

Request for Quotation

Digital Marketing Solution including Website

Background

James James Kitchens was launched in West Kirby in 1972 as the Wirral's first kitchen design studio, our team have been handpicked for their key skill sets which ensure we deliver the highest individuality for our clients and create an exceptional customer journey, since taking the company over 2 years ago, I wanted to develop a fresh new feel to the business to match the team's passion and design creativity.

Requirement

James James Kitchens design and fit high end quality kitchens. We have built a reputation within our customer base for our exceptional standards. Our current website fails to bring us any business and is nowhere near adequate for our strategy for expanding the business. We need a new website that will not only demonstrate that we are one of the North West's leading kitchen providers but will also generate new business.

We also require a digital marketing solution that will help us grow our business, not only in Wirral but also in Cheshire, North Wales, and Merseyside.

The website and digital marketing channels need to attract and engage our target audience, including housebuilders, interior designers, architects, bedroom and bathroom companies who are professionals that would like to offer our services.

Regarding the 'digital marketing solution'....

- We require a supplier to develop a social media strategy for us.
- To develop content and provide coaching for our team to deliver/implement.
- The strategy and content should initially cover a period of 6 months.

Deliverable Timescale

I would like the project to be completed within a 3–4-month timescale.

Indicative Budget

£16K

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and, in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by Saturday 8th May 2021 either electronically or by post/in person to Maria Challis at maria@jamesjameskitchens.net

Date Published

28th April 2021

This work is part funded though the European Regional Development Fund.

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether your organisation is successful.