



## **COMESA COMPETITION COMMISSION**

### **REQUEST FOR TECHNICAL AND FINANCIAL PROPOSALS FOR WEBSITE REDESIGN AND DEVELOPMENT OF THE COMESA COMPETITION COMMISSION**

**RFP: CCC/RFP/08/03/2021**

**OCTOBER 2021**

## 1. BACKGROUND

- 1.1. The COMESA Competition Commission ("the Commission") is a regional body corporate established under Article 6 of the COMESA Competition Regulations 2004 ("the Regulations") promulgated under Article 55 of the Treaty Establishing the Common Market for Eastern and Southern Africa. The Commission has the legal capacity required for the performance of its functions under the Regulations in the territory of each COMESA Member State.
- 1.2. The Commission commenced its operations on 14<sup>th</sup> January 2013 and is located in Lilongwe, Malawi. The Commission's core mandate is to promote and encourage competition by preventing restrictive business practices and other restrictions that deter the efficient operation of markets, thereby enhancing the welfare of the consumers in the Common Market, and to protect consumers against offensive conduct by market actors. The main functions of the Commission are to monitor markets and investigate anti-competitive business practices, control mergers and other forms of acquisitions in the Common Market and mediate disputes between the Member States concerning anti-competitive conduct.
- 1.3. The Commission's website (<https://www.comesacompetition.org/>) is one of the organization's key communication and outreach tools which was developed in 2011 and redesigned in 2014 with WordPress platform. Currently, an outdated website is in use and hosted on an external server. The Commission intends to update and enhance the functionality of the current website through improved mobile-responsive design, interactive functionality, and a more user-friendly Content Management System (CMS). In this regard, the Commission sends out the Request for Technical and Financial Proposal for interested firms to submit their proposals to redesign the Commission's website.

## 2. SCOPE OF WORK

- 2.1. The Commission seeks a complete website redesign of its site <https://www.comesacompetition.org/>. The redesign of the website includes the following:
  - 2.1.1. Provide and describe the approach for redesigning the website and provide information on how the project would be phased and managed including timeline deliverable
  - 2.1.2. Undertake needs assessment or requirement gathering of the Commission's website redesign through consultation with the Commission
  - 2.1.3. Provide a Business Requirement document (BRD) of the Commission's website based on the requirements gathered.
  - 2.1.4. Propose the design of website and submit it to the Commission
  - 2.1.5. Design the website based on the needs assessment (BRD) conducted
  - 2.1.6. Submit the proposed design of the website to the Commission for review and incorporate the feedback of the Commission
  - 2.1.7. Conduct a test of the approved design website in the presence of the Commission's
  - 2.1.8. Incorporate the comments presented on the test of the website from the Commission
  - 2.1.9. Train and present the features of the website to the Commission's relevant personnel and Management

- 2.1.10. Launch the website (go live) following the validation of the test site by the Commission and other stakeholders.
  - 2.1.11. Host and provide support on the website
  - 2.1.12. Provide a report manual on the features and management of the website
  - 2.1.13. The schedule for task details of the proposed scope of services should reflect the completion dates presented in Section (5), timeline and deliverables
- 2.2. The Commission shall evaluate the proposed website presented by the Vendor and determine whether it is in line with the objectives, requirements, expectations, and task details outlined under Section 3 and 4 below. The Commission shall retain the rights to the designed and developed website and any customization of plug-ins. The Vendor shall submit a report in each phase of the assignment which shall be validated after consultation with the Commission. The project website launch date is by 1<sup>st</sup> June 2022.

### **3. OBJECTIVE, REQUIREMENTS AND EXPECTED OUTPUTS**

#### **Objective**

- 3.1. The Commission is seeking to develop an enhanced, visually appealing website that is mobile-responsive, easy to navigate and provides the depth and breadth of current information that our stakeholders seek about our programs and services.
- 3.2. The requirements for the new site shall include but is not limited to the following:
  - 3.2.1. Updated platform, functionality, navigation, and design
  - 3.2.2. Mobile-responsive design
  - 3.2.3. Integrated with internal (and external) databases to “feed” information to website
  - 3.2.4. Integrated with responsible Division’s email account to enable users to file, notify, comment, provide complaints and interact with the Commission.
  - 3.2.5. User-friendly Content Management System (CMS) with training for editors/users.
  - 3.2.6. Advanced and fast “Search” functionality.
  - 3.2.7. Website security and firewall
  - 3.2.8 Provision of a platform to connect and integrate with the electronic case management system of the Commission
  - 3.2.9 Create organizational email using the Commission’s domain  
<https://www.comesacompetition.org/>

#### **Desired Expectations**

- 3.3. The website is expected to have the following functionality and tools:
  - 3.3.1. Clean, clutter-free, modern design aligned with the Commission’s brand (which mainly consists of Commission’s logo, logo colours, tagline)
  - 3.3.2. Clear, easy-to-use navigation which is understandable by all stakeholders
  - 3.3.3. Mobile-responsive design optimized for all common internet browsers
  - 3.3.4. Optimized design documents, videos, and images for fast loading
  - 3.3.5. Search Engine Optimization (SEO) with ability to add search engine plug-in to administrative area

- 3.3.6. Robust, user-friendly CMS, which shall:
  - 3.3.6.1. Be used by the Commission's personnel to maintain and update the site, including access to all content for editing, uploading documents and creating new pages and links
  - 3.3.6.2. Have at least three editors of the Commission
  - 3.3.6.3. Include functionality to schedule release of pages
  - 3.3.6.4. Include functionality to broaden the Commission's website to include a link to multiple portals e.g., staff email, e-filing
  - 3.3.6.5. Have news, Notices & Hearings features with searchable archives and functionality to schedule release of articles and reorder how they appear on the page
  - 3.3.6.6. Accommodate varied content such as images, videos, spreadsheets, maps
  - 3.3.6.7. Incorporate tools for tracking page/file updates and deletions
- 3.3.7. Integration of existing "CVS database" feed to display on website "Notify Me" functionality-subscribe for email updates and push out notifications
- 3.3.8. Ability to allow online submission of the forms of the Commission by external parties or stakeholders for complaints, applications, notifications etc.
- 3.3.9. Store all submissions to a database created for automatic archiving which can be retrieved and analysed
- 3.3.10. Ability to host the Commission's training programmes
- 3.3.11. Input to add internal "Search" functionality
- 3.3.12. Operate as a dynamic database drive website that generates analyses/briefs and display on actions the editors make on the page
- 3.3.13. Print-friendly feature on each page
- 3.3.14. Social media integration on each page to the Commission's social media accounts on Facebook, Twitter, YouTube etc
- 3.3.15. Incorporate Google Analytics and improve search ranking
- 3.3.16. Photos-Easy to load and display; mobile-responsive photo gallery; Flickr integration
- 3.3.17. Website security and firewall
- 3.3.18. Provide platform and capability to connect and integrate with case Management System
- 3.3.19. Build forms with a tool like gravity forms; submit forms online, "Contact us", customer feedback surveys, etc
- 3.3.20. Load the content of the Commission rules and regulations on the website with advanced search functionality
- 3.3.21. Provide domain email for the Commission
- 3.3.22. Anything connected or incidental to the foregoing

## **4. TASK DETAILS**

### **Phase One**

#### **4.1. Refine scope and technical specification**

- 4.1.1. The Vendor will meet with the Commission's web project team to refine the project scope, schedule and task details and specifications. The Vendor will conduct requirement gathering with all the Divisions of the Commission.

#### **4.2. Define website functionality**

- 4.2.1. The Vendor will meet with Commission's web project team to define content needs, navigation, site functions and provide business requirement document. This task will include developing the website architecture and identifying the content management system that is appropriate for the Commission's needs.

(Note: The Commission has identified WordPress as the platform; however, the Commission will consider similar open-source tools as a possible option with a well-supported and successful track record and high adoption rate with similar organizations.)

## **Phase Two**

### **4.3. Develop design**

- 4.3.1. The vendor will design two (2) concepts for homepage and up to two (2) internal/secondary pages to be reviewed by the Commission with up to three (3) revisions to the chosen design.

### **4.4. Development**

- 4.4.1. The Vendor will use approved design and development platform (including the CMS) to build the site. The CMS will be presented, vetted and approved by the Commission. Vendor will install navigation, set up blank pages and transfer a sample of contents. for the Commission to approve. Following the approval of the site plan, a training will be provided by the Vendor to a group of administrators on the use of the CMS. Consequently, the Vendor will migrate existing and new content to the new site according to an agreed-upon timeline.

### **4.5. Testing**

- 4.5.1. The Vendor will conduct comprehensive quality assurance testing on multiple browsers and mobile devices to ensure new site is responsive and all functionality is fully operational.

## **Phase Three**

### **4.6. Review of Website and Training**

- 4.6.1. The Vendor will navigate the Commission through the site and demonstrate the link, page set-up, homepage and internal/secondary page layouts, and a functionality review. Further, the Vendor will conduct a training for identified web editors of the Commission. The Vendor will provide the Commission with a user's manual and site architectures. The Vendor will set up initial administrator passwords and demonstrate management of administrators and editors.

### **4.7. Launch**

- 4.7.1. Following a completion of up to two rounds of punch list items, not to exceed 20 items from the training and review period, the Vendor will set up website on a hosted server and coordinate any needed changes to DNS entries and other technical requirements to make the new site live at <https://www.comesacompetition.org/>.

## Phase Four

### 4.8. Ongoing Support

4.8.1. The vendor will provide contracted costs for routine updates. Provide maintenance schedule of the approved CMS by the Commission, including costs and a list of tasks accomplished during maintenance. For ongoing technical support such as building forms or using the CMS tools, include pricing and turnaround time.

## 5. TIMELINE AND DELIVERABLES

5.1. The assignment under phase one to phase three will be expected to be conducted within 180 calendar days (Six months) from the date of signing of contract. The assignment is expected to have the following outputs which shall be delivered in three phases.

Phase	Deliverable by the Vendor	Role of the Commission	Tentative Timeline
Phase one	<p>Conduct user requirement gathering to refine scope and technical specifications and define website functionalities.</p> <p>Submit business requirement document with list of desired website functions with recommended plugins or system tools, initial site map, diagram showing all website functions, options for content management system</p>	<p>Provide inputs for the requirement gatherings</p> <p>Consider and approve the Business requirement document</p>	December 2021 to February 2022
Phase Two	<p>Submit website design concepts and final templates</p> <p>Build website on content management system</p> <p>Conduct quality assurance testing on different browsers and mobile devices, ensure accurate site functionality, fix any bugs discovered during testing</p>	<p>Consider and provide inputs on the design concepts and templates</p> <p>Approve the design developed</p>	March – April 2022
Phase Three	<p>Demonstrate the website and provide training</p> <p>Coordinate migration of content from old site to new site by the vendor</p> <p>Submit website manual and site architecture.</p>	Organize trainings	May- June 2022

	Launch through setting up the website on hosted server, coordinating DNS entries and other technical requirements		
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## 6. CONTENT AND FORMAT OF PROPOSAL

6.1. The Vendor's proposal format should emphasize clarity and brevity in describing an understanding of the project, approach to each task, schedule, budget, and personnel experience.

6.2. The submission must include the following information:

6.2.1. Letter of interest

6.2.2. Description of work required to complete the scope of work as described in above Sections 2,3 and 4, including how the project will be phased and managed

6.2.3. A schedule of deliverables, interim products, and reports

6.2.4. A recommended approval process for project deliverables/tasks

6.2.5. Company background including how long the company has been in business brief description of the company's size and organization

6.2.6. Participation of principal, key support, and technical staff, including estimates of time, number of hours and cost breakdown by work task for each key participant in the project. Include a description of relevant experience of the key personnel who will work on the Commission's project

6.2.7. Description of relevant experience and qualifications for each person involved in the project

6.2.8. List of at least three (3) relevant client references including contact name, organization name, phone, email, and at least three websites developed by the vendor in last 3-5 years. These references should be able to verify the recent experience of the team leader involved in the proposal for this project

6.2.9. Financial Proposal: The vendor should identify rates which should be valid for the entire length of the assignment in United States Dollars (USD). The financial proposal should have:

- a) Description and costs of ongoing technical support
- b) Additional optional information about consultant products and services not covered in other sections of the proposal such as awards, newsletters, documentation, etc

Note- The financial proposal to be provided should be exclusive of any form of taxes or charges to be imposed by the Government of Malawi or the local government of the Vendor in COMESA Member States.

6.2.10. Vendors should also provide that:

- a) They possess the necessary professional and technical qualifications and competence, financial resources, equipment and other physical facilities, managerial capability, experience in the procurement object, reputation, and the personnel, to perform the contract
- b) They have the legal capacity to enter into the contract

- c) They are not insolvent, in receivership, bankrupt or being wound up, their business activities have not been suspended, and they are not the subject of legal proceedings for any of the foregoing
- d) They have fulfilled their obligations to pay taxes and social security contributions, and for that purpose, documentary evidence to be provided by a foreign candidate to demonstrate that it meets the criterion in this paragraph may consist of a written declaration to that effect by the candidate; and
- e) That their employees, or agents have not offered any inducement to any employees of the Commission.

**7. CRITERIA FOR EVALUATION OF PROPOSALS**

- 7.1. Vendors must provide both Technical and Financial proposals. The evaluation shall be based on the following attributes:
  - 7.1.1. Quality of proposed approach to project
  - 7.1.2. Experience and qualifications of key personnel who would work on project; minimum graduate, Computer Science or Engineering or relevant subjects that have qualified course in Web Design and database. Certificate and Diploma courses in web design and database is an added advantage
  - 7.1.3. Portfolio of past work including at least three (3) projects of similar scope in the last 3-5 years
  - 7.1.4. At least 3 recommendations of references on similar project scope
  - 7.1.5. Projected Costs in USD; and
  - 7.1.6. Ability to work within deadlines and to develop mutually agreed dates for deliverables.
  - 7.1.7. The Technical proposal will be assigned a weight of 80% and the financial proposal will be weighted at 20%.
  - 7.1.8. The evaluation criteria shall be as follows

<b>Evaluation Criteria</b>	<b>Weight</b>	<b>Max Point</b>
A) Technical Proposal	80%	80
1. Overall experience and Expertise of the organization/Firm		15
2. Expertise of Key personnel		20
3. Methodology proposed in the technical proposal		45
3.1: Overall understanding of the assignment & proposed solution- architecture		20
3.2: Proposed work plan and timeline relevant to the assignment as per the scope and requirements		20
3.3: Handover of the total system procedure		5
B) Financial Proposal		20%
Total		100



7.2. The proposal shall be considered unsuitable and shall be rejected at the technical stage if it does not respond to important aspects of the Terms of Reference and/or fails to achieve a minimum technical score of 70%.

## **8. AWARD OF CONTRACT**

Prior to expiration of the period of bid validity, the Procurement Committee will award the contract to the qualified Vendor whose proposal after being evaluated is the most responsive to the needs of the Commission and activity concerned.

The Commission reserves the right to wholly or partially reject or award the contract to any bidder and has no obligation to award this tender to the highest ranked bidder.

The Commission also reserves the right to annul the Bid process and reject all Bids at any time prior to award of contract, without thereby incurring any liability to the affected Bidder(s).

## **9. COST OF TENDER**

The Bidder shall bear all costs associated with the preparation and submission of the bid. The Commission will in no case be responsible or liable for those costs, regardless of the conduct and outcome of the tender.

## **10. CANCELLATION OF THE TENDER**

In the event of cancellation of the tender, bidders will be notified in writing of the cancellation by the Commission. Upon request, the Commission shall communicate to any bidder the grounds for its rejection. However, the Commission is not obliged to justify those grounds.

## **11. OWNERSHIP OF TENDERS**

The Commission retains ownership of all tenders received under this Request for Proposals. Consequently, bidders have no right to have their tenders returned to them except in the case of any of the following circumstances:

- Cancellation of the tender procedure
- Rejection of tenders before the closing date or
- Late submission of a bid.
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## **12. NEGOTIATION AND FINALIZATION**

After the selection of the best bid and notification to the selected party, the Commission will commence negotiations with that party for purposes of concluding an agreement.

## **13. SUBMISSION OF PROPOSALS**

13.1. Vendors shall submit their proposals in **one envelope containing two sealed envelopes** by the closing date set forth below through courier services or hand delivery to the following address:

Chairperson – Procurement Committee,  
COMESA Competition Commission,  
5<sup>th</sup> Floor-West Wing, Kang'ombe House

P.O. Box 30742  
Lilongwe 3, Malawi  
Attention: Procurement Unit

- 13.2. Electronic copies of the proposals should be submitted by the closing date to the following email address: [compcom@comesa.int](mailto:compcom@comesa.int).
- 13.3. The outer envelope should be clearly marked at the top right hand corner [TENDER REFERENCE AND TITLE].
- 13.4. The first internal sealed envelope shall be clearly marked “Technical Proposal” and must contain two (2) hard copies of the technical proposal with one marked ‘original’ and the other marked ‘copy’. The second internal envelope shall be marked “Financial Proposal” and must contain two hard copies of the financial proposal with one marked ‘original’ and the other marked ‘copy’. In the event of any discrepancy between the original and the copy, the original shall govern.

**NOTE:** If the envelopes are not sealed and marked as per the instructions in this clause, the Commission will not assume responsibility for the proposal’s misplacement or premature opening and may – at its discretion – reject the proposal.

#### **14. CLOSING DATE FOR SUBMISSION OF PROPOSALS AND OPENING OF BIDS**

The closing date for submission of proposals is 28<sup>th</sup> October 2021 at 12:00 hours MALAWI time. Proposals received after this date and time will not be considered.

Vendors or their authorized representatives are invited to attend the virtual opening of bids scheduled to be held on 28<sup>th</sup> October 2021 at 15:00 hours Malawi Time.

#### **15. TECHNICAL QUERIES**

For any technical queries related to specifications of work or Terms of Reference, kindly contact Mr. Eyob Abraham, IT and Documentation Officer on the following email address: [eabraham@comesa.int](mailto:eabraham@comesa.int)

#### **16. CONFIDENTIALITY STATEMENT**

All data and information received from the Commission for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to Commission. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the Commission

## 17. FINANCIAL PROPOSAL - STANDARD BIDDING FORM

Bidders are advised to use the standard tender Form below as sample format and modify it to cover all relevant costs or charges.

There will be no price variation tender.

Bidders are also advised to disclose any other relevant information on a separate sheet of paper.

### Financial proposal Form

	AMOUNT IN USD
TOTAL PROFESSIONAL FEE	
OTHER RELEVANT EXPENSES	
VAT AND ALL OTHER TAXES	EXCLUSIVE

Amount in words: \_\_\_\_\_

\_\_\_\_\_

Submitted by:

Name : \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_