the visual impact, creating reasons for visitors to return to the site, and adding interactivity. The next phase will increase the ease of use and available content as well as enhance the presentation of the information about traders in a more interactive manner with visuals that convey the unique character of the trading activities of Pakistan. The revised site will have easy navigation, bold visuals and main source of interaction for buyers and sellers.

- Expansion of Current website to include B2B services for traders.
- To design a B2B web portal that looks modern and informative.
- To enhance TDAP web presence with the aim of becoming the predominant source of information on the Internet.
- Increase ease of contact for buyers and sellers.
- Provide gateway for potential buyers.
- To improve the user experience by improving the visual design, navigation and hierarchical structure of the web pages.

## Project Description

Trade Development Authority of Pakistan is planning to offer B2B portal for trading organization working in Pakistan. This project is being launched to enhance the capabilities of existing TDAP website to act as B2B web portal. The objective of this new add-on functionality is to improve internal efficiency of the regulatory functions, improve access to information; provide e-services to traders, and interactions aimed towards Trade Facilitation.

It is expected that through these measures there will be increased value-addition in the existing website and improved commercial linkages between different organization; specifically exporters.

TDAP web portal shall act as a bridge between the seller and potential buyers. To assess the actual information needed for the TDAP B2B web portal, TDAP desires to hire services of Web Design & Development firms so that proposed solution contains all necessary information and modules that required for making this project which is beneficial for all.

- Creation of a B2B module that would provide information to potential buyers about trading activities, traders profile and traders' office and staff contact information. This new module would also include information on doing an export business, trading guidelines, layman's guide for site navigation, and other information that would be helpful to promote local businesses.
- To allow TDAP members to manage their portfolio themselves.
- To increase the number of online registrations by providing an easy-to-use, online registration process for all members wishing to showcase their products.
- To add value to TDAP membership by delivering industry-relevant information to the website that members want.
- Provide an easy experience for site visits.
- Provide visitors with easily accessible (and useful) information and tools.
- To become a one-stop information resource for all visitors seeking trading and exporters information.
- Reduce overheads for contact with the target market.
- Simple to update by staff with limited computer skills.
- To increase traffic coming to the TDAP website.
- To add prestige and value to the TDAP brand identity and increase TDAP's online marketing presence.
- To improve the effectiveness of TDAP marketing efforts by creating a website that will augment its non-internet marketing strategies.
- To provide a business opportunity for TDAP members by providing advertising on the TDAP website.

The project will also add additional functionality to the current site including:

- Searchable database to more easily locate information on businesses
- Expanded business listings with potential for online advertising.
- The ability for businesses to submit changes to their information as well as manage product showcase. These submissions would be reviewed by administrator at any stage.
- Ability for the site to be easily found via major search engines.

**Functionalities:**

The broad objective of this portal is to provide following functionality to TDAP Website Visitor & Members:

- Create a profile of their company online;
- Access online directory listing;
- Showcase their products on the e-Marketplace;
- Do match making for general trading and contracting;
- Online availability and submission of all forms;
- Facilitation of Trade by delivering e-Services electronically;
- Provision of Content Management and Publishing Platform;

- Provision of Portal Development and Management Services;
- E-business and E-Commerce could be introduced for members;
- Information on markets could be provided to general users with ease;
- An investor or a foreign trader may have access to information on new and unexplored domestic markets;
- Communications channels for trade could be enhanced, within the country and outside.

**Portal Services:**

The enhanced module of Web Portal may, but not be limited to provide the following services:

- B2B (Business to Business) Services
- E-Marketing
- Information on markets
- Product Catalogues
- Company Directories
- E-Business in Pakistan
- Trade fair information
- Trade fair calendar
- Business Opportunities
- Trading Information & Opportunities
- Traders Directories
- Trading Procedures
- List of local trade & industry associations
- Overseas Trade Organizations & associations
- Advertising and Many more.

**Portal Characteristics:**

The New Features are to be designed in such a manner that it should be as follows:

- Be user-friendly, attractive one which will act as a resource centre for all traders.
- The Consistency of current website remains the same and all the working module and features remain as it is.
- Promote local products and to facilitate the buy-and-sell procedure encouraging local communities to improve their products.
- Help, encourage and promote products manufactured and produced in Pakistan and complete resource center for all communities.
- Help traders to exchange information, ideas, and to improve communication across various businesses.
- Contain facilities of online help, tutorials, user's manual etc.

### **User Characteristics:**

The audiences of TDAP Website are the general user and the administrator.

- The general users (individual/corporate groups/associations/traders) include users from Micro, Small and Medium Enterprises across the globe. A range of efficiency levels of computer literacy can be an issue amongst users, thus the system should offer maximum functionalities with highly friendly user interface.
- The administrator will use the system for various administrative duties such as managing information, services, users, support system, updating etc.

### **Language Considerations**

The language of this enhanced functionality will be in English, with no multi-lingual capability required for the foreseeable future.

To ensure maximum accessibility, the website instructions and signposting must be clear and concise, avoiding technical and industry terminology that may be a barrier to adoption.

## **Web Portal Requirements:**

### **General Requirements:**

- A uniform template design that can be similar for all members website.
- Web page optimized for search engines
- TDAP requires an ability to monitor web trends and provide excellent reporting data with regard to its web-marketing activities.
- TDAP requires CSS rendered navigation bars, for standards compliance and for greater search engine readability
- A website search engine function that can search all files managed by the CMS e.g. pdf's, word documents and power point presentations as well as documents featured in the database
- Allows TDAP to use alternate third-party vendors to modify the portal at a latter date should it choose to, and does not lock TDAP into a proprietary arrangement. Open-source CMS solutions are encouraged

### **TDAP requires a CMS that:**

- Can manage the members only section
- Can manage all aspects of the TDAP website and its applications
- A login facility that allows members to search TDAP member's database and view industry sensitive documents not intended for public disclosure.
- Allows for a high level of customization by TDAP Members itself - allows them to design and alter templates
- Is technologically stable and reliable irrespective of the volume of users
- Integrates the TDAP Members database into the CMS and has an improved interface for website users who are searching for different products
- Can manage the online registration process, improve the user experience and allows all members of TDAP to register online. TDAP would like the online registration process to synchronize with its current database.



- Has hierarchical rights management that allows the administrator to restrict user's level of editing according to their role in the web publishing process
- Has a user-friendly interface for TDAP staff that provides separate WYSIWYG and HTML views. It should make sense to non-technical users and also provide flexibility for the administrator to edit code in the HTML view
- Should preview new content with the template that is going to be used in the published version
- Allows users to copy and paste content from other sources (word documents, pdf) without adding additional HTML code
- Will have a "undo" function to allow users to revert back to previous versions if they made a mistake
- Should have a built-in spell checking functionality
- Gives the administrator a visual hierarchical view of the site structure through an administration interface
- A preview function in the CMS that allows web content authors to preview their recent changes before it is posted live
- Does not rely on tables to render web content, but instead uses CSS
- Can accommodate special characters
- Collect metadata so that web content authors can be tracked in terms of their publication behavior

#### **Technical Requirements**

- TDAP requires the vendor to provide extensive technical assistance after the website has been developed and the CMS has been deployed. More specifically, TDAP requires assistance from the vendor in implementing the CMS and training the staff – this is to be incorporated into the vendor's response to this RFP.
- TDAP also expects a post deployment agreement with the successful vendor which specifies the amount of technical support TDAP will receive during a calendar year.
- TDAP requires the vendor to provide extensive technical assistance with regard to migrating content from the current TDAP CMS to the new one - this is to be incorporated into the vendor's response to this RFP.
- TDAP would like the vendor to provide suitable options for hosting TDAP's website detailing:
  - Different tiers of service available
  - Data storage and bandwidth services
  - Server platforms and features
  - Service level agreements

### **Audience**

The target audience for this website is local, regional and international businessman, who is primarily seeking information about trading activities and exporters profile. Buyers, seller would also use the site to obtain information about trade leads, events and policy guideline. The site would also be used by people considering locating a business or moving their businesses to Pakistan.

### **Internet marketing**

TDAP is in the process of growing and promoting its local products and members using online media. Internet marketing, also referred to as online marketing or E-marketing, is the marketing of products or services over the Internet. TDAP is looking to bring many unique benefits to marketing using its member's products, including low costs in distributing information and media to a global audience. The contracting firm should be able to include but not limit its Internet marketing methods to **search engine marketing, display advertising on the main TDAP site and e-mail marketing.**

### **Scope of work for Internet marketing**

TDAP requires all above means of internet marketing which are highlighted in above paragraph for establishing business to business relationship between exporters and importers.

### **Key Responsibilities/Deliverables of the Contracting Firm:**

The Contracting firm has to submit following deliverables:

- Serve as technical developer in completing this projects
- Work with TDAP management to define the scope and resource requirements and then follow through on deliverables within budget, on time and with a high level of quality.
- Assist in maintaining existing PHP/HTML based code
- Assist in the development and management of SQL database infrastructure
- Detailed Work Plan containing the methodology adopted to carry out the assignment within the first week.
- A Software Requirement Specification (SRS) covering all features, services and systems.
- A website that does not feature proprietary code - that can be redeveloped by alternate web developer's at a later date
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### **Required Skills and Experience of the company:**

- 3 + years experience in web development using HTML, PHP with mySQL database, Adobe Acrobat, and PhotoShop.
- Experience writing advanced SQL queries and database management.
- Experience developing interactive Internet web sites using PHP with mySQL as a back-end for delivery of database driven dynamically generated web pages
- Experience in deploying and migrating web technologies
- Experience with Web Servers and DNS servers regarding configuration, security, management and maintenance.
- Experience of developing similar web portals in the past.
- Excellent documentation skills.

### 3. Project Tasks

#### (a) Design

Front end user interface including composition of the main and inner page, its elements including menu, buttons, images forms, etc. The design element of the portal should be independent from the modules and data so that if a design changes are required at a later stage, we should easily able to change the front end interface. Following design specification is required

- Neat, Clean, Color-full and content-oriented layout
- Build on Web 2.0 Methodology
- Compliance with W3C (World Wide Web Consortium) standards;
- Standards compliant HTML code that is cross platform compatible (preference given to XHTML 1.0) and compatible with all browsers including new iterations (IE7)
- Website can be read by a variety of media devices - computers, handheld devices, projectors, and screen readers for visually impaired users
- Website features adjustable onscreen font size, emailing articles and printing functionalities – similar to what is available at online newspapers
- Website with excellent navigation and hierarchical structure of information, making an improved experience for website users
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- Propose the use of secure protocol https and SSL certificates where necessary;
- Preventing security threats – SQL injection, XSS injection, malicious file upload, no public session
- keys (keys that are sent through GET protocol);
- Drop-down / Mouse over menus if implemented using flash/java script should have alternate text navigation available
- Acceptable image formats are GIF, JPG, PNG with color optimization
- All images used should have ALT text available
- Animations should be in Animated GIF (GIF 89a) or Flash 5.0 compliant
- Use of CSS (Cascaded Style Sheet) is must for all elements of the pages including menus, headings, tables, body text, form elements, buttons, etc
- All pages should have their relevant META DATA tags
- Search Engine Optimization (SEO): Google sitemap, Meta tags, Title tags, Alt tags, Header tags, page names, URL Rewriting. Avoid technologies that would make site indexing difficult or impossible (too many AJAX, Flash, JS, IFRAME elements).
- Website optimization for Internet Explorer and Mozilla Firefox;
- Support for leading browsers specifically Microsoft Internet Explorer, Mozilla Firefox, Opera and Apple Safari.

## ***(b) Module Development & Deployment***

The modules defined below will derive the functionality of the portal. Following modules and their functional specifications are required

### **Company Registration / Signup Module**

TDAP would like to register those companies who want to do e-business; so that those companies must be register online to market thorough some sections that are restricted to companies only. Each company who wishes to view the data has to login in order to view the information.

Registration module has three access levels with different features. Companies have choice to select any of them according to their size of business. This will be offer in package and the fee and features varying for all packages.

#### **Data Requirements:**

- Email Address, Company Name, Contact Name, Date of Birth, Gender, City, Country

#### **User Functionality Requirements:**

- Signup Form
- Validate email address (by sending a link in the signup email and validating it)
- Password retrieval if forgotten
- Profile publishing option

#### **Administration features:**

- Login/Logout Data
- Block / Unblock users
- Purge data of non-validated users
- Daily Signup Report

#### **Module Dependency:**

- None

#### **Module Linking:**

- None

#### **Accessible to:**

- All users

### ***(c) Registered Companies Management Module***

Registered Companies Management Module provides activation and de-activation of companies account from website and changing their profile information.

- An improved online registration process will facilitate greater usage, hence long term efficiencies and lower costs associated with the registration process
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#### **Data Requirements:**

Registered companies data must be required.

#### **User Functionality Requirements:**

- Activation and De-activation of companies accounts,
- Update their information
- Update membership level
- Profile publishing enabling/disabling

#### **Administration features:**

- Activation/de-activation of companies accounts
- Updating of the company information.
- Change of access level

#### **Module Dependency:**

- Company Registration / Signup Module

#### **Module Linking:**

- Product show case module

#### **Accessible to:**

- Website registered members only

**(d) Product Show case of each company**

Directory of products manufactured in or indented from Pakistan. Buyers can view product from Pakistan and find manufacturers exporting these products. The directory is a Yahoo-style type listing available to everybody.

**Data Requirements:**

Picture of the product, Product Category, Product Name

**User Functionality Requirements:**

- View Products
- View Product Directory

**Administration features:**

- Add / Remove Products
- Update Product content / pictures

**Module Dependency:**

- None

**Module Linking:**

- Companies registration module/signup module
- Registered companies management Module

**Accessible to:**

- All Users

### **(c) Discussion Forum**

Discussion board is one way to start building an online community. A discussion board with different categories such as IMPORTS, EXPORTS, TRADE POLICIES, GOVERNMENT, will let users participate and tell everyone about problems with policies, procedures, etc. Unlimited subjects/topics can be created in each category to diversify the discussion.

- Promote cooperation with all elements of the trading industry
- Exchange ideas, information and experiences on common trading issues, particularly among members.
- Identify, interpret and disseminate information to its Members on current industry trends and practices
- Create forums of common interest, build professional relationships, and interpret key policy and business issues for the TDAP members.

#### **Data Requirements:**

Subject of discussion, logged in user

#### **User Functionality Requirements:**

- Post / reply to an open thread
- Create new thread

#### **Administration features:**

- Block posting
- Open / Close New thread

#### **Module Dependency:**

- User Registration Module

#### **Module Linking:**

- None

#### **Accessible to:**

- Website registered members only

**(d) Content Management System**

TDAP website has large number of static content including Company Profile Management, Product Showcase Management, FAQs and other necessary information. To manage such content and its linking, TDAP requires a robust content management system with a WYSIG editor, and publishing process

**User Functionality Requirements:**

- View Content organized in sections

**Administration features:**

- Create Sections
- Add/Modify Update content via WYSIG editors
- Section Linking
- Preview Publishing

**Module Dependency:**

- None

**Module Linking:**

- All Relevant Modules & Content

**Accessible to:**

- All



## **(e) MISC**

### **Site search**

The website will have a keyword search that uses Boolean or similar type of search technology to find relevant content. The search engine will search for the presence of the keyword in all new and enhanced features specially finding the company, categories available and their products, scoring the results by identifying the highest percentage match to the search phrase.

The contracted firm will use the Search engine optimization (**SEO**) to improve the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. TDAP would prefer if the site is presented in the search results earlier, the higher it "ranks", the better it would be. The contracted firm will use the SEO to target different kinds of searches, including image search, local search, and industry-specific vertical search engines, noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users.

Since effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" must be used to describe web site designs, menus and content management systems that are easy to optimize.

### **Advertising**

Advertising will be displayed in pre-defined areas of each page. This enables appropriate products to be spotlight in the specified 'slots' to be defined during the visual design and development processes.

### **Events**

The events section will be use to structure different events and exhibitions that are expected to be occur in near future. The building block will be the event format, which will consist of a title, category, country, location, start/end date, description, image and hyperlink (which opens a separate window).

The events menu will be navigable via a calendar (exact format to be discussed) allowing visitors to select a date to view a list of summaries of events (thumbnail, title, country, extract of description) which can be clicked to view full event details. Filters can be provided to allow the visitors to refine the search e.g. by country, category.

Events will disappear automatically on expiry. Companies will be encouraged to participate and submit events (via a form on the site)

## Estimated Project Duration

All work must be completed, beta-tested and ready for roll out by May 16, 2008. The vendor will provide initial training to TDAP staff customized to TDAP's specific needs based on the final specific product. The vendor will also provide training manuals and documentation, along with an online help facility.

## Proposal Outline/Requirements

All proposals must contain details about their company profile which should include:

- • Number of years in business.
- • Primary and secondary business
- • Is the company wholly owned?
- • Location and address
- • Hours of operation and support
- • Number of full-time employees
- • Specific individuals who will be involved in the redevelopment
- • Level of experience and biographies of individuals(s) assigned to this project
- • Scope and budget reflecting the proposal which may be the subject of negotiation if the successful firm is selected

The proposal should also include:

- • Executive summary/General overview
- • Vendor background/description and references
- • Solution description
- • A project management strategy
- • A projected timeline
- • An implementation strategy
- • Itemized pricing; Website design, CMS (implementation and licensing), project management, staff training, post deployment support.
- • Client/customer references
- Additional information as needed

#### **4. TERMS & CONDITIONS**

- 4.1 The lead bidder should be a company/firm having legal presence in Pakistan.
- 4.2 A bidder can submit only one proposal with one proposed solution as multiple proposals and offers of multiple alternative solutions shall not be considered.
- 4.3 Bidders shall provide such evidence of their continued eligibility satisfactory to the TDAP, as the TDAP shall reasonably request.
- 4.4 By submission of documentary evidence in its proposal, the Bidder must establish to the TDAP's satisfaction:
- that it is a Pakistani firm/company incorporated in Pakistan
  - that it has been in business for the last three (3) years;
  - that it has an average annual turnover of Rs. twelve (12) millions for last three (3) years
- 4.5 By submission of documentary evidence in its proposal, the Bidder must establish to the TDAP's satisfaction:
- that it has at least twenty fulltime relevant technical resources for last one year.
  - that it has ISO or CMM or TickIT level quality assurance certification or following the processes and are working towards achieving these certifications (documentary proof will need to be provided)
- 4.6 The committee reserves the right to accept/reject any or all proposals without assigning any reason, at any stage of the process.
- 4.7 The successful bidder shall co-ordinate with the concerned person appointed by TDAP.
- 4.8 The successful bidder will undertake to provide the agreed services approved by the TDAP within the approved time frame from the date of signing the agreement. In case of delay TDAP reserves the rights to impose a penalty not exceeding 5% of the total amount of the contract for each day of delays.
- 4.9 If the quality of work done is not made to the satisfaction of TDAP, the TDAP has the right to cancel the entire work and may allot to other company subject to the condition that if the first party has to pay any amount in excess of the agreement amount the difference will be recovered from the second party.
- 4.10 The Government taxes will be deducted from the Contractor as per rules.
- 4.11 Proposals sent to TDAP by fax or email will not be accepted.
- 4.12 Proposals submitted after due date and time will be rejected.

- 4.13 An effort by any firm(s) to influence TDAP, "directly or indirectly through unfair means", in TDAP proposal evaluation, proposal comparison or contract award decisions, to meet or discuss with any TDAP official unless desired by the TDAP may result in the rejection of bidder's proposal.
- 4.14 All participating recipients of this RFP will be notified in writing by the TDAP, regarding any changes made to this RFP for the purposes of clarification.
- 4.15 All responses to this RFP shall become the property of TDAP.
- 4.16 TDAP will not bear any expense incurred in the preparation of proposals in response to this RFP.
- 4.17 Proposals not confirming to the terms, conditions and specifications stipulated in this RFP will be rejected.
- 4.18 TDAP has the rights to add, enhance or remove any functionality not disturbing the major scope of work.
- 4.19 Companies must have office in Karachi with substantial Web Development team

#### **5. *Joint venture/ consortium***

- 5.1 Joint Venture/Consortium not allowed.

#### **6. *Subcontracting***

- 6.1 Subcontracting any part of the proposal shall not be allowed and proposal that include an element of subcontracting shall be rejected as non-responsive.

#### **7. *Cost of Proposal***

- 7.1 The Bidder shall bear all costs associated with the preparation and submission of its proposal, and the TDAP will in no case be responsible or liable for those costs.

#### **8. *Site Visit***

- 8.1 The Bidder may wish to visit and examine the site or sites of the system and obtain for itself, at its own responsibility and risk, all information that may be necessary for preparing the proposal and entering into the Contract. The costs of visiting the site or sites shall be at the Bidder's own expense.
- 8.1 The TDAP will arrange for the Bidder and any of its personnel or agents to gain access to the relevant site or sites, provided that the Bidder gives the TDAP adequate notice of a proposed visit of at least seven (7) days. Alternatively, the TDAP may organize a site visit or visits concurrently with the pre-bid meeting. Failure of a Bidder to make a site visit will not be a cause for its disqualification.
- 8.1 No site visits shall be arranged or scheduled after the deadline for the submission of the Bids and prior to the award of Contract.

## 9. INSTRUCTIONS FOR SUBMISSION OF THE PROPOSAL

- 9.1 Bidders are expected to examine all instructions, forms, terms, specifications, and other information in the RFP. Failure to furnish all information required by the RFP or to submit a proposal not substantially responsive in every respect will be at the Bidder's risk and may result in the rejection of its proposal.
- 9.2 The Invitation for proposal does not form an official part of this RFP and is included for reference only. In case of inconsistencies, the latter shall prevail.

### *Amendment to RFP*

- 9.3 At any time prior to the deadline for submission of proposals, the TDAP may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, amend the RFP.
- 9.4 Amendments will be provided in the form of Addenda to the RFP and will be sent in writing, cable, facsimile, or electronic mail to all prospective Bidders that have received the RFP and will be binding on them. Bidders are required to immediately acknowledge receipt of any such Addenda, and it will be assumed that the amendments contained in such Addenda will have been taken into account by the Bidder in its proposal.
- 9.5 In order to afford prospective Bidders reasonable time in which to take the amendment into account in preparing their proposals, the TDAP may, at its discretion, extend the deadline for the submission of proposals, in which case, the TDAP will notify all Bidders by cable confirmed in writing of the extended deadline.

## 10 Preparation of Proposal

### *Language of Proposal*

- 10.1 The language of all correspondence and documents related to the proposal is English.

### *Documents Comprising the Proposal*

- 10.2 The proposal submitted by the Bidder shall comprise the following:

#### **Documents required with Technical Proposal**

- Financial information of the bidder
- Documents establishing firms eligibility and qualification, such as year of incorporation, list of partners/directors, statement of experience, key personnel, details of relevant projects etc
- Response to the technical requirements as given in the appendices relevant to the proposal
- a duly notarized, written power of attorney;
- a list of all deviations and justifications for the deviation to the required technical features specified in the Technical Requirements

- An undertaking that the Bidder, or in case of a joint proposal any of the partners, has not been blacklisted by any government or public sector organization
- Company Profile with complete address, telephone No. Fax. No. and e-mail address and contact person.
- Complete Project Plan.
- Ability to provide after sales support.
- List of the branch offices in Pakistan.

## **11 Acceptance Criteria**

11.1 Bidders may be required to provide a breakdown of any composite or lump-sum items.

11.2 The proposals submitted in accordance with the RFP will be considered for further necessary action.

## **12. Documents Establishing the Conformity of the Information System to Bidding Documents**

12.1 The Bidder shall furnish, as part of its proposal, documents establishing the conformity to the Bidding Documents of the Information System that the Bidder proposes to supply and install under the Contract.

12.2 The documentary evidence of conformity of the Information System to the Bidding Documents shall be in the form of written descriptions, literature, diagrams, certifications, and client references, including:

- a detailed description of the essential technical and performance characteristics of each component making up the Information System;
- an item-by-item commentary on the TDAP's Technical Requirements, demonstrating the substantial responsiveness of the Information System offered to those requirements. In demonstrating responsiveness, the commentary shall include explicit cross-references to the relevant pages in the supporting materials included in the proposal. Whenever a discrepancy arises between the item-by-item commentary and any catalogs, technical specifications, or other preprinted materials submitted with the proposal, the item-by-item commentary shall prevail;
- a Preliminary Project Plan as required by the TDAP and stated in RFP.
- a written confirmation that the Bidder shall accept responsibility for the successful integration and inter-operability of all components of the Information System as required by the Bidding Documents.

12.3 Proposals for sub-systems or slices of the solution shall not be accepted.

### **13 Format and Signing of Technical Proposal**

- 13.1 The original proposal shall be typed or written in indelible ink and shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the Contract. The person or persons signing the proposal shall initial all pages of the proposal, except for un-amended printed literature.
- 13.2 The proposal shall contain no interlineations, erasures, or overwriting, except to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the proposal.

### **14 Evaluation Process**

- 14.1 TDAP will evaluate the proposal by Two stage bidding procedure.

#### **First Stage**

- (i) The bidders shall first submit, according to the required specifications, a technical proposal without price;
- (ii) The technical proposal shall be evaluated in accordance with the specified evaluation criteria and may be discussed with the bidders regarding any deficiencies and unsatisfactory technical features;
- (iii) After such discussions and required presentations, all the bidders shall be permitted to revise their respective technical proposals to meet the requirements of the procuring agency;
- (iv) The procuring agency may revise, delete, modify or add any aspect of the technical requirements or evaluation criteria, or it may add new requirements or criteria not inconsistent with these rules;
- (v) Those bidders not willing to conform their respective proposal to the procuring agency's technical requirements may be allowed to withdraw from the bidding.

#### **Second stage**

- (vi) The bidders, whose technical proposals have not been rejected and who are willing to conform their bids to the revised technical requirements of the procuring agency, shall be invited to submit a revised technical proposal along with the financial proposal;
- (vii) The revised technical proposal and the financial proposal shall be opened at a time, date and venue announced and communicated to the bidders in advance.
- (viii) The revised technical proposal and the financial proposal shall be evaluated. The financial bid found to be the lowest evaluated bid shall be accepted:

## **15 Deadline for Submission of Proposal**

- 15.1 Proposals must be received by the TDAP at the address specified in the RFP by 12:00 Hours on May 06, 2008.
- 15.2 The TDAP may, at its discretion, extend this deadline for submission of proposals by amending the RFP, in which case all rights and obligations of the TDAP and Bidders will thereafter be subject to the deadline as extended.

### ***Late Proposals***

- 15.3 Any proposal received by the TDAP after the proposal submission deadline prescribed by the TDAP will be rejected and returned unopened to the Bidder.

## **16. Modification and Withdrawal of Proposals**

- 16.1 Modifications to the submitted proposal will not be accepted.
- 16.2 The Bidder may withdraw its proposal after submission, provided that written notice of the withdrawal is received by the TDAP prior to the deadline prescribed for proposal submission.
- 16.3 A Bidder wishing to withdraw its proposal shall notify the TDAP in writing prior to the deadline prescribed for proposal submission. A withdrawal notice may also be sent by electronic mail or facsimile, but it must be followed by a signed confirmation copy, postmarked not later than the deadline for submission of proposal. The notice of withdrawal shall be addressed to the TDAP at the address stated for proposal submission. Proposal withdrawal notices received after the proposal submission deadline will be ignored, and the submitted proposal will be deemed to be a validly submitted proposal.
- 16.4 No proposal may be withdrawn in the interval between the proposal submission deadline and the expiration of the proposal validity period.

## **17. Contacting the TDAP**

- 17.1 From the time of bid opening to the time of Contract award, if any Bidder wishes to contact the TDAP on any matter related to the proposal, it should do so in writing.
- 17.2 If a Bidder tries to directly influence the TDAP or otherwise interfere in the proposal evaluation process and the Contract award decision, its proposal will be rejected.



## **18. TDAP's Right to Accept Any Proposal and to Reject Any or All Proposals**

The TDAP reserves the right to accept or reject any proposal or to annul the bidding process and reject all proposals at any time prior to Contract award, without thereby incurring any liability to the Bidders.

## **19. Project Location**

The project is to be located at Karachi.

## **20. Ownership**

The ownership of all products and services rendered under any contract arising as a result of this RFP, including any source code developed, will be the sole property of Government of Pakistan. The RO will be bound to provide the source code to TDAP for usage/modifications for its own use and train the TDAP staff so that some modifications can be done on TDAP side. The TDAP will have full right to modify the source code according to its changing business requirements. The RO can modify and sell the code anywhere else.

## **21. Governing Law**

This RFP and any contract executed pursuant to this RFP shall be governed by and construed in accordance with the laws of Pakistan. The Government of Pakistan and all Bidders responding to this RFP and parties to any contract executed pursuant to this RFP shall submit to the exclusive jurisdiction of the Pakistani Courts.

## **22. IMPLEMENTATION PLAN & SUPPORT**

22.1 Implementation Plan is critical to the success of the project. A detailed Implementation Plan is to be prepared by the Bidder.

22.2 Among other things Implementation Plan will address the methods by which the Bidder will carry out its overall management and coordination responsibilities if awarded the Contract, and the staff and other resources the Bidder proposes to use. The Plan should include a detailed Contract Implementation Schedule in bar chart form, showing the estimated duration, sequence, and interrelationship of all key activities needed to complete the Contract. The Project Plan must also address any other topics specified in the RFP. In addition, the Project Plan should state the Bidder's assessment of what it expects the TDAP and any other party involved in the implementation of the Information System to provide during implementation and how the Bidder proposes to coordinate the activities of all the involved parties.

The Bidder shall consider the following in the Implementation:

### **23. Appropriateness of the Plan-Time Frame**

23.1 The Plan should focus on achieving the implementation targets with time frames to be indicated for the Export Promotion Bureau Offices:

23.2 Implementation Plan must clearly show the following:

- Activities
- Duration of each activity
- Stages
- Milestones
- Deliverables
- Reports & meetings

23.3 An efficient use of the time frame for the key stages will be accorded due weight-age.

### **24. Team and Staffing**

While selecting a staff member following should be considered and stated for each member:

- Relevant experience
- Role against relevant experience
- Overall contribution to the Implementation
- Experience with Public Sector / Government Organizations
- Qualifications
- Total Experience

The implementation team would play a pivotal role in the implementation of the systems and be responsible for harmonizing the business and other technology requirements.

TECHNICAL EVALUATION SHEET

1. Company Name:

\_\_\_\_\_

2. Company Profile

Establishment, Date of Incorporation:

\_\_\_\_\_

Location of Head *Office*:

\_\_\_\_\_

Details of Branch *Offices* across Pakistan:

\_\_\_\_\_

Human Resource strength:

\_\_\_\_\_

(provide Organogram & Resumes separately as format attached at Annex. A)

Major Business Partnership and Relationship Status:

\_\_\_\_\_

3. Team Composition (Staff dedicated on project with role(designation), strength,

Shared! Full Time)

4. Relevant Experience

5. RS (Proposed)! Navigation Layout

6. Projects Detail

6.1. Web Portal related projects.

6.1.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

6.1.1.1. \_\_\_\_\_

6.1.1.2. \_\_\_\_\_

6.1.1.3. \_\_\_\_\_

6.1.1.4. \_\_\_\_\_

6.1.1.5. \_\_\_\_\_

6.1.2. Number of ongoing projects in hand with Organization Name and year of acquirement (Most recent first): (with Contact Details)

6.1.2.1. \_\_\_\_\_

6.1.2.2. \_\_\_\_\_

6.1.2.3. \_\_\_\_\_

6.1.2.4. \_\_\_\_\_

6.1.2.5. \_\_\_\_\_

6.2. Security oriented web-based projects

6.2.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

- 6.2.1.1. \_\_\_\_\_
- 6.2.1.2. \_\_\_\_\_
- 6.2.1.3. \_\_\_\_\_
- 6.2.1.4. \_\_\_\_\_
- 6.2.1.5. \_\_\_\_\_

6.3. Database related projects

6.3.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with contact Details)

- 6.3.1.1. \_\_\_\_\_
- 6.3.1.2. \_\_\_\_\_
- 6.3.1.3. \_\_\_\_\_
- 6.3.1.4. \_\_\_\_\_
- 6.3.1.5. \_\_\_\_\_

6.4. B2B Portals Developed (including online billing/payment/ shopping etc).

6.4.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

- 6.4.1.1. \_\_\_\_\_
- 6.4.1.2. \_\_\_\_\_
- 6.4.1.3. \_\_\_\_\_
- 6.4.1.4. \_\_\_\_\_
- 6.4.1.5. \_\_\_\_\_

6.5. Major products.

6.5.1. Number of products so far produced with Organization Name and year of completion (Most recent first): (with Contact Details)

- 6.5.1.1. \_\_\_\_\_
- 6.5.1.2. \_\_\_\_\_
- 6.5.1.3. \_\_\_\_\_
- 6.5.1.4. \_\_\_\_\_
- 6.5.1.5. \_\_\_\_\_

6.6. Other main software projects

6.6.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

6.6.1.1. \_\_\_\_\_

6.6.1.2. \_\_\_\_\_

6.6.1.3. \_\_\_\_\_

6.6.1.4. \_\_\_\_\_

6.6.1.5. \_\_\_\_\_

7. Do you support expense for two TDAP officials, if required to visit your premises.

Yes  No