

Merakilo Fitness Ltd
REQUEST FOR QUOTATION
Website & Digital Marketing

Company Background

Based in St Helens, Merseyside Merakilo Fitness LTD currently offers an extensive range of activewear through e-commerce retailing and retail based sales within a large local gymnasium.

Merakilo Fitness LTD values inclusivity, diversification, sustainability and progression. Each imperative pillar within these values reflects our brand ethos, 'Create your own legacy'. Merakilo Fitness LTD recognises the significance of professional liaison regarding business advancement. Therefore, our company objective seeks to establish further connections between local independent gymnasiums and exercise facilities.

Promotion of Merakilo Fitness proves advantageous to all parties by augmenting profitable public interest through consumer based exposure. Merakilo is a primarily established retailer, evoking confidence and trust within our target market reputation. Consequently, businesses collaborating with Merakilo will gain an influx of interest within the local population.

Operating to the highest standard of quality production and management, Merakilo is set to become a powerhouse of international clothing production and sales.

Requirement

We have invested in a new professionally built website. However, we want to ensure that the website is supported by other digital marketing activities. Consequently, we are looking to source specialist digital marketing advice and support, covering:

- SEO Optimisation
- Content creation and website updates
- E-commerce Conversion Optimisation
- E mail website automation workflows

We are looking for a company to support us across all our channels. We are happy with our website and some elements of our online marketing but need to make sure that all channels are complementary and that everything we do is focussed on converting to sales.

We therefore have a requirement for a company that can demonstrate a track record of:

- Driving e-commerce sales through multi-funnel campaigns.
- Search Engine Marketing
- Social Media Content Creation
- Setting goals, and monitoring & reporting against targets

Merakilo wishes to continue conducting business using the existing domain name (www.merakilo.com), using 'Shopify' as an online platform.

We are looking for quotes to provide the above service for an initial **6 month** period.

Deliverable Timescale

We would like the project to start ASAP, but by 7th August 2022 at the latest.

Evaluation Criteria

Cost	30%
Demonstrable skills and understanding of industry sector	40%
Understanding of the brief/clarity of the quotation	10%
Delivery timescales	10%
Ease of communication	10%

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

Submissions for consideration are required electronically by 1700 Hrs on 02/12/22, to Company Managing Director Lewis Caine. lewis@merakilo.com

Date published: 19/11/22

SUPPLIERS: Please read the following BEFORE preparing your proposal/quote

- 1) This work is part funded by the European Regional Development Fund.
- 2) ERDF Indicative Budget

This work will be part funded though the **European Regional Development Fund**. The project falls within the ***£2,500 - £24,999** bracket and therefore, under current Public Procurement Regulations, there is no formal tender procedure, but a detailed written quotation is required.

(*NB this figure is the ERDF regulations figure. IT IS NOT THE BUDGET FOR THIS PROJECT)

3) 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 or not your organisation is successful.