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This document delivers the specifications needed for our eCommerce website project. Please review all specifications and respond to use within 10 days with questions or comments. The contact information for our project coordinator is below:

Joe Smith – Marketing Director

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Overview

# Our Company

Giving a great company overview will help web design companies to better understand who you are and where you’re at in your business life cycle. How many years have you been in business? If this a start-up or pre-existing business?

# Project Description

Describe your project, what your high level goals are and your broad vision. This paragraph should be to the point and give the company looking at it a good idea if they are a good fit for the project or not. You will have a better success rate of companies responding if this is well written and put together.

# Basic Goals

We would like to start a new website, or rebuild our current website and anticipate the following figures:

|  |  |  |
| --- | --- | --- |
| **Stat Title** | **Current Stats** | **New Site Goals** |
| Visitors | X visitors / day | X visitors / day |
| Orders | X orders / month | X orders / month |
| Revenue | $X revenue / month | $X revenue / month |
| Growth | X% per year | X% per year |

# Timeline

The following are timeline we would like to try and achieve:

RFP Due Date – 12/1/15

Vendor Selection – 12/1/15

Project Beings - 12/1/15

Website Launch – 12/1/15

We are (or are not) flexible with the launch date.

# Budget

We do have a budget set aside for this project and it is within the range of $35,000 - $150,000.

We are (or are not) willing to accept proposals outside of this range.

Branding & Design

# Our Current Look

If you have a current website talk about what you like and don’t like about the initial appearance. You don’t have to get into the way it functions yet, think more about the art, photos, color and layout in this section.

# Branding / Design Goals

Talk about who you want to be and what you want to convey as a message. Remember, most website visitors decide in a matter of seconds if they want to stay on your website or not. What do you need to get across quickly to make them want to shop with you? Is it your products, pricing or something else that makes unique?

# Website We Like

Give some examples of website you like the look of. They can be in your industry or outside of your industry. Do you want professional? Fun, etc.?

# Our Competitors

Even though you may not like your competitors’ websites, it is helpful for a design to look at who you’re competing against and understand who you need to be better than.

|  |  |  |
| --- | --- | --- |
| **Company** | **Website** | **Thoughts** |
| OuterBox | [www.outerbox.com](http://www.outerbox.com) | We love it |
| Amazon | [www.amazon.com](http://www.amazon.com) | We like it |
| Best Buy | [www.bestbuy.com](http://www.bestbuy.com) | It’s OK |
| CNN | [www.cnn.com](http://www.cnn.com) | We hate it |

Functionality

# Overview

In this section get into a high level overview of what you feel is custom and outside of the tradition eCommerce website. If you’re not sure, include all of the details you can. Remember, if you don’t ask for a feature, often you won’t get it. Think of items like guest checkout, account areas, etc.

# Shopping Cart

We do or do not have a specific shopping cart we would like to use. If you are open to suggestions and want the company to decide, let them know you’d like their opinion. If you do have specific shopping carts in mind you can outline them below.

|  |  |
| --- | --- |
| **Cart** | **Website** |
| Magento | [www.magento.com](http://www.magento.com) |
| Onveos | [www.onveos.com](http://www.onveos.com) |

# Technology / Programming Language Requirements

If you would like your website built in a specific programming language, such as ASP.NET or PHP, let the company know. Some companies work in multiple languages while some solely focus on one. Also, include why you would like the site in that programming language.

# Shipping

How would you like to handle shipping? Will you be using UPS, FedEx or something else? Will you be using live rates or flat rate shipping? Will you want to offer international shipping and free shipping over a certain dollar amount?

# Payment Gateway

Do you anticipate using PayPal, authorize.net or another payment provider? Is there anything unique you feel you need to do with payments? Will you need scheduled or reoccurring payments?

# Custom Features

This section is probably the most important of the entire RFP to provide in detail. Make sure to list out the feature needed and how you see it working. If you need to integrate with a 3rd party application be sure to give a link to that company and provide API information when possible.

Example custom feature outlined below:

## ERP Integration

We are looking to integrate our website with our internal ERP system. Our system is called CorporateERP. For more information you can visit [www.website.com](http://www.website.com) . You can also find their API information at [www.website.com/api](http://www.website.com/api) . Here is how we see this integration with CorporateERP working:

When an order is placed on the website we will need all order information and customer information sent to our ERP system. This typically happens uses an XML file. When we mark an order as shipped we would like the tracking number to be sent back to the website and the website to send an email notification to the customer letting them know their order has been shipped. We would also like the stock levels in our ERP to update the website stock levels every night on a schedule.

Marketing

# Our Strategy

Give an overview of your current marketing strategy or ideas you have for marketing the new website. How have you marketed the website in the past? Has it worked?

# Organic Search

Dive into some details on how organic search engine marketing and optimization is important for your business. What keyword would you like to be on the first page of Google and other major search engines for? Do you feel this type of marketing will drive your revenue or only support it?

Below are a list of keywords we feel are relevant and would like to rank for:

|  |
| --- |
| **Keyword** |
| Welding Equipment |
| Industrial Welding Machines |
| Steel Rods |
| Wholesale Steel Rods |

# Paid Search / Pay-Per-Click

Are you looking to have a paid search campaign? Do you feel this type of marketing will drive your revenue or only support it? What is your budget for the campaign?

# Offline Marketing

Are you in need of a supporting offline marketing campaign? If so, talk about your needs and what you would like to see in the campaign.

Support & Maintenance

# What We Need

What type of support do you feel you will need in the future? Are you only concerned about bug-fixes and errors being fixed or do you need someone to manage new content, banners and continually run unique promotions on the website?

# Budget

We have an annual maintenance budget of $x. We anticipate this will cover the following:

* Text changes
* 2 banners per month
* Etc.

What We Need From You

Please provide to our contact your proposal by 1/12/15 that includes the following:

* Team overview and office location
* Project scope and custom functionality
* Shopping cart selection or suggestions
* Content management system capabilities and customizations
* Your development and account management process overview
* Search marketing details
* Support and maintenance policy
* Hosting information or recommendations
* Payment and pricing structure
* Project timeline
* Agreement and / or contract