



eCommerce

RFP

website

Ver. 1.0

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Document Change Record

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Content

1. Definition & Purpose of this RFP	6
1.1 RFP Scope	6
1.2 Out of scope	6
2. Functions and Technical Specifications	7
2.1 Catalog Management	7
2.1.1 General	7
2.1.2 Categories	7
2.1.3 Brands	7

2.1.4 Products	7
2.1.5 Config product	8
2.1.6 Catalog Browsing	9
2.2 Checkout, Payment and Shipping	10
2.3 Content Management	10
2.3.1 Pages	10
2.3.2 Homepage Banners	10
2.3.3 Navigation	11
2.3.4 Auto Email Messages	11
2.3.5 Review Management	11
2.3.6 Comment Management	11
2.4 Customer Management	11
2.4.1 Customer Service	11
2.4.2 Customers	11
2.5 Order Management	12
2.5.1 Orders	12
2.6 Discount & Promotion Management	13
2.6.1 Marketing, and Conversion	13
2.6.2 Discount Codes	13
Analytics and Reporting	14
2.7.1 Admin dashboard for report overview	14
2.7.2 Single Reports	14
2.7.3 International Support	14
2.7.4 Search Engine Optimization Management	15
2.7.5 Dynamic Titles	15
2.7.6 Specific Titles & Meta Information	15
Settings	15

2.8.1 Shipping Options	15
2.8.2 Payment Options	16 ^{2.7}
2.8.3 Taxes & Locations	16
2.8.4 Email Configuration	16
2.8.5 Administration and Site Management	16
Web services (web APIs)	17
KPI's	17
2.10.1 Sales	17
2.10.2 Marketing	17 ^{2.8}
2.10.3 Customer services	18
E-commerce platform development performance metrics	18
2.11.1 Performance Score	18
2.11.2 Performance audits	18
RFP Expected deliverables:	19
2.12.1 Quantities table	19 ^{2.9}
Expected contents and format for the response	20 ^{2.10}
2.13.1 Executive Summary	20
2.13.2 Project Approach	20

2.11

2.12

2.13

1. Definition & Purpose of this RFP

1.1 RFP Scope

Technical specifications for programming an e-commerce website.

1.2 Out of scope

SMS providers, payment companies, and shipping companies

2. Functions and Technical Specifications

2.1 Catalog Management

2.1.1 General

- Simple, configurable (e.g. size, color, etc.), bundled and grouped products
- Create different price points for different customer groups, such as wholesalers and retailers
- Virtual products
- Downloadable/digital products with samples
- Unlimited product attributes
- Attribute sets for quick product creation of different item types
- Inventory management with backordered items, minimum and maximum quantities
- Batch updates to products in admin panel
- Automatic image resizing and watermarking
- Advanced pricing rules and support for special prices
- Search results rewrites and redirects
- Moderated product tags and reviews
- Customer personalized products – ability to upload images and text (i.e. for embroidery, monogramming, etc.)
- Customer sorting – define attributes for customer sorting on category (price, brand, etc.)
- RSS feed for low inventory alerts

2.1.2 Categories

- Search and sort to easily find categories
- Manage categories and sub-categories
- Feature categories within navigation or on the homepage
- Set categories as “active” or “inactive”
- Set page URL's and SEO elements for categories
- Manage categories thumbnails and images

2.1.3 Brands

- Manage brands
- Feature brands on the homepage
- Set brands as “active” or “inactive”
- Set page URL's and SEO elements for brands
- Manage brand logos
- Manage products associated with brands

2.1.4 Products

- Search and sort to easily find products in certain categories or with specific attributes

- Easily manage and edit products
- Product fields include name, SKU, product details, additional details, list price, your price, weight, stock, minimum quantity order amount, handling fee and more.
- Ability to select options such as featured, free shipping, reviews allowed, require moderation for reviews and more
- Add and manage main product image and additional product images
- Microsoft Word-like editor for managing content block, such as product details
- Feature products on the homepage
- Set products as “active” or “inactive”
- Add products to a single category or multiple categories
- Select product brand
- Add and manage product options and option groups
- Add and manage related products
- Add and manage accessories
- Attach and embed YouTube videos
- Manage (approve and delete) product reviews
- Set product page URL and SEO elements for products
- Products Attributes group add or edit, root and sub root such as size version, color, publish date.... etc.
- Customization of units of weight, length and height of the product and the possibility of automatic calculation to be used in calculating shipping costs.
- Possibility to customize price, images, limited time offer, quantity for each attribute.
- Possibility to link attributes with each other.
- Multiple images per product
- Product image zoom-in capability
- Related products and upsell
- Stock availability
- Multi-tier pricing upsells
- Product option selection
- Grouped products view
- Add to wish list
- Send to a friend with an email
- Share on Social Media

2.1.5 Config product

Config info product

- BRAND

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- SUPPLIER
- PRICE
- COST PRICE
- PROMOTION PRICE
- STOCK
- STRUCTURE TYPE (single, group, bundle)
- Product type: download, virtual, physical
- ATTRIBUTE (color, size...)
- Time to start selling
- Weight
- Length

Setting product

- Show date available
- Show product out of stock
- Tax configuration

2.1.6 Catalog Browsing

- Layered/faceted navigation for filtering of products in categories and search results
 - Filter products by price and display a range of prices based on even increments or by a similar number of products within each range.
- Static block tool to create category landing pages
- Product comparisons with history
- Configurable search with auto-suggested terms
- Ability to assign designs within the category and product level (unique design per product/category)
- Recently viewed products
- Popular search terms cloud
- Product listing in grid or list format
- Shipping integration with label printing - view, edit, print labels for all major carriers
- Integrated for real-time shipping rates from:
 - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Ability to specify allowed destination countries per method
- Flat rate shipping per order or item

- Free shipping
- Table rates for weight, sub-total, destination, and number of items
- On-site order tracking from customer accounts.

2.2 Checkout, Payment and Shipping

- One-page checkout
- Guest checkout and checkout with the account to use address book
- Shipping to multiple addresses in one order
- Option for account creation at beginning of the checkout
- SSL security support for orders on both front-end and back-end
- Saved shopping cart
- Accept gift messages per order and per item
- Shopping cart with tax and shipping estimates
- Saved credit card method for offline payments
- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integration with multiple PayPal gateways
- Integration with Authorize.net
- Accept purchase orders
- Customized Order Status - tracking an order by customizable order statuses easily assigned to order states. A predefined list of order states (ex. new, processing, payment review, complete) represents the order processing workflow. Order status is assigned as a sub-category of the order state (ex. canceled, complete, decline)
- Create re-orders for customers from the administration panel
- Email notifications of orders
- RSS feed of new orders

2.3 Content Management

2.3.1 Pages

- Manage content pages and create new content pages
- Edit pages using a Microsoft Word-like content editor
- Add images and manage uploaded image library
- Image editing and cropping tool
- Set page as “active” or “inactive”
- Set page URL and SEO elements

2.3.2 Homepage Banners

- Manage homepage banners

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- Set banner sort orders
- Set banner URL or leave unlinked
- Set banners as “active” or “inactive”

2.3.3 Navigation

- Manage main navigations including header, side and footer
- Add drop down to main navigation
- Manage SEO elements on links such as link title
- Set links to open in same or new window

2.3.4 Auto Email Messages

- Manage main email template design
- Set messaging for order status emails
- Set messaging for thank you email on product reviews and blog comment submissions

2.3.5 Review Management

- Manage all product reviews
- Set reviews to “approved” or delete reviews

2.3.6 Comment Management

- Manage all comments
- Set comments to “approved” or delete comments

2.4 Customer Management

2.4.1 Customer Service

- Contact Us form
- Create and edit orders from the admin panel
- Feature-rich customer accounts
- Order history with status updates
- Order tracking from account
- Password reset email from front-end and admin panel
- Order and account update emails
- Customizable transactional emails

2.4.2 Customers

- Search and sort to easily find customers by first name and last name
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- Manage customer accounts
- View customer details and previous orders View individual customers product reviews
 - Add private comments to a customer
 - Delete customer accounts
 - Reset customer passwords
- Export customers to Excel
- Export customer subscribed to email newsletter to Excel (import capabilities for 3rd party email systems)
- Account dashboard
- Address book with unlimited addresses
- Wish list with the ability to add comments
- Order status and history
- Re-orders from account
- Recently ordered items
- Default billing and shipping addresses
- Email or send RSS feed of wish list
- Newsletter subscription management
- Product reviews submitted
- Product tags submitted
- Downloadable/digital products

2.5 Order Management

- View, edit, create and fulfill orders from the admin panel
- Create one or multiple invoices, shipments, and credit memos per order to allow for split fulfillment
- Print invoices, packing slips, and shipping labels
- Call center (phone) order creation - provides transparent control for administrators and front-end enhancements for customers during the shopping process. Changing product configurations, for all types of products, can be done by the call center sale representative on the admin side as well as by the customer throughout the shopping process. Custom product choices and configurations can be changed directly during order creation, in the wish list and the shopping cart

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- Includes the ability to create new customers, or select existing customers and view their shopping cart, wish list, last ordered items, and compared products lists, as well as select addresses, give discounts, and assign custom prices
- Assisted Shopping - customer service representatives and other admin users are able to manage products and coupons in customers' shopping carts and wish lists through the administrator pane.

2.5.1 Orders

Search and sort to easily find orders by specific variables

Manage and updated order status

View order number and all customer information

View order information and purchase details (products, tax, shipping, addresses, etc.)

- Add private notes to the order
- View shipping and billing address maps
- Create and manage custom order stats
- Receive email when order is placed
- Export orders to Excel

2.6 Discount & Promotion Management

2.6.1 Marketing, and Conversion

- Related products, up-sells and cross-sells
- Catalog promotional pricing with the ability to restrict to stores, categories, or products
- Flexible coupons (pricing rules) with the ability to restrict to stores, customer groups, time period, products, and categories
- Generate a set of unique coupon codes for each promotion and export the list of codes for offline distribution, email, newsletters and more.
- Easily manage and monitor coupon usage and generate detailed reports
- Multi-tier pricing for quantity discounts
- Minimum Advertised Price (MAP)
- Landing page for categories
- Customer groups
- Product bundles

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- Recently viewed and compared products
- New items promotional tool
- Persistent shopping cart
- Free shipping options
- Polls
- Newsletter management
- Send to a friend for all visitors or registered users only
- Send wish lists by email

2.6.2 Discount Codes

- Create and manage discount codes
- Add discount codes to categories, brand or products
- Add discount codes that affect shipping
- Set codes as “active” or “inactive”
Ability to set percentages off, amount off or a set price
“Auto Apply” discount codes when product added to cart option

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- Set and manage dates code is active
- Set minimum and maximum quantity requirements for discount codes
- Set number of times code can be d before automatically becoming inactive

2.7 Analytics and Reporting

- Integrated with Google Analytics
- Admin dashboard for report overview
- Sales report
- Tax report
- Abandoned shopping cart report
- Best viewed products report
- Best purchased products report
- Low stock report
- Search terms report
- Product reviews report
- Tags report
- Coupon usage report
- Total sales invoiced
- Total sales refunded

2.7.1 Admin dashboard for report overview

- Interactive administrative dashboard with charts and statistics
- Ability to change dashboard statistics to reflect specific date ranges
- Dashboard date-range reports include store sales by amount, store sales order volume, new customers vs. returning, top selling products, top selling brands, most discount codes.
- Dashboard general reports (not based on date range) include low inventory reporting, total products in store, total categories in store, customer count, lifetime orders and lifetime revenue

2.7.2 Single Reports

- Single reports, outside of the dashboard, include sales by date range, top selling product by date range, low inventory by quantity and new customer by date range

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2.7.3 International Support

- Support for localization, multiple currencies, and tax rates
- Support for accented characters and right to left text
- Configurable list of allowed countries for:
 - Site registration
 - Shipping destination addresses with the ability to specify per shipping method
 - Billing addresses with the ability to specify per payment method
- KSA VAT-ID validation to facilitates the tax collection process by automatically applying the correct tax rules according to VAT
- customer groups
- KSA cookie notification simplifies the KSA Privacy and Electronic Communications Directive compliance process by displaying an opt-in message at the top of the storefront.

2.7.4 Search Engine Optimization Management

2.7.5 Dynamic Titles

- 100% search engine friendly
- Google Site Map
- Search engine friendly URL's
- URL rewrites give full control of URL's.
- Meta-information for products, categories, and content pages
- Auto-generated site map for display on site
- Auto-generated popular search terms page
- Google Content API for shopping
- Manage all dynamic title tag structure throughout the website
- Configure dynamic title and META tags for categories and sub-categories
- Configure dynamic title and META tags for brand pages
- Configure dynamic title and META tags for product pages

2.7.6 Specific Titles & Meta Information

- Configure site wide default title and META tags
- Configure homepage title and META tags
- Set unique title, META tags and URL information for specific content pages, category, brand or product pages

2.8 Settings

2.8.1 Shipping Options

- Set store static shipping rates based on weight, dollar amount and zone
- Set specific price or percentage of order
- Live shipping rates based on shipping address utilizing UPS, USPS and FedEx
- Set and manage shipping discount codes and promotions
Set free shipping on individual products
- Set your stores origin of shipment zip code and country code
- Active and deactivate shipping carriers
- Manage UPS, USPS & FedEx available shipping services (ground, first-class, express, etc.)

2.8.2 Payment Options

- Active and deactivate payment types available
- Manage Authorize.net account settings
- Manage PayPal account settings
- Allow offline payment option

2.8.3 Taxes & Locations

- Manage countries available
- Manage tax rates for each US State or Canadian province by percentage
- Activate and deactivate countries
- Set shipping zones per state or province

2.8.4 Email Configuration

- Set email server configuration and store email address
- Fields include server name, server port, rename, password, enable SSL and store email address
- * Email will be configured during development

2.8.5 Administration and Site Management

- Support for Arabic and English languages
- Add and delete administration logins with name, email and password.
- Control website and stores from one Administration Panel with the ability to share as much or as little information as needed
- Administration permission system roles and users
- Fully 100% customizable design using templates

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- Support for multiple languages (Arabic & English) and currencies.
- Web Services API for easy integration between and third-party applications
- Batch import and export of catalog and customer information
- Content Management System for informational and landing pages
- Tax Rates per location, product type, or customer group (i.e. wholesale vs. retailer)
- CAPTCHA functionality to help prevent automated software from attempting fake logins.
- This auto-generated test ensures that the login is being attempted by a person and can be enabled in both the admin and customer login areas.
- Easy to control sections and add products, orders and reports.
- Coupon system supports points, discount, customer groups, regions and cities.
- Supports electronic invoice and printing.
- Possibility to order without registration (active, inactive).
- products Comparison
- dynamic pages, such as about us, terms and conditions, and others.
- Affiliate Marketing System.
- Customer activation SMS Management system.
- Property (author's name - publisher's name - publication year - cover type - number of pages - inner paper type - weight) and when you click on (author's name - publisher's name) a list of their books will appear.
- The possibility of adding e-books in the store in conjunction with the paper version on the product page so that the customer has the choice between purchasing the electronic, paper, or audio version.
- Import & export data

2.9 Web services (web APIs)

Programming and development of **Web APIs for all system features** and preparation of the usage document as it should be available on the control panel.

2.10 KPI's

2.10.1 Sales

- Average Order size.
- Gross profit.
- Average Margin.
- Number of Transactions.
- Conversion rate.
- Shopping cart abandonment rate.
- New customer order VS. returning customer order.

- Product affinity.
- Inventory levels.
- Revenue per visitor (RPV).

2.10.2 Marketing

- Site Traffic.
- New visitors vs. returning visitors.
- Time on site.
- Bounce rate.
- Pageviews per visit.
- Average session duration.
- Traffic source.
- Mobile site traffic.
- Day part monitoring.

- Subscriber growth rate.
- Unsubscriber.
- Number and quality of products reviews.

2.10.3 Customer services

- Customer satisfaction (CSAT) score.
- Hit rate.
- Active issues.

2.11 E-commerce platform development performance metrics

2.11.1 Performance Score

The Performance Score tells us how well development performs from a user perspective. This score based on next key metrics with the following weights:

2.11.1.1 Loading performance (55%)

- (FCP) First Contentful Paint (15%)
- (SI) Speed Index (15%)
- (LCP) Largest Contentful Paint (25%)

2.11.1.2 Interactivity (40%)

- (TTI) Time to Interactive (15%)
- (TBT) Total Blocking Time (25%)

2.11.1.3 Visual Stability (5%)

- (CLS) Cumulative Layout Shift (5%)

2.11.2 Performance audits

2.11.2.1 Metrics

- First Contentful Paint
- First Meaningful Paint
- Speed Index
- First CPU Idle
- Time to Interactive
- Max Potential First Input Delay
- Total Blocking Time
- Largest Contentful Paint

2.11.2.2 Opportunities

- Eliminate render-blocking resources
- Properly size images
- Defer offscreen images
- Minify CSS
- Minify JavaScript

- Remove unused CSS
- Efficiently encode images
- Serve images in modern formats
- Enable text compression
- Preconnect to required origins
- Reduce server response times (TTFB)
- Avoid multiple page redirects
- Preload key requests
- Use video formats for animated content
- Reduce the impact of third-party code
- Avoid non-composited animations
- Lazy load third-party resources with facades

2.11.2.3 Diagnostics

- Avoid enormous network payloads
- Serve static assets with an efficient cache policy
- Avoid an excessive DOM size
- Avoid chaining critical requests
- User Timing marks and measures
- Reduce JavaScript execution time
- Minimize main thread work
- Ensure text remains visible during web font load
- Keep request counts low and transfer sizes small

2.12 RFP Expected deliverables:

The Agency should submit a proposal in a PowerPoint or PDF format that includes the following:

- Company profile.
- Offered services.
- Credentials and business cases.
- Financial proposal and budget options (Quotation, and Draft Contract in Arabic).
- All proposal will be sent to info@efa.org.sa email

2.12.1 Quantities table

Item	Description	Qty	Unit price	Amount
1	Ecommerce Frontend development, UI/UX design. JavaScript, Bootstrap, HTML, CSS	1		
2	Ecommerce Backend development,	1		
3	Functions (APIs development)	1		
4	Integration with SMS, Shipment, and payment platforms	1		
5	BI integration of (Social Media business – google business)	1		

7	VPS server hosting for one year	1		
8	Annual maintenance hours for e-commerce website	1		

2.13 Expected contents and format for the response

The response you will provide should contain the following elements and should fully comply with the proposed structure below:

2.13.1 Executive Summary

This section of the proposal will provide a summary of the proposal and includes a brief statement of the significant features of the proposal in its component's parts. This section should also include a statement of the Vendor's capabilities and experience with projects of this nature and scope, the strategic direction and long-term viability of the service provider and any additional information of a general nature that would aid the evaluating team in understanding the trust of the proposal.

2.13.2 Project Approach

Please describe the project approach options that could be carried out for the fulfilment of the requirements of the RFP document.

2.13.3 Project Pricing

Project pricing should be all-inclusive in \$ or SAR per coupon.