

**Cardno Emerging Markets USA Ltd.  
USAID Competitive Economy Project (CSS)**

**Request for Quotes  
USAID CSS RFQ-05**

**Subject: Development of the Website of the National Association of Serbian Prunes Producers**

**Contracting Entity:** Cardno Emerging Markets USA Ltd., Washington DC, Belgrade  
Representative Office

**Location:** Serbia, Belgrade

**Issuance Date:** March 5, 2019

**Submission date** March 22, 2019

Cardno Emerging Markets USA, Ltd. (Cardno), the Contractor, acting on behalf of the U.S. Agency for International Development (USAID) as implementer of the USAID Competitive Economy Project, is soliciting bids from qualified, legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) interested in providing the services of Development of the Website of the National Association of Serbian Prunes Producers as described in Section I. Background and Scope of Work. The successful bidder will be responsible for ensuring achievement of specified tasks/deliverables.

## **I. BACKGROUND AND SCOPE OF WORK**

### **About the Project**

USAID Competitive Economy Project is a four-year activity that aims to strengthen processors in order to increase their sales in export and domestic markets. The Project strives to include in implementation all relevant stakeholders working with Serbian companies, so systemic support clusters is created. This approach is designed to also provide sustainability and replication of Project efforts to other sectors in the industry. The primary sectors the Project will work in are fruits and vegetables processing industries, considering their high-competitiveness potential for Serbian economy. By improving systemic support to food producers and processors, USAID Competitive Economy Project has a goal to induce export, stimulate innovation and drive investments to better position Serbian brands and products.

### **Background to SOW**

The Project intends to engage a vendor, with relevant technical background and experience, to develop website of the National Association of Serbian Prunes Producers. The target audiences for the National Association of Serbian Prunes Producers website are relevant stakeholders, as well as the general public, which includes public institutions, businesses and potential investors.

### **Place of Performance:**

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Serbia

**Objective**

The objective of this Request for Quotes is to select a professional for the services of Development of the National Association of Serbian Prunes Producers Website in line with the below described requirements.

**1. Content and structure of the website**

The website's visual style must be professional and appropriate for the association it represents, but at the same time modern and attractive to visitors. When designing the visual concept and structure of the website, the vendor should keep in mind modern trends in presenting information on the web, with an emphasis on relevant, brief, clear and easy-to-access information. Regarding the form, the website should resemble to the websites of similar types.

The vendor should also address access to the website by visitors using mobile devices, including issues such as versatility of screen resolutions, touch-friendly navigation, absence of Flash technology on many mobile platforms, etc.

Due to the large amount of information that will be contained in the website and the constant need to update content, it is required that the new website utilize a powerful, flexible, and easy to use content management system (CMS). The CMS can be either tailored made or utilization of well-known platforms such as Word Press, Drupal, Joomla are also allowed.

*Note: Due to U.S. Federal Government procurement restrictions, under no circumstances can database, database components, or database maintenance contain any hardware, software, or service developed or provided by Kaspersky Lab; any successor entity to Kaspersky Lab; any entity that controls, is controlled by, or is under common control with Kaspersky Lab; or any entity of which Kaspersky Lab has a majority ownership.*

**2. Work methodology**

The vendor should keep in mind that development of the website should follow an "agile software development methodology", including frequent and intensive collaboration with the USAID Competitive Economy Project and the members from the Association of Serbian Prunes. It is expected from the vendor to be flexible and willing to modify the design and organization of the website during the development phase in order to achieve optimal usability and relevance of information for website visitors.

**3. The Project Website Functional Specifications**

### **3.1. Content structure of the website of the National Association of Serbian Prunes Producers**

The tentative structure of the website that will be subject to further changes is:

HOME  
ABOUT US  
PRUNES PRODUCERS  
NEWS  
CONTACT

**Note:** All content will be prepared by the Project.

### **3.2. General Functional Requirements**

#### **1) Input data validation**

The website must perform input data validation and clearly notify users of validation errors in case of:

- a. Mandatory fields that are not populated
- b. Fields with invalid content (e-mail address without @ sign, etc.)
- c. An alphanumeric field with invalid characters
- d. Numerical fields with text content or out-of-range values (negative numbers, etc.)
- e. Date fields with inconsequent or impossible values (end date before starting date, future dates in some cases, etc.)

In case of detected errors in input data fields, the website has to clearly mark the fields that do not pass validation, without losing content/values of correct fields.

#### **2) Multi-language content**

The website must support the creation and administration of multi-lingual content, at least in the following languages and alphabets:

- a. Serbian Latin
- b. English

#### **3) Content Management System (CMS)**

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Content management and administration of the website has to be conducted through a flexible and easy-to-use Content Management System (CMS).

**4) Website search and search keywords statistics**

The website has to support searching the content by key words.

The website administrator must be able to produce search statistics by keywords, in order to identify website visitors' interests.

The website also has to provide advanced search capabilities, where visitors can narrow the scope of a search, focus on particular content category, set date ranges, use logical operators (AND, OR) and other usual advanced search mechanisms.

**5) Support for printing and export to PDF format**

The website has to provide buttons/links that lead to "printer friendly" versions of the page, as well as the capability to download articles, news, laws, by-laws, opinions, assessments etc. as PDF documents, which need to follow the original format of the HTML page as closely as possible.

**6) WYSIWYG editor**

The website must provide content editors with a flexible and easy-to-use WYSIWYG editor which must support at least:

- a. Letter styles (bold, italics, underline, etc.)
- b. Different types, sizes and colors of font
- c. Inserting photos/images, including various alignments of images and text
- d. Bullets and numbering
- e. Different paragraph alignments (right, central, left and justified)
- f. Inserting hyperlinks
- g. Content preview before publishing

It is desirable that editor properly handle the cutting and pasting of pre-formatted RTF contents from other applications (Word etc.).

**7) Summary, keywords and related contents**

The website must enable the editor to define a summary ("digest") of the text, which leads to the full article upon clicking the appropriate hyperlink ("Read more").

**8) Website statistics**

The website should provide as detailed analytics and statistics of the visits to the website as possible. The minimal acceptable functionality is Google Analytics. It is recommended that the administrator can obtain detailed view/download statistics for every website resource (news, prunes producers etc.).

### **9) Compatibility with most popular web browsers**

The website must look and feel the same at least in the following web browsers:

- a. Mozilla Firefox
- b. Microsoft Internet Explorer / Edge
- c. Google Chrome
- d. Safari

### **10) Screen resolution and support for mobile devices and visually impaired visitors**

It is strongly desired that the visual rendition of the website dynamically adjust to the client's native screen resolution and maximize utilization of available screen space.

Any unutilized space (borders etc.), if unavoidable, should be evenly distributed on left and right margin of the screen, so useful content is always centered.

It is desirable that the system automatically and without the need of manual design offer a mobile version of the website for the visitors accessing the system via mobile web browsers (smart phones, iPads, tablets, etc.). The mobile version should display the website contents in single column, whose width in pixels matches the native screen width of the mobile device.

### **11) No browser plug-ins requirements on client side**

The website should not require plug-ins on the client side (e.g., Adobe Flash, Microsoft Silverlight) in order to properly display content.

Only content types which naturally require client-side plug-ins and CODECs (video streaming, interactive process animations, etc.) may be an exception to this rule.

### **12) Modularity and flexibility**

The website must be designed in such manner that additional changes, extensions or removals of functionality affect other components as little as possible.

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The website architecture should be designed to minimize the number of places requiring changes when new functionality has to be added or existing functionality has to be changed.

The website must be flexible, adaptable and easy to use in order for the project to further maintain it.

**13) Security**

The developed website must enforce HTTPS and HSTS. The security certificates will be purchased by the USAID Competitive Economy Project.

**14) Branding Requirements**

The Web site has to be marked on the index page of the site and every major entry point to the Web site with a disclaimer that states: "The information provided on this Web site is not official U.S. Government information and does not represent the views or positions of the U.S. Agency for International Development or the U.S. Government.

**15) Training**

The awarded Subcontractor shall provide necessary training for the usage and maintenance of the website.

The anticipated number of trained people is not to exceed 5.

**3.3. Hosting**

Website should be hosted on the registered [www.serbianprunes.com](http://www.serbianprunes.com) domain. The hosting of the domain will be changed, the ~~P~~project will fund the new hosting and the vendor needs to assist in the transfer of hosting.

**II. TASKS**

In accordance with above mentioned, the vendor should perform the following tasks:

- 1) Development of the draft version of the website to be presented to the Project and the Association and hosted on a temporary address;
- 2) Production of final version of the website and delivering it to the official hosting.
- 3) Deliver training to Association staff in how to maintain the website
- 4) Maintaining the web site in terms of publishing the new content.

**III. PERIOD OF PERFORMANCE**

Period of performance of the contracted services is April 1<sup>st</sup> until November 30<sup>th</sup>, 2019.

#### **IV. DELIVERABLES**

1. Website graphic design / template
2. Development of the draft version of the website and published on the temporary hosting
3. Final version of the website delivered to the official hosting including full source codes and parameters of the developed website
4. Delivered training to Project staff

#### **V. INSTRUCTIONS TO OFFERORS**

##### **Submission of Quotes**

Quotes/Offer must be received no later than **17:00h Friday March 22, 2019.**

Late Quotes/Offer will be considered at the discretion of Cardno.

All offers including CV and references of the vendor clearly showing adequate technical background and relevant work experience must be emailed to [konkursi@konkurentno.rs](mailto:konkursi@konkurentno.rs)

Please reference the RfQ # (USAID CSS RfQ 2019-05) in the subject line of the email.

##### **Questions and Clarifications**

All questions and/or clarifications regarding this RfQ must be **submitted in writing to [konkursi@konkurentno.rs](mailto:konkursi@konkurentno.rs) no later than 17:00h on Friday, March 15, 2019.**

All correspondence and/or inquiries regarding this solicitation must reference the RfQ number. Questions and requests for clarification, and the responses thereto, that Cardno believes may be of interest to other offerors, will be circulated to all RfQ recipients who have indicated an interest in bidding.

##### **Requirements for eligible Offerors**

Eligible legally registered U.S. or Serbian, entities (entrepreneurs, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs), with the following Consultant (s) requirements:

- The Offeror must be registered as a company specialized in software development / website portal development;
- The Offeror must demonstrate that it has successfully completed at least three similar contracts during past 2 years. To be proved by providing references for previous contracts. Similar contracts include websites of similar complexity;
- The Offeror must have employed at least two software developers, out of which at least one senior software developer. To be proved by providing statement containing list of employees and their job positions;

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**Required Documents**

The following documents are required in any Quote/Offer submission:

- Offeror's Identification and supporting document(s)
- Offeror's Brief description of professional capacities and experience ;
- Offeror's Price Quote

**Format of Quote/Offers submission, along with the required documents' requirements is herewith attached under Section VI**

**Quotations**

The Offerors should submit firm fixed Price Quotes broken down per deliverables. Prices must be quoted on a lump sum, all-inclusive basis. No profit, fees, taxes, or additional costs can be added after award. All cost information must be expressed in US Dollars. Payments shall be executed in Serbian Dinars at the exchange rate of Cardno corporate bank in Serbia at the date of payment approval. Cardno is VAT-exempt, per the bilateral agreement between the United States and the Republic of Serbia, therefore no VAT costs are eligible.

**Validity Period**

Offers must remain valid for not less than thirty (30) calendar days after the offer deadline.

**Negotiations**

Best offer quotations are requested. It is anticipated that awards will be made solely based on these original quotations. However, Cardno reserves the right to conduct negotiations and/or request clarifications prior to awarding a Contract (Service Agreement).

**Award**

Cardno/the Project anticipates awarding one contract/Service Agreement under this Request for Quotes, with the value up to **4,000.00 in USD (US Dollars)**, payable in RSD (Serbian dinars), in funding to be allocated over up to 8 months period. The timeline for development of web site is 2 months, with additional 6 months maintenance period. The price of the contract to be awarded will be an all-inclusive fixed price. All payments will be a fixed-sum, payable upon completion and acceptance of deliverables. Deliverables, payment amounts, and dates will be defined in detail during negotiations.

This solicitation is subject to Cardno's standard terms and conditions. Any resultant award will be governed by these terms and conditions. Please note that Cardno standard payment terms are 10 days after receipt and acceptance of any commodities/deliverables.



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**Evaluation and Selection Criteria**

Cardno/the Project will select the bid that offers the best value based upon the following evaluation criteria:

1. Technical approach (30)

The bidder should describe their overall technical proposal in terms of platform and technologies.

2. Past Performance and Experience (40)

Bidder's experience and capabilities in undertaking similar activities should be detailed here, including references. Bidders should share links to website that they created.

3. Cost proposal (30 points)

Ensure consistency of the costs with the proposed effort for implementing specified tasks in line with technical approach.

The selection of the Offeror for award will be made by the Cardno/the Project Evaluation Committee based on the evaluation criteria above. The award is to be made based on the best overall (i.e., best value) proposal that is determined to be the most beneficial to the USAID Competitive Economy Project with appropriate consideration given to the three evaluation factors: Technical approach, Experience and Price.

**VI FORMAT OF QUOTE/OFFER**

**I. Offeror's Identification**

<b>Full Name of the Offeror</b>	
<b>Solicitation Ref. No.</b>	<b>USAID CSS RfQ 2019-05</b>
<b>Address of the Offeror</b>	
<b>Registration number</b>	
<b>Tax/VAT number</b>	
<b>Account number and the bank name</b>	
<b>Title and name of the person authorized to sign a contract/Service Agreement</b>	
<b>Telephone/fax and mobile phone</b>	
<b>E-mail</b>	
<b>Supporting documents:</b>	<b>_____ Proof of Registration</b>

\_\_\_\_\_  
**Stamp / Signature of the authorized person**

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

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**II. Offeror's Brief description of professional capacities, past performance and experience  
Ref: USAID CSS RfQ 2019-5**

**Maximum length: ten (10)- pages.**

Offeror should describe their qualification, overall professional capacities, experience and past performance relevant to the Scope of Work/Tasks of the subject RfQ.

**Obligatory/Required Attachment: CV**

**Optional Attachments: Other attachments Offeror deems appropriate (e.g. certificates; awards, website links to relevant examples, etc.)**

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**III. Price Quote USAID CSS RfQ 2019-05**

<b>Deliverable</b>	<b>Tentative Due Date</b>	<b>Delivery instructions</b>	<b>Price or payment percentage USD</b>
Website graphic design / template	April 15, 2019	Graphic design to be created as static pages without the appropriate content using lorem ipsum; Delivered on the temporary hosting.	
Development of the draft version of the website and published on the temporary hosting	May 05, 2019	The draft version of the website shall include development of all agreed pages but can be delivered without all required content. The draft version shall have full CMS in place.	
Final version of the website delivered to the official hosting	May 25, 2019	The final version of the website shall include development of agreed pages populated with the adopted content. It shall have fully operating CMS with all agreed plugins installed and configured.	
Training	May 31, 2019	Delivered training to staff in how to maintain the website.	
Maintenance	November 30, 2019	Publishing of new web site content	
<b>TOTAL QUOTE USD</b>			

**Stamp / Signature of the authorized person**

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