



**REQUEST FOR PROPOSAL (RFP) FOR DEVELOPMENT OF TVET MOBILE APP,
INTEGRATION OF MOBILE APP TO KAM TVET JOBSITE AND MAINTENANCE OF THE
KAM TVET MOBILE APP**

Invitation to Submit Proposal

17th June 2020

**SUBJECT: REQUEST FOR PROPOSAL (RFP) FOR DEVELOPMENT OF TVET MOBILE
APP, INTEGRATION OF MOBILE APP TO KAM TVET JOBSITE AND MAINTENANCE OF
THE KAM TVET MOBILE**

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. We will be more than willing to share and clarify on any query regarding the project. Kindly make sure you have the words **TVET 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

A: 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
5. Interested consultants are requested to submit physical copies by 26th June 2020 stating “KAM Consulting Services-TVET Mobile App”

B: 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;

C: Payment terms (provisions)

Kenya Association of Manufacturers 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**

D: 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%.

E: Deadline for Submission

The proposals are to be submitted to **KAM HOUSE, 5th floor, by June 26th 2020, at 4.00 p.m. late submissions will not be opened.**

Please Label the Envelope “KAM CONSULTING SERVICES - TVET MOBILE APP”

ANNEX 11

REQUEST FOR PROPOSAL (RFP) FOR DEVELOPMENT OF TVET MOBILE APP, INTEGRATION OF MOBILE APP TO KAM TVET JOBSITE AND MAINTENANCE OF THE KAM TVET MOBILE

A: 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.

B: CURRENT SITUATION

KAM's TVET program seeks to provide our members with skilled technical labor. KAM has partnered with various technical training institutions, and with funding from donors is able to provide matching services to young people within our membership for internship and jobs.

Young people spend most of their time on their mobile phones, for networking, training and job searches. KAM has had a web based jobsite that has had some good use by KAM members, and is seeking to strengthen this with the mobile app to increase traffic for young people who use app based solutions more regularly. 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.

C: OBJECTIVE OF THE CONSULTANCY

KAM seeks to engage a Consultant (Firm/Individual) to provide consultancy services to develop a Mobile and integrate a Mobile App to the TVET other interfaces such as TVET jobsite. To link young people to job opportunities under the TVET project. The consultant will be responsible to launch a multi-platform mobile application that is available to our Staff, Members, Partners and TVET graduates. This should support manufacturers to access quality, reliable and timely technical skills. 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.

D: 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 platforms (Android and IOS platforms)
- Free and easy to download
- Training of KAM TVET staff on Mobile App use

- General information – TVET project general information, function dates, calendar of events etc
- Push Notifications – A free direct communication messaging link to TVET youth to send out training reminders, job 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.
- Integration of the app to KAM’s existing jobsite to include job advertisements and online learning
- Galleries – showcase our latest pictures for events within the app
- Direct call dial - by TVET program youth to the TVET team via the app for any queries
- Integration of the mobile app with KAM’s existing SMS platform
- Location proximity to match graduates to employers
- Easy to use back office function to ensure real time change of content on the mobile app.
- Ability to perform analytics - including ease reports linked to Excel

E: EXPECTED OUTPUTS

Scope of work

- 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 mobile app design (at least 2 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);
- 1 mobile app developed, available on Google Play, pre-tested by at least 250 project youth and running within three months.
- Improve existing KAM TVET jobsite and integration of the jobsite to the mobile application
- Incorporation of youth and stakeholder feedback on Mobile App
- Link the mobile application to KAM TVET jobsite.
- Finalization, including final quality testing and approval;
- Support for the application process and launch of the app
- Training of KAM TVET team, KAM ICT team, Donor program team, select members on the mobile application and integrated jobsite
- Troubleshooting of mobile app and jobsite for at least 3 months post-launch
- Present the mobile app and jobsite backend to KAM TVET and ICT teams.

F: TIMEFRAME AND IMPLEMENTATION SCHEDULE

The consultant will work under the overall supervision of the Kenya Association of Manufacturers Head of KAM Consulting, with regular meetings with KAM TVET and KAM ICT teams.

The consultancy is to be performed over a six month period upon signing of contract agreement with consultant, broken down in the milestones below:

Month 1: Mobile app development and pretesting done, identify linkages with jobsite and link the two.

Month 2: Mobile app improvement, jobsite interactivity improvement. App pretest.

Month 3: Final mobile app ready. Final jobsite linked to mobile app ready.

Month 4: Month 6: Troubleshooting and technical support

G: DURATION OF THE WORK

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

H: QUALIFICATIONS OF SUCCESSFUL SERVICE PROVIDERS

- The applicants should be a company with a proven record of technological 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 5 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.

I: APPLICATION FOR CONSULTANCY

Interested consultants are requested to submit physical copies by **26th June 2020** stating “KAM Consulting Services-TVET Mobile App”

1. Technical proposal

- i. Description of the firm and the firm’s qualifications;
- ii. Copy of Company Certificate of incorporation
- iii. Tax Compliance Certificate (Valid and up to date)
- 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 proposal

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

3. Curriculum Vitae and two recommendations (For a firm should contain CVs for all Consultants involved in the Consultancy)

Physical address: KAM Procurement

Kenya Association of Manufacturers
KAM House
Mwanzi Road, Opposite Westgate Mall
P.O Box 30225 -00100
Nairobi

I: PAYMENT TERMS (PROVISIONS)

Kenya Association of Manufacturers policy is to pay for contractual services based on performance of contractual services rendered.

K: 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%.

Marginalized groups such as youth, women and persons with disability are encouraged to apply.