



**REQUEST FOR PROPOSAL (RFP) FOR DESIGN, DEVELOPMENT, DEPLOYMENT AND MAINTENANCE OF THE 'KAM MOBILE APP'**

**Invitation to Submit Proposal**

July 04, 2019

**SUBJECT: RFP FOR REQUEST FOR PROPOSAL (RFP) FOR DESIGN, DEVELOPMENT, DEPLOYMENT AND MAINTENANCE OF THE 'KAM MOBILE APP'**

You are requested to submit a proposal for consulting services in respect of the above referenced subject. Your proposal could form the basis for a contract between your firm / institution and the Kenya Association of Manufacturers (KAM).

To enable you submit a proposal, please find enclosed:

- a) Annex I: Proposal submission: Description of requirements for proposal submission;
- b) Annex II: Terms of Reference (TOR), containing a description of KAM requirements for which these services are being sought.

In case you will need clarification on the RFP kindly feel free to contact us through [info@kam.co.ke](mailto:info@kam.co.ke). We will be more than willing to share and clarify on any query regarding the project. Kindly make sure you have the words **KAM MOBILE APP** in the subject of the email.

**Note:**

This letter is not to be construed in any way as an offer to contract with your firm/ institution.

Yours Sincerely,

**Phyllis Wakiaga**  
**Chief Executive**

## ANNEX I

### Manner of submission

1. Your proposal shall be prepared in the English Language
2. Your proposal shall comprise the following documents:
  - a) Technical component and
  - b) Financial ( price component)
3. Your proposal shall be prepared in duplicate with one marked “original” and the other marked “copy”. In the event of any discrepancy between them, the original shall govern.
4. Please insert dates and address as necessary

### Content of Proposal

#### **1. Technical Component**

- i. Description of the firm and the firm’s qualifications;
- ii. Copy of Company Certificate of incorporation
- iii. Tax Compliance Certificate (Valid)
- iv. Statutory KRA PIN and VAT certificate copies
- v. Brief description of Understanding of the requirements for services, including assumptions;
- vi. Proposed approach and methodology;
- vii. Proposed team structure;
- viii. Proposed project team members;
- ix. Executive brief of relevant similar projects undertaken in the past 2 years.

#### **2. Financial (Price Component)**

- i. A summary of the price;
- ii. The period of its validity;

### Payment terms (provisions)

Kenya Association of Manufactures policy is to pay for contractual services based on performance of contractual services rendered. **For this task, KAM intends to make all payments upon completion of the assignment**

### Evaluation of proposals

A two stage procedure will be utilized in evaluating the proposals, with evaluation of the Technical component being completed prior to any price component. Scores will be awarded for the technical proposal.

The price component proposal will be opened only for those firms/ institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

### Deadline for Submission

The proposals are to be submitted to **KAM HOUSE, 5<sup>th</sup> floor, by July 18, 2019, at 12.00 p.m. late submissions will not be opened.**

**Please Label the Envelope “KAM MOBILE APP”**

**TERMS OF REFERENCE  
FOR  
DESIGN, DEVELOPMENT, DEPLOYMENT AND MAINTENANCE OF THE 'KAM  
MOBILE APP':**

**INTRODUCTION**

The Kenya Association of Manufacturers (KAM) was established in 1959 as a private sector body and has evolved into a dynamic, vibrant, credible and respected business membership association that unites industrialists and offers a common voice for businesses.

KAM provides an essential link for co-operation, dialogue and understanding with the Government by representing the views and concerns of its members to the relevant authorities. In pursuit of its core mandate of policy advocacy, KAM promotes trade and investment; upholds standards; and, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

**CURRENT SITUATION**

KAM's Primary goal is to transform KAM into a sustainable member-focused association delivering relevant, quality, timely and effective services to its vast base of industrial partners and members.

Currently more people are accessing the websites from smartphones and tablets than PCs and notebooks combined. A typical person spends about four hours per day using a smartphone and only about 1 hour per day using a personal computer. Therefore users will spend more time using a mobile app than a website. Because apps are installed on smartphones and tablets they are always accessible, even if there is no Internet connection available.

Such a mobile platform is expected to further enlarge KAM's rich pool of online tools, and bring our results and achievement instantly to our members in a friendly and accessible manner.

## **OBJECTIVE**

The task of the provider will be to develop, design and assist in the launch of a multi-platform mobile application that is available to our Members, Partners and Staff.

The provision of both software and implementation services will be the responsibility of the successful bidder, subject to the satisfactory performance of the service provider during and after a competitive bidding process.

## **SCOPE OF SERVICES**

While not exhaustive, the following basic requirements for the app have been identified (the list of features will be expanded based on the findings resulting from the ideation phase):

- The mobile platform should be accessible on multiple platform. That's Android and IOS platforms
- Free and easy to download
- Training – Member training costs, schedule, location etc
- General information – general association information, function dates, calender of events etc
- Push Messaging – A free direct communication link to members to send out reminders, alerts, urgent information, etc
- Effective “all-in-one” (phone, text, image) communication delivery tool – Effective delivery to members as most information about the association is at the touch of a button.
- Galleries – showcase our latest pictures for events within the app
- Direct call dial - by members to the association via the app for any queries
- Google Maps Direction – to direct members to our head office or chapter offices.
- Easy to use back office function to ensure real time change of content on the mobile app.
- Analytics -

## **EXPECTED OUTPUTS**

- Mobile platform research and ideation, including: stakeholder interviews with HQ and specification for infrastructure technology (present pro and cons for development options: native, hybrid, web-app), options data sources, API, and design requirements;
- Consult with KAM teams to enable the harvesting of data from mykam.co.ke and other KAM data sources. The provider will also be expected to engage with relevant KAM colleagues to ensure that design and content of the app is coherent with KAM identity;
- Creation of wireframes and detailed description of app features and user interface
- Development of the design (at least 3 options to be submitted for review);
- Wireframes and design submitted for review and approval to the KAM App Task Team followed by update based on feedback;
- Development and configuration of an Alpha version of the App focusing on key features (to be defined during project ideation);
- Review and approval of the Alpha App design and functionalities by KAM App Task team;
- Quality, security and performance testing and fix;
- Full implementation and delivery of the features and design of the app (Beta version);

- Finalization, including final quality testing and approval;
- Support for the application process and launch of the app

## **DURATION OF THE WORK**

Services delivered by the service provider will take place over 4 months.

## **QUALIFICATIONS OF THE SUCCESSFUL SERVICE PROVIDER AT VARIOUS LEVELS**

- The applicants should be a technology company with a proven record of innovation in the mobile platform and application field. The company should have a proven record of applications on the market in both Android and Apple OS.
- The company should have a team of experts that include technology experts and coders, social media experts, mobile platform innovation experts. A working knowledge of national development issues and agendas is an asset.
- The team leader should have at least 7 years of relevant technology and innovations experience and hold a degree in a relevant field.
- The team leader should have a proven ability of innovation with a working knowledge of Membership Organizations.