



Request for Quotation

Website Re-design, Optimisation & Web Application Development

Background

Melo World Limited is a specialist company, providing industry leading Visual Standards & 5S solutions.

The business based in Widnes designs, manufactures, and installs signage and communication products that include customer's specific graphics.

We work closely with UK manufacturers, providing them with tools to improve processes, communicate more effectively and keep visitors and staff well informed.

Specifically, the business provides solutions for clients interested in incorporating or enhancing Lean (Continuous Improvement) and 5S (Organisation methodology) in their operations. Our key clients include such blue-chip names as Jaguar Land Rover and DHL.

For future growth Melo World is committed to innovation, and as such our next goal is to introduce a modern, digital solution and this will need to be driven from a new website.

The main functionality of this new website will be to allow the customer to easily design a product bespoke to their needs, a functionality that would simplify the client's journey and the production of goods.

Requirement

Our requirements can be broken down into three phases ...

Phase One – Web Development/software

Develop a "Design your Product" web application such that the user of our website should be able to "build" one of our 3 main product types (Communication Board, Shadow Board, Identification Panels) using predetermined sizes, patterns, objects, pictures, colour themes or/ and creating their own, uploading logos/ pictures. One of the other functionalities is to mount additional items or magnetic addons that can be visualised on the go.

The software embedded in a website would generate a ready to print high resolution file which would be automatically sent to the printer after the order is placed and paid.

Customers website journey should be driven to the new functionality. They should be able to see the end-product, its benefits, final cost. It could be then purchased hassle-free.

The application within the website needs to be modifiable by Melo World if we would like to add functionality (objects, effects, etc) and should be possible without specialistic knowledge.

Phase Two – Web Creation

Create website that incorporates the abovementioned software. Website is to be mobile friendly as well. It is to incorporate merchant service and calculations of product delivery fees. Provide hosting for the website with clear, upfront and annual costs.

Phase Three – SEO and Scalability

Improve the website positioning (SEO), making sure it would get to the right customers and optimise it so it loads quick enough handling the vast data.

It is also envisioned that, in time and with sufficient service user demand, video guides, online community features and interactive training (such as webinars) may be added to the site. Scalability and adaptability are therefore vital platform considerations.

Deliverable Timescale

Start – ASAP: Complete by 30th April 2023

Indicative Budget

The indicative budget is in region of £8,000

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 27th Jan 2023 electronically to Phil Huzik, CEO Melo World Ltd at phil@meloworld.co.uk

Date Published
9th January 2023

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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.