REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

**Republic of Serbia**

**Serbia Agriculture Competitive Project (SCAP)**

Project ID No.: P167634

**Assignment Title:**

**E-Commerce Support Services for Agricultural Enterprises: Design, Development and Direct Sales**

Reference No.: SER-SCAP-CQS-CS-24-84

The Republic of Serbia has received financing from the World Bank toward the cost of the Serbia Agriculture Competitive Project (SCAP) and intends to apply part of the proceeds for consulting services. The primary objective of this assignment is to procure a qualified Consultant (firm) with specialized expertise in digital design, web development, and project management.

**Scope of Services**

**A. Design and Development of Special Landing Page:**

The selected Consultant will be responsible for the design and development of a specialized landing page/s that serves multiple functions:

* Template Selection: The landing page should offer 4-5 types of website templates for selection, detailed as follows:
  + At least two templates should be designed for presentation websites
  + At least one template should be for info-commerce
  + At least one template should be for e-commerce
* Registration Function: This landing page will also act as the registration portal for interested agricultural enterprises.
* Template Customization: Registered agricultural enterprises must be able to select a template that best fits the needs of their agribusiness from the options provided.
* Database Accessibility: A database containing the details of all registered participants should be available to the bidding authority for review and selection.

**B. Design, Production, and Management of 30 Websites:**

The selected Consultant will be entrusted with the design and development of 30 websites based on templates chosen by agricultural enterprises. This will include the production of visual materials and comprehensive project management:

* Artistic Leadership: Consultant must employ at least three full-time Art Directors specialized in web design. Each Art Director is required to present at least three URLs of sites they've designed for the Consultant or its clients.
* Project Management: At least two digital project managers should be on the Consultant's team to oversee the project's progress and coordinate tasks.
* Content Production Team: The team should include at least one Project Manager and one Assistant Project Manager who specialize in content production and its subsequent processing for web application.
* Technical Expertise: The Consultant must have at least eight full-time web designers, skilled in the technical requirements specified under Section C.
* Fieldwork Proficiency: The Consultant should have proven experience in fieldwork, specifically in organizing production, and in video and photo production including post production.
* Visual Treatment: Resources, including a DTP (Desktop Publishing) operator, must be available to optimize the quality of produced photographic materials as per the given technical specifications.

Video Editing: An in-house video editor is required for the treatment of video materials.

**Additional Considerations:**

* Content Provision: These requirements are aimed at ensuring the competitiveness of the websites produced. Should an agricultural enterprise lack its own content, the team managing design and content production will offer support by visiting the enterprise, producing necessary content, and preparing it for web upload.

**C. Production and Integration of 30 Websites:**

The selected Consultant will be responsible for the development, programming, and integration of 30 websites, complete with essential plugins and web services for e-commerce and fulfillment.

**Technical Requirements:**

* Website Design and Functionality: Sites must adhere to standard design and functional benchmarks. The website should feature the following pages: Front page, About Us, Our Products, Specific Product, Basket, Checkout, Thank You, Contact, and a Blog section.
* Accessibility: Websites must be accessible to individuals with disabilities, providing them with access to information comparable to that available to others.
* Ease of Use and Platform Preference: Websites should be easy for trained personnel to use. While WordPress/WooCommerce is the preferred platform, alternatives can be proposed if they are considered more suitable.
* Custom Design: Ready-made themes are not allowed. Each website must have a customized design theme, with five design themes as explained in section A.
* Domain and Hosting: Domain registration and hosting will be chosen in consultation with the project owner and require final approval.
* Back-End Infrastructure: The website should have dynamic infrastructure and databases constructed in line with security and technical requirements outlined in UI design guidelines.
* Beta Testing: Websites must undergo beta testing and tweaks to maximize usability.
* SEO and Search Engine Registration: Websites should be prepared for search engine optimization (SEO) and registered with major search engines.

**Security Requirements:**

* Modern Security Standards: Websites should be built to the highest industry standard of modern security.
* Encryption for Secure Areas: All logins to secure areas must be encrypted.
* Data Protection and Privacy: The Consultant must adhere to international and Serbian data protection laws and regulations. Adequate training will be provided by the project holder, and a Data Protection and Privacy Non-Disclosure Agreement must be signed.

**Website** **Go-Live Phase Requirements:**

* Final Website Version: Create the definitive version of the website.
* Website Establishment: Setting up the website.
* Website Activation: Initiating the live website.
* Staff Training: Create a brief user manual and provide training for staff on how to update the website.
* Maintenance: Offer website maintenance for one year.
* Hosting: Provide site and domain hosting for one year, with an extension option for four additional years.
* Final Reporting: Submit a final report, user manual, and all data and program files.

**D. Monthly Technical Support and Website Hosting:**

The selected Consultant is expected to provide comprehensive monthly technical support and website hosting services for a duration of one year (with an extension option for four additional years).

**Monthly Support Services:**

* Weekday Technical Support: Offer technical support from 08:00 to 17:00 on all questions related to website operation during 5 working days a week.
* Round-the-Clock Support for Outages: Provide technical support 24/7 in case of a complete website blackout.
* Error Resolution: Eliminate all functional errors on the websites.
* Performance Optimization: Optimize the website's operation in scenarios of slow page loading or failure to load specific parts of the website.
* Performance Analysis: Conduct an analysis of website performance whenever errors are reported, to diagnose and resolve issues.
* Additional Technical Tests: Offer extra technical support by way of additional system operation tests, beyond the regular checks.
* System Hosting and SSL: Take responsibility for system hosting and the lease and maintenance of SSL certificates to ensure secure connections.
* Hosting Environment Maintenance: Maintain the hosting environment to ensure it remains conducive for optimal website performance.

**E. Onboarding and Initial Website Administration Training for Awarded Agricultural Enterprises:**

The winning Consultant is required to provide a comprehensive onboarding and initial website administration training specifically designed for the awarded agricultural enterprises.

**Onboarding Video Tutorial:**

* Online Tutorial: Create an online video tutorial that will be easily accessible on-demand for the awarded agricultural enterprises. The tutorial should cover the following topics:
  + Content Uploading: Instruct enterprises on how to upload content to their websites.
  + Administrative Permissions: Explain the administrative permissions and how to manage them effectively.
  + Google Analytics Basics: Provide a basic overview of Google Analytics, teaching enterprises how to monitor their website's performance and understand visitor behaviors.

**Required consultant’s (company) qualifications**

The Consultant is to meet the following criteria:

* At least 15 years of experience in communications and programming in work with domestic and international clients;
* At least 15 employed communication and creative experts;
* At least 5 (five) years of experience in planning, creating and implementing campaigns of public importance (Public awareness campaign);
* At least five (5) years of experience developing WordPress websites;
* At least five (5) years of experience in WooCommerce web store development;
* At least five (5) years of experience in web site design;
* Knowledge of industry standard design tools such as Adobe Photoshop, Illustrator
* Expert knowledge of HTML 5, CSS and JavaScript;
* Knowledge of Bootstrap, JQuery library and Ajax technology;
* The Consultant must submit evidence of at least 5 (five) reference projects of public importance;
* The Consultant must submit proof of at least 1 (one) reference project financed by the World Bank;
* The Consultant must provide proof that he has developed a minimum of 20 Wordpress/WooCommerce websites;

The Consultant should propose minimum key staff:

KEY EXPERT 1 - Team Leader:

* Graduate degree in social sciences or related.
* Over 10 years in the marketing and advertising field, with expertise in crafting, designing, and executing public awareness and marketing initiatives. Regional experience is a plus.
* Led at least three significant national public awareness campaigns, with regional projects seen as a bonus.
* Skilled in creating and implementing campaign strategies, particularly for governmental or ministerial projects. Regional strategy experience is preferred.
* Serbian language proficiency (written and spoken) required.
* Proficient in English.
* Outstanding in leadership, management, and communication abilities.

KEY EXPERT 2 – Creative Director:

* Graduate degree in social sciences or related.
* 15+ years in marketing and advertising, focusing on conceptualizing, designing, and rolling out public awareness campaigns. Regional expertise beneficial.
* Experienced at least three major national public awareness campaigns.
* Extensive experience (15+ years) in leading creative teams and overseeing the creative process, ensuring integration of all creative efforts. Regional experience advantageous.
* Adept in developing creative branding, art direction, and content across various mediums for governmental entities. Experience in the region is valued.
* Essential fluency in Serbian (written and spoken).
* Fluent in English.
* Exceptional organizational, management, and communication skills.

KEY EXPERT 3 - Full Stack Developer:

* Graduate degree in social sciences or related.
* 10+ years in web design and development, including participation in significant national campaigns.
* Mastery of HTML 5, CSS, JavaScript, Bootstrap, JQuery, Ajax, WordPress, and WooCommerce.
* Familiar with design tools like Adobe Photoshop, Illustrator, XD, Figma, and SEO tools such as SEMrush and SEO Surfer.
* Serbian fluency required (both written and spoken).
* Excellent English language skills.

Consultant shall submit CVs of all key staff in its Expression of Interest.

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| General experience in the field of assignment | 10 points |
| Consultant’s specific experience related to the assignment | 40 points |
| Knowledge of the relevant Serbian framework, profession and professional environment | 20 points |
| Experts’ qualifications and competence for the assignment | 30 points |
| **TOTAL:** | **100 POINTS** |

The detailed Terms of Reference for the above referenced assignment is posted on the website of the Ministry of Agriculture, Forestry and Water Management (MAFWM): <http://www.minpolj.gov.rs/category/javni-pozivi/>.

The Consultant will be selected in accordance with Consultant`s Qualifications Based Selection (CQS) as set out in the **World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services, July 2016, revised November 2017, August 2018** (“the Regulations”). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the Regulations setting forth the World Bank’s policy on conflict of interest.

The Central Fiduciary Unit of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Expressions of interest in English language must be delivered in a written form to the **e-mail** below by **May 23, 2024, 12:00 hrs, noon,** local time.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

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