

REQUEST FOR PROPOSAL FOR PROVISION OF WEBSITE DEVELOPER SERVICES TO THE FINANCIAL SECTOR DEEPENING TRUST (FSDT)

TERMS OF REFERENCE

1. INTRODUCTION

The Financial Sector Deepening Trust (FSDT) was incorporated in Tanzania on 1st July 2004. The FSDT's overall aim is to make a contribution to All Tanzanians to (derive value) from regular use of financial services which are delivered with dignity and fairness. FSDT's objective are:

- Advocating for an improved policy, institutional, legal and regulatory framework at national and sub-national levels of financial services
- Promoting more relevant market infrastructure and ways to reduce transaction costs between FSPs and potential clients
- Stimulating improved access to financial products and services that respond to the needs of MSMEs
- Stimulating improved access to financial products and services that respond to the needs of households and individual.

2. INTRODUCTION OF THE ASSIGNMENT

FSDT intends to acquire the services of website developers who will be responsible for designing, managing, and maintaining the FSDT website.

3. OBJECTIVES OF THE ASSIGNMENT

The FSDT website developer will be the focal point of any matters related to the FSDT website, along with associated microsites. The website developer will ensure security, maintenance, and management of the website, as well as updated design and functionality. The scope of work below outlines the detailed responsibilities of the website developer under this arrangement.

4. SCOPE OF WORK

The Web Developer shall be responsible for the continuation of management and maintenance of FSDT's website subject to the requirements and approval of FSDT. The tasks shall include enhancing the interface, producing customized web pages, icons, and images, 3D animation when needed,

uploading and transfer of files, as well as testing and debugging.

Specifically, he/she shall:

- a) Design the look and feel of webpages for the website that are visually appealing (i.e. with attractive mix of texts and graphics), has a unified theme and design, and easy to navigate (i.e. no more than 3 levels of drill down for a user to find desired information);
- b) Create/customize an open source Content Management System (CMS) that is reliable and with support base worldwide, and will permit non-technical staff to instantly update web site content, add modules or sections, and integrate Web 2.0 elements, such as, but not limited to, user tagging, content commenting, syndication, social networking, peer-to-peer sharing, blogging, etc.;
- c) Manage all website content to suit our various stakeholders
- d) Provide search capabilities using key words or phrasing that will identify content from throughout the site;
- e) Incorporate the following capabilities to the website:
 - i) Embedded discussion forum tied to Mailing List
 - ii) Online Library
 - iii) Projects page
 - iv) Advanced search engine
 - v) Content forwarding and commenting
 - vi) Content archiving
 - vii) Administrator and user-level access
 - viii) Other features as may be determined by FSDT
- f) Implement a tracking application to produce user defined site log reports to measure web visitor behavior and improve web site performance and availability;
- g) SEO optimization (quarterly);
- h) Provide training to FSDT staff when needed on the maintaining, updating and securing the new website
- i) Ensuring that FSDT website is fully protected from cyber-attacks and hackers at all times.

The web developer will also be required to take on a special assignment of revamping the FSDT website structure and functionality to accommodate the new FSDT strategy.

Prior to beginning any FSDT assignment, the web developer will be required to share with FSDT the number of hours/ days it would take to complete the requested job. Upon agreement with FSDT on the proposed hours/ days, the web developer will be expected to complete the job within the agreed hours/ days.

Quick jobs such as uploading documents onto the website i.e. publications, job vacancies, articles etc. we expect these to be completed within 24 hrs.

5. CONTENT OF BID PROPOSAL

- a) Details on all perceived strengths of the company bidding in meeting the scope of work outlined above e.g. previous experience, in-house skills, and any other information that will assist FSDT to assess capabilities, capacity, competitive advantages, etc.
- b) A portfolio that demonstrates web development technical skills.
- c) The service provider must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone on a daily basis to facilitate briefings on matters of interest to the FSDT. (Contingency arrangements must also be in place in the event that this individual is unavailable).
- d) A list of references of previous and current companies served or currently servicing
- e) A list of the proposed value added services to be provided to FSDT

6. CONTRACT PERIOD

The contract will be for one (1) years upon signing of the contract, with a possibility of renewal depending on performance.

7. COST

Service providers must provide details on how they would charge for such an arrangement.

8. EVALUATION AND SELECTION

Overall, the preferred bidder will be selected on the basis of presenting the most economically advantageous tender. This means that bidders will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

The technical component of each proposal will be scored first using a grid that assesses a number of key attributes. This is set out below.

8.1 TECHNICAL PROPOSAL SCORING GRID

Criteria	Sub-Criteria Score	Max Marks
Understanding of the scope of work and soundness of the proposal		25%

Criteria	Sub-Criteria Score	Max Marks
<ul style="list-style-type: none"> • Addressing the challenges and all tasks mentioned in the scope of work, including any comments on these Terms of Reference. 	25%	
Experience and professional competence		75%
<ul style="list-style-type: none"> • The team lead should have at least 5 years professional qualifications- expertise and hands on experience with web applications and programming languages such as HTML, CSS, JavaScript, JQuery, and APIs. 	20%	
<ul style="list-style-type: none"> • Supporting team should have at least 3 years professional relevant work experience and qualifications as the team lead. 	20%	
<ul style="list-style-type: none"> • Proven experience with web development for for at least 5 corporate institutions. References and samples should be attached. 	20%	
<ul style="list-style-type: none"> • Diverse portfolio of various types of websites developed. Send at least 4 diverse samples. 	15%	
Total marks		100

To be considered further, a minimum total technical score of 70% is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in US\$ will be weighted according to the formula:

- $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

8.2 FINANCIAL PROPOSAL

This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in US dollars. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be in US dollars and must be submitted electronically separately from the technical proposal.

Financial proposals should be in this format:

<i>Phases</i>	Rate (US\$)	Total (US\$)
Retainer Fees (for 20 hours a month)		
Other Daily fees i.e. website development, page development etc. (FSDT Daily rate consists of 8 working hours)		

Daily rates for hotels and subsistence are fixed by FSDT policies. The FSDT's daily subsistence rates for Dar es Salaam and other parts of Tanzania will be shared to the successful bidder.

Financial proposals should be denominated in US dollars. This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

The deadline for submission of the tender documents is 21st September 2020.

Any queries relating to this ToRs should be submitted in writing to FSDT under the following address, all questions and the answers will be shared with all short listed candidates. The deadline for any queries is 2 days before the tender submission deadline date.

Procurement Manager,
The Financial Sector Deepening Trust,
2nd Floor De Ocean Plaza,
Plot 400 Toure Drive,
P.O. Box 1559 Oyster Bay, Dar es Salaam, Tanzania
+255 222 602 873/5/6
procurement@fsdt.or.tz

9. OTHER MATTERS

9.1.1. CONFIDENTIALITY

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- Not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

9.2.1. CONFLICT OF INTEREST

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

9.3.1. TAXATION MATTERS

The winning bidder will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant

