Request for Proposals (RFP): 1

SUBJECT: Website Development and Website Hosting Services

THE KAIZEN COMPANY is seeking proposals from qualified companies interested in providing the services described in the attached Request for Proposals (RFP).

The purpose of this Request for Proposal ("RFP") is to invite qualified companies to submit a proposal for development and hosting of a website. Further details are provided in Sections III and IV.

THE KAIZEN COMPANY intends to issue a fixed-price subcontract, with an estimated value of PKR 500,000 to PKR 700,000 to a suitable vendor who demonstrates the capacity to deliver quality technical services and is the most responsive to the requirements of the RFP.

The remainder of this RFP provides additional information that will allow an offeror to understand the scope of effort and develop a proposal in the format desired by THE KAIZEN COMPANY.

Issuance of this Request for Proposal (RFP) does not constitute an award commitment on the part of THE KAIZEN COMPANY. THE KAIZEN COMPANY reserves the right to reject any offer received in response to this request. THE KAIZEN COMPANY shall not be liable for any costs incurred by Offeror in the preparation and submission of proposal.

The information presented in this RFP is furnished solely for the purpose of assisting the offeror in making its own evaluation of the Scope of Work and does not purport to be all-inclusive or to contain all the information you may require. This RFP is not an offer by THE KAIZEN COMPANY to contract, but rather an attempt to establish a common framework for THE KAIZEN COMPANY to evaluate potential suppliers. The offeror should make its own investigations, projections and conclusions to verify independently the information contained in this RFP, and to obtain any additional information that it may require, prior to submitting a proposal.

All questions, comments, requests for clarifications must be sent in writing to operations@tfp3.com no later than the date and time indicated above. Questions will not be entertained after this date.
If substantive questions are received which affect the response to the solicitation or if changes are made to the closing date and time as well as other aspects of the RFP, this solicitation will be amended. Any amendments to this solicitation will be issued and posted on the Kaizen procurement opportunities website. The worldwide web address is http://www.thekaizencompany.com/opportunities/partners/. Offerors are encouraged to check this website periodically.

Thank you for your interest and we look forward to your participation.

Sincerely,

Procurement Department
Training for Pakistan III
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Statement of Work (SOW)

I. Background

The Kaizen Company, a small business based in Washington D.C., envisions to build innovative, scalable solutions that address emerging market challenges and opportunities. The United States Agency for International Development (USAID) has awarded the Training for Pakistan-III (TFP-III) Project to The Kaizen Company. In Pakistan, The Kaizen Company is registered as a local entity with the Security and Exchange Commission of Pakistan (SECP) in the name of The Kaizen Consulting Company Private Limited.

The Project provides participant training and related capacity building services to USAID/Pakistan contractors, grantees, partners under government-to-government assistance programs, and directly to the Mission. This project will arrange capacity building opportunities in the areas of Education, Energy, Economic Growth and Agriculture, Governance and Health.

In line with USAID and Government of Pakistan’s priorities, our demand-driven training programs ranging from a few days to weeks and several months are conducted in Pakistan, the United States and elsewhere in the world. The Project aims to provide opportunities for short-term and long-term training and academic programs to some 4,000 Pakistanis over the five years, until September 2023.

The Project is also revitalizing and strengthening the USAID Pakistan Participant Training Working Group (PTWG), bringing together USAID implementing partners to learn and share best practices for continuous improvement of participant training processes and programs across Mission’s portfolio. The Project is also managing the USAID Pakistan Alumni Association that currently registers over 1,300 alumni of USAID sponsored training programs. The Project aims to strengthen its outreach and fund initiatives multiplying the benefits of training programs to maximize the positive impact.

To effectively and efficiently promote the project activities, the Kaizen Consulting Company Private, Pakistan intends to develop a website. In this regarding, we would like to obtain services of a company for developing and hosting of TFP-III’s website.

II. Objectives

To develop a user-friendly, modern and dynamic website for the USAID Training for Pakistan-III project.

III. Activities and Tasks

The following are indicative website development activities that we anticipate:

1. Project management
2. Content strategy
3. Illustration
4. Information design (sitemap and wireframes)
5. Visual design (Photoshop or sketch format or theme)
6. Search engine optimization
7. Front-end coding (HTML/CSS, animations)
8. Back-end coding (CMS, Drupal or WordPress etc.)
9. Mobile device optimization
10. Testing and quality assurance  
11. Website management training/handover to TFP-III team

This website development project will be undertaken in several phases. In the first phase, the vendor with the approval of The Kaizen Company, will develop and upload a few temporary webpages. In the second phase, the vendor will perform a need gathering exercise as well as review the data/content of Training of Pakistan-II’s website. Based on this assessment and learning, the vendor will create a project plan for developing, hosting and maintaining the TFP-III’s website. In the third phase and fourth phases, the vendor will work on designing and developing the website. In the last phase, the vendor and the TFP-III team will review and test the website.

Outline of Website (Site map)

**Temporary Pages:**
As development of the website will require significant amount of time, the vendor is expected to develop and upload two pages within the first week of their appointment.

1. Home Page – Introduction Page
2. Alumni Registration Page – With a minimal amount of text, this page should offer people an opportunity for people to register with the USAID Pakistan Alumni Association. On the backend, this will be connected with a database.

**Site Map (Final website):**
The vendor needs to follow latest trends in design so that the website looks extremely professional yet user-friendly.

**A: Overall Pages**
- Home
- About Us
- Contact Us
- Employment Opportunities
- Anti-Fraud Hotline Information

**B: Training**
- Participant Training – Introduction
- Participant Training Process – Animated Infographic
  - In-Country
  - USA
  - Third Country
- Participant Training’s thematic areas
- Testimonials – Trainees and Trainers
- Spotlight – Upcoming Training Workshop
- Member Registration for USAID Implementing Partners
- Collaborative Forum for USAID Implementing Partners
- Member Registration for Training Providers
C: USAID Alumni
• Alumni Introduction Page
• Alumni Registration Page – aligned with Alumni database
• Alumni’s Constitution/by laws
• Alumni Stories
• Alumni Multi-Purpose Fund
• Interactive Map Reflecting Alumni Chapters and Trainings
• Member Registration for USAID alumni

D: Resources
• Publications
• Training Resources
• Interactive Map Presenting Major Accomplishments
• Picture Gallery
• Video Gallery

Website Features and Characteristics

Membership: e-registration:
A customizable, web-based membership database solution designed, which should be integrated for the registration of Alumni, Implementing Partners and Training Providers.

Security:
The website must be security oriented and meet or exceed industry security best practices at the time of its launch.

Responsive Design (Mobile/ IPad Friendly):
We expect the website to be mobile friendly and easily accessible from all mobile devices, including tablets, without compromising any design or functional elements.

Fast Load Times:
The website should load within 5 seconds because it is important for good usability.

Browser Consistency:
The website should appear and act consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari etc.

Social Network Integration:
The website should be integrated with Facebook and YouTube.

Error Handling:
The website should display a description as an on-screen message, such as an in case of error message.

Tracking:
The website should be integrated with Google’s analytical tool
Performance:
All elements of the website should work seamlessly. The consultant should fix all page errors and poorly constructed website elements, if any. This could include broken links, typographical errors etc.

Hosting services:
The consultant should provide us website hosting services.

Reference Websites:
https://www.gatesfoundation.org
https://www.gatesfoundation.org/philanthropypartners - a suggestion for alumni page
https://pakistanalumninetwork.org/puan-constitution/
http://savetheair.de
https://absurd.design

IV. Deliverables

<table>
<thead>
<tr>
<th>Phases</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1: Temporary pages</td>
<td>• Develop of temporary pages&lt;br&gt;• Finalize of hosting server&lt;br&gt;• Acquire TFP-III and USAID approval&lt;br&gt;• Make the two-page website live</td>
</tr>
<tr>
<td>Phase 2: Need gathering</td>
<td>• Review the TFP-II website&lt;br&gt;• Undertake need gathering exercise with the TFP-III team&lt;br&gt;• Develop project plan&lt;br&gt;• Acquire Kaizen’s feedback and approval</td>
</tr>
<tr>
<td>Phase 3: Designing</td>
<td>• Finalize of theme and site map&lt;br&gt;• Develop and edit illustrations for web banners&lt;br&gt;• Develop web banners including animated banners</td>
</tr>
<tr>
<td>Phase 4: Development</td>
<td>• Develop website&lt;br&gt;• Uploading content&lt;br&gt;• Develop animated infographics&lt;br&gt;• Undertake test run</td>
</tr>
<tr>
<td>Phase 6: Testing</td>
<td>• Deliver final presentation&lt;br&gt;• Acquire and incorporate Kaizen’s feedback&lt;br&gt;• Acquire and incorporate USAID’s feedback&lt;br&gt;• Conduct final review &amp; test&lt;br&gt;• Make it live</td>
</tr>
</tbody>
</table>

V. Duration and Location

This assignment is expected to start in June 2019 and will end by September 2019.
Submission Information

VI. Submission Information

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure that completed forms, along with a copy of your legal registration, are included with the technical proposal, otherwise your proposal will be rejected.

1. This RFP is issued as a public notice to ensure that all interested, qualified and eligible organizations legally registered for business in Pakistan have a fair opportunity to submit proposals. Qualified international firms should have local and/or international experts available to provide these services.

2. The Offeror is requested to submit a proposal directly responsive to the terms, conditions and clauses of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal.

   Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.

   Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.

3. Proposals shall be written in English. Cost proposals shall be presented in Pakistani Rupees (PKR).

4. Proposals must remain valid for a minimum of 120 (one hundred twenty) days. The Offeror may submit its proposal by the following means:

5. The Offeror should send an electronic copy of the technical and financial proposal via email to operations@tfp3.com before the due date. The electronic file must be compatible with MS WORD, Excel and Adobe Acrobat in a MS Windows environment.

6. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.

7. The Offeror should submit its best proposal initially as THE KAIZEN COMPANY intends to evaluate proposals and make an award without discussions. However, THE KAIZEN COMPANY reserves the right to conduct discussions should THE KAIZEN COMPANY deem it necessary.

8. Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in the STATEMENT OF WORK. All pages must be sequentially numbered and identified with the name of the Offeror and the RFP number.

9. The shortlisted offeror should be able to give a detailed presentation on the proposal, if required.

PART A: TECHNICAL PROPOSAL

The technical proposal shall be straightforward and concise, outlining in sequence, how the Offeror intends to carry out the technical requirements under each main activity. No contractual price
information is to be included in the Offeror’s implementation work plan so that it may be evaluated strictly on its technical merit.

The technical proposal shall be limited to eleven (11) pages in total. Pages in excess of 11 pages will not be read or evaluated.

Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts and tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, bio-data sheets, references and dividers are not included in the page limitation. No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.

1. **Organizational Information:**
   - Organization’s legal name
   - Contact name and position or title
   - Organization’s E-mail address, physical address and telephone number
   - Copy of legal registration for business in Pakistan

2. **Technical Approach:** In a narrative – not to exceed six (6) pages – the Offeror will demonstrate its understanding, ability and overall approach to performing the requirements described in the Scope of Work, Activities & Tasks and Deliverables. This may include an implementation plan.

3. **Capability Statement:** A narrative – not to exceed one (1) page – that explains the Firm’s capability to perform the scope of work, activities & tasks and deliverables. The Offeror will demonstrate that it has the necessary organizational systems and procedures (e.g., personnel policies, travel policies, project management, equipment, supplies and personnel) in place to successfully comply with the contract requirements and to accomplish the expected results. It will demonstrate that it has the in-house resources e.g. personnel, to provide the required services. It may include a description of relevant personnel training and qualifications, including CVs for key individuals, where applicable. CVs are not included in the 3-page length limit.

4. **Past Performance:** Not to exceed two (2) pages, the Offeror will submit a list of current and past similar work and assignments completed in the past five years that were similar in size, scope and complexity – preferably in areas listed in the SOW – with particular attention paid to those performed in Pakistan.

5. **References:** References from a minimum of three (3) clients worked with in the past two years on activities similar to this scope of work. Include the contact information: company or organization, name, phone number and email.

6. **Personnel/Staffing:** Not to exceed two (2) pages, the Offeror will identify, in summary format of 2-3 sentences, the names, anticipated positions of the key team leaders and essential personnel proposed to perform the requirements of this scope of work, activities & tasks and deliverables. The narrative will include the percentage of staff time of principals and managers on this activity. CVs (not to exceed two (2) pages) that clearly describe education, experience and professional credentials and biodata forms will be completed and attached for the proposed personnel. These pages do not count toward the page limitation for this section.
PART B: COST PROPOSAL

The Offeror will propose costs it believes are realistic and reasonable for the work in accordance with the Offeror’s technical approach. The Offeror shall provide a complete budget based on cost elements described below.

The detailed cost proposal will include the following:

a. Proposed staff, rates and number of days needed to accomplish the work
b. Transportation and logistics costs
c. Related materials, services and supplies

Provide in the Budget Narrative section, a concise description and justification for each line item cost. Be sure to include data and/or methodologies to support cost estimates.

The Budget Narrative shall be presented in such a way as to be easily referenced from the budget and should provide sufficient information so that THE KAIZEN COMPANY may review the proposed budget for reasonableness.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete and/or unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported may be deemed unacceptable.

Guidelines:

1. Cost proposals from Offerors shall be presented in PKR.
2. Offer must be inclusive of any applicable taxes such as GST or other.
3. For employee salaries – List employee name (when identified), functional position and duration of assignment (in terms of person days) and daily rate.
4. Travel and transportation – Provide the number of trips, origin and destination of trips, estimated airfares and other costs such as taxi fees.
5. Other direct costs – Itemize and provide complete details of other direct costs including unit prices that may be incurred.

VII. Evaluation Criteria

THE KAIZEN COMPANY will select the offeror whose proposal represents the best overall value to THE KAIZEN COMPANY in terms of the selection criteria specified below. Offerors who do not follow the instructions in this RFP may be disqualified from consideration.

Offers must first meet the mandatory requirements before their technical and cost proposals will be reviewed. Those bids not meeting the mandatory requirements will be automatically rejected.

The mandatory requirements are:

| MANDATORY REQUIREMENTS | MEETS REQUIREMENT |
1. Legally registered to do business in Pakistan – Offeror shall provide a copy of its registration document with the technical proposal including NTN, GST registration certificate. YES/NO

3. Pass THE KAIZEN COMPANY’s Responsibility Determination. THE KAIZEN COMPANY will check to make sure that final offer is not listed under terrorism list of U.S. Treasury Department, United Nations and that it is not listed as an excluded party under the System for Award Management www.sam.gov YES/NO

4. The detailed cost proposal follows the prescribed format. YES/NO

The technical evaluation will be based on the following weighted categories:

<table>
<thead>
<tr>
<th>Criteria Technical Proposal 70%</th>
<th>Percentage 70% (maximum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Approach including implementation plan</td>
<td>25%</td>
</tr>
<tr>
<td>Qualification and experience of personnel</td>
<td>20%</td>
</tr>
<tr>
<td>Experience and Past performance</td>
<td>15%</td>
</tr>
<tr>
<td>Creativity of proposal</td>
<td>10%</td>
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</table>

<table>
<thead>
<tr>
<th>Cost Price Proposal Criteria 30%</th>
<th>Percentage 30% (maximum)</th>
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<tbody>
<tr>
<td>Cost data will be evaluated based on cost reasonableness, allowability and realism based on the following considerations:</td>
<td>30%</td>
</tr>
<tr>
<td>- Are proposed costs realistic for the work to be performed under the award?</td>
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<tr>
<td>- Do the costs reflect a clear understanding of the work requirements?</td>
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<tr>
<td>- Are the costs consistent with the various elements of the Offeror’s technical proposal?</td>
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<tr>
<td>An all-inclusive day rate for each team member (professional and administrative);</td>
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</table>

VIII. General Terms and Conditions

1. Must have a National Tax Number (NTN) and General Sales Tax (GST) registration

2. Must be willing to accept Tax Exemption Certificate and bill the client only for services exclusive of GST and other taxes.

3. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with Section VIII, Evaluation Criteria.

4. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Offerors are informed that THE KAIZEN COMPANY complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit
transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. THE KAIZEN COMPANY shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the System for Award Management (www.sam.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

5. TERMS AND CONDITIONS

Offerors are responsible for review of the terms and conditions described.

6. CONTRACT MECHANISM

THE KAIZEN COMPANY is anticipated to award a fixed-price contract to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously. Based on the merits of the offers received, THE KAIZEN COMPANY reserves the right to award more than one subcontract.

7. WITHDRAWALS OF PROPOSALS

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by a vendor or his/her authorized representative if the representative’s identity is made known and if the representative signs a receipt for the proposal before award.

8. RIGHT TO SELECT/REJECT

THE KAIZEN COMPANY reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. THE KAIZEN COMPANY also reserves the right to reject any or all proposals received without explanation.

9. DUE DILIGENCE PROCESS

Any selected firm may be required to complete a Financial Pre-Award Risk Assessment in order for THE KAIZEN COMPANY to ascertain that the organization has the capacity to perform successfully under the terms and conditions of the proposed award. As part of the Pre-Award Risk Assessment process, the firm will also be requested to submit a financial audit report from the previous fiscal year. In addition, payroll records and other financial information may be requested to support budgeted costs.

10. CLIENT PRIOR APPROVAL

Based on the amount of the final award and the type of contractual mechanism, the selected Offeror may be subject to funding agency approval before a subcontract can be awarded. Therefore, organizations are reminded that there may be delays for this process to be completed. In addition, should such approval not be given, this subcontract cannot be awarded.

11. DISCLAIMER
This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate THE KAIZEN COMPANY to accept any of the submitted proposals in whole or in part, nor is THE KAIZEN COMPANY obligated to select the lowest priced proposal. THE KAIZEN COMPANY reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. THE KAIZEN COMPANY has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contact. Only the execution of a written contract shall obligate THE KAIZEN COMPANY in accordance with the terms and conditions contained in such contract.

12. REQUEST FOR PROPOSAL FIRM GUARANTEE

All information submitted in connection with this RFP will be valid for 120 (one hundred twenty) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

13. OFFER VERIFICATION

THE KAIZEN COMPANY may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

14. FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

15. CONFLICT OF INTEREST

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of the country of performance.

Failure to provide full and open disclosure may result in THE KAIZEN COMPANY having to reevaluate selection of a potential vendor.

16. RESERVED RIGHTS

All RFP responses become the property of THE KAIZEN COMPANY, and THE KAIZEN COMPANY reserves the right in its sole discretion to:

- Disqualify any offer based on Offeror failure to follow solicitation instructions.
- Waive any deviations by vendors from the requirements of this solicitation that in THE KAIZEN COMPANY’s opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
- Extend the time for submission of all RFP responses after notification to all vendors.
- Terminate or modify the RFP process at any time and reissue the RFP to whomever THE KAIZEN COMPANY deems appropriate.
- Issue an award based on the initial evaluation of Offerors without discussion.
• Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.

• Not compensate Offerors for preparation of their response to this RFP.

• Not guarantee that THE KAIZEN COMPANY will award a subcontract based upon the issuing of this RFP.

• Award a subcontract to more than one Offeror for specific parts of the activities in the RFP.

17. Branding Policy and Strategy


Anticipated Elements of Marking Plan: Deliverables to be marked include products, equipment and inputs delivered; places where activities are carried out; external public communications, studies, reports, publications and informative and promotional products; and workshops, conferences, learning events, and any such events. Disclaimers will be used in the case of materials whose publication USAID is funding but not fully supporting in its contents and should read: This study/report/Web site (specify) is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this (specify) are the sole responsibility of (name of organization) and do not necessarily reflect the views of USAID or the United States Government.

Branding and Marking Requirements: Contractors must adhere to USAID ADS 320, which contains policy directives and required procedures on branding and marking USAID-funded programs, projects, activities, public communications, and commodities with the USAID “Standard Graphic Identity” (or “USAID Identity.”) The use of the USAID Graphic Standards Manual is compulsory for all contractors producing communications and program materials funded by USAID. Contractors can download a copy on the USAID Web site. More information can be found online at http://www.usaid.gov/branding/acquisition-awards