**Scope of Work**

**E-Commerce Development Services**

**COLLABORATIVE ACTION FOR THE EXPORT OF HANDICRAFT PRODUCTS**

**(ACEA) Project**

**Period of Performance:**   **April – December 2022**

**Place of Performance:** **Tunis and Remote**

***Context***

ACEA Tunisia (Action Collaborative for Artisanal Exports) is a five-year project implemented by FHI 360 and funded by the US (United States) Department of State. Its goal is to assist artisans, particularly those who are socially or geographically marginalized, in improving the quality of their products, marketing them using the best branding techniques, and, more broadly, adding value and thus promoting greater social and economic equity. The Project focuses on export assistance.

By guiding and advising artisans and local communities through a clustering approach, this project contributes to their empowerment. Cluster members (beneficiaries) gather in workshops and work in groups to learn and share various skills, with the help of relevant support entities and technical experts. ACEA has so far initiated cluster development activities in two Tunisian sectors: essential oils and related natural products (Northwest Tunisia) and olive wood kitchen and tableware (in Sfax and Sidi Bouzid). In addition, the project has launched a new program to assist weaving artisans in Dekhilet, Toujen, Gabes.

***Project presentation:***

Wiki PAM (www.wikipam.org) is a cluster (a network of collaboration between several actors in the same value chain) that formed around the Aromatic and Medicinal Plants (MAP) value chain of Northwest Tunisia in 2018, with the help of the ACEA project to promote the production and commercialization of artisanal essential oils and related products from Northwest Tunisia. Wiki PAM's stakeholders include women artisans making natural extracts and other PAM-based cosmetics, private companies selling the same products, public entities supporting this artisanal trade, universities and research centers, consultants, and finally donors. Along with the old and new members of the cluster, the total number is around 30 with 20 distinct products.

We are looking for an e-commerce services developer (firm) including digital solutions to serve Wiki PAM business objectives (development of Wiki PAM current website, increase the number of visits to the website, increase online sales, drain, and retain customers etc.), set-up e-commerce supply and delivery chains management and build artisans general e-commerce capabilities including e-commerce website management, transactions management, products collection, storage, and delivery. The mission also includes development of partnerships with local and international existing online sales platforms.

A representative from Wiki PAM will manage the online platform and the e-commerce activity on behalf of all cluster members.

***Tasks and Deliverables:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Task*** | ***Description*** | **Deliverable(s)** | **Due Date** |
| ***1*** | Design, develop and integrate an e-commerce shop linked to the current [wikipam.org](https://wikipam.org/) website. (Example: shop.wikipam.org)  The new e-shop should fit the international standards of an e-commerce website that specializes in selling artisanal products. | The catalog will contain up to 100 products. Each product will have high-quality pictures and technical descriptions (Benefits, weight, certifications, owners, and other relevant information). Products must be categorized and structured to help users easily navigate the shop. Products photos will be provided by FHI 360.  An easy to manipulate CMS to add, remove or edit products, categories, and other sections by non-tech-savvy people. Also, it should be easy to follow up with sales, stock, and other statistics of an E-commerce shop.  The website shouldn't take longer than 2 seconds to fully load and less than 100 milliseconds to load product pages.  Integrate a payment system that allows visitors to order products locally and internationally and select the desired quantity (order per quantity or wholesale). The e-shop should also facilitate the purchasing from other platforms where the product exists.  Users must be able to comment and rate products on the e-shop to have a better experience navigating the website.  Most of the traffic online takes place via mobile devices. The e-shop must be fully responsive and easy to navigate via the different mobile platforms (Android, iOS.) also in the different resolutions of desktop and tablet devices.  The UI/UX on the website should help users choose their products easily. The design should also reflect the identity of the Wiki PAM brand and the rural life in Tunisia. We will provide A brand guideline for the agency containing the logo, colors, typography, pictures, and videos.  The E-shop should include highly searched keywords by our target audience and the web pages fully mapped in different search engines such as Google and Bing. The goal is to rank higher in SERPS in the countries where our target audience exists the most.  Marketing automation tools must be embedded on the website to facilitate sending newsletters, special offers and follow up with customers via email.  Social media must be integrated in the E-shop to facilitate sharing and talking about products on different platforms such as Facebook, Twitter, LinkedIn.  Provide a customer support interface that provides assistance to users.  E-shop must be fully encrypted and secure. Provide legal and privacy terms and conditions for national and international users about their data security.  E-shop should have a local hosting provider to facilitate payment for cluster members in years to come. The hosting provider must provide high-speed hosting to deliver a good load time for international users. | 1. Integration of an online product catalogs. 2. User generated reviews. 3. Mobile friendly e-shop 4. modern and minimalistic design 5. Content management system. 6. Website performance and speed. 7. Shipping & payment systems integration 8. Search Engine Optimization 9. Email Marketing tools 10. Social media integration 11. Customer support 12. Website security 13. Hosting 14. After sale technical support | TBD |
| ***2*** | Local supply and delivery chains management | Set up a logistic system aimed to handle product’s collection and storage in one common warehouse located in Northwest Tunisia.  Consult with artisans in terms of payment methods, and payment bank transfer operation and set up a local online sales operation manual for Wiki PAM including transactions management, delivery procedures, aftersales, artisans’ payments etc. The operations manual will also include guidance on shipping issues management (returned shipments, damaged products, dissatisfied clients, delay, loss...), as well as the actions that must be taken to ensure our clients' satisfaction.  Develop agreements to operate all shipping & delivery operations to customer through local delivery companies | 1. Convention with shipping partners 2. Supply chain strategy 3. Wiki PAM local online sales operations manual | TBD |
| ***3*** | Artisans Capacity Building | At least three (3) training courses on website use, products management, and payment methods for local and international online sales | 1. The workshops & training material (PPT format) | TBD |
| ***4*** | Develop partnerships with local online sales platforms | Reinforce partnerships with local online sales platforms through links to PAM Wiki products placed on these platforms and joint marketing and communication actions.  Develop joint marketing and communication actions. | 1. Signed agreements with local online selling websites. | TBD |
| ***5*** | Building partnerships with international online websites  **(Optional)** | Develop and implement solutions for international online sales platforms management including products shipment, transactions management, delivery, client’s reimbursement, and funds collection.  Ensure building a partnership with relevant international online sales platforms to increase artisans’ revenue and sales.  Advise on necessary requirements for access to international online sales platforms including aspects related to fees, registration, shipment, coordination, and necessary documentation to guarantee Wiki PAM presence internationally  Develop partnerships – if needed - with international delivery companies. | 1. International online sales manual developed and approved by FHI 360 2. 3 sales operation on international sales platforms | TBD |

***Target audience***

* International buyers
* Local buyers

***Remuneration***

The agency will be paid based on a payment schedule incorporated into the service contract/ Purchase order.

Please send financial offers as separate packages desegregated by deliverable.

|  |  |  |
| --- | --- | --- |
|  | ***Task*** | **Deliverable(s)** |
| ***1*** | Design, develop and integrate an e-commerce shop linked to the current [wikipam.org](https://wikipam.org/) website. (Example: shop.wikipam.org) | 1. Integration of an online product catalogs 2. User generated reviews 3. Mobile friendly e-shop 4. Modern and minimalistic design 5. Content management system 6. Website performance and speed 7. Shipping & payment systems integration 8. Search Engine Optimization 9. Email Marketing tools 10. Social media integration (Facebook and Instagram) 11. Customer support 12. Website security 13. Select relevant hosting option 14. Six (6) months technical support 15. Code source of the website 16. Training to the persons who will be in charge of the website from FHI 360 |
| ***2*** | Implement solution for local orders supply and delivery chains | 1. Convention with shipping partners 2. Logistic strategy 3. Wiki PAM local online sales operations manual |
| ***3*** | Design and implement artisans Capacity Building | 1. The workshops & training material (PPT format) |
| ***4*** | Develop partnerships with local online sales platforms | 1. Signed agreement with local online sales platforms. |
| ***5*** | Build partnerships with international online websites  **(Optional)** | 1. International online sales manual developed and approved by FHI 360 2. Sales operation on E- commerce international websites |

***Location***

The agency will be required to carry out the missions described above in the following governorates: Tunis, Beja, Jendouba, Siliana and Kef.

***Criteria/Qualification for Evaluation***

Candidates will be evaluated and ranked by an evaluation committee according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. The contract shall be issued to the agency with the highest combined technical and cost score.

|  |  |
| --- | --- |
| Criteria | Score |
| Detailed Technical offer – The qualifications of the team (CVs) | 40 pts |
| Detailed Financial Offer | 20 pts |
| Portfolio of similar works (websites + e-commerce solutions) | 40 pts |

***Submission Instructions:***

Interested candidates should send the following application materials to [tunisprocurement@fhi360.org](mailto:tunisprocurement@fhi360.org) with the subject line ***“ E-Commerce Development Services Agency ”.***

**The deadline is Feb 21st**

1. Registration RNE and *Patente*
2. Three (3) references of similar work (Portfolio).
3. CV(s) of assigned team; strong command in English language, French will be a plus
4. Detailed Financial offer
5. Detailed technical offer

**The agency team must be fully vaccinated.**

Please **DO NOT** begin work until a contract has been signed between FHI 360 and the candidate.

Candidates are responsible for reviewing the terms and conditions provided below and on the Candidates Solicitations page of the FHI 360 website. Candidates must provide full, accurate and complete information as required by this solicitation and its attachments.

***Disclaimers and FHI 360 Protection Clauses***

* FHI 360 may cancel the solicitation and not award.
* FHI 360 may reject any or all responses received.
* Issuance of the solicitation does not constitute an award commitment by FHI 360.
* FHI 360 reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions.
* FHI 360 will not compensate offers in response to solicitation.
* FHI 360 reserves the right to issue an award based on initial evaluation of offers without further discussion.
* FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
* FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
* FHI 360 will be contacting offers to confirm contact person, address and that bid was submitted for this solicitation.