



TERMS OF REFERENCE

CONSULTANCY TO DEVELOP A ONE STOP INDUSTRY COVID-19 PPE WEBSITE.

| | |
|------------------------|--|
| Organization | Kenya Association of Manufacturers |
| Project | Website Development |
| Position type | Consultancy |
| Study/Assessment topic | Design and Website Development |
| Duration | 2 Months |
| Reporting to | Head of KAM Consulting & Business Development and Deputy Head Policy, Research and Advocacy. |
| Working with | ICT Officer - KAM |
| Starting date | Immediate |
| Application deadline | |

1.0 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.

A thriving private sector is central to achieving the objectives of Kenya’s Vision 2030. In fact, the success of Vision 2030 is largely premised on the role of the private sector in achieving the countries growth objectives and, thereby, creating greater wealth and employment opportunities.

The global crisis on Covid-19 affected the Country and saw the Government of Kenya impose restrictions on movement and gatherings as well as total shutdowns of the main Cities in the Country. Politically, the Country had commenced a referendum process that sought to alter the current Kenyan Constitution, 2010 under the Initiative known as “Building Bridges Initiative”.

The imposition of the Government Guidelines and Protocols put in place brought about the need to establish a detailed Website showcasing COVID-19 PPE Products. The Kenya Association of Manufacturers is currently implementing a programme on the Private Sector Business Integrity supported by GIZ focused to driving policy and legislative changes and corporate compliance. KAM seeks to engage a consultant to undertake the development of the One Stop Industry COVID-19 PPE Website.

2.0 Objective of the Consultancy

The objective of the consultancy is to develop a **One Stop Industry COVID-19 PPE Website**.

3.0 Scope of work

The scope of work will cover the following areas:

1. Develop a One Stop Industry COVID-19 PPE Website which will include the following:
 - (i) Presents a visual look and its functionalities are enhanced to provide a better experience to users plus ease of usage and accessibility.
 - (ii) Develop a user manual and deliver a training to the support staff and system administrators to perform content upload, system maintenance and administration.
 - (iii) Support and maintenance: Administrative and technical support, quality control for a period of 4 months.
 - (iv) Source code handover: Full source code including all developed libraries shall be handed over to KAM IT officer.
 - (v) Any other relevant provisions.

4.0 Expected outputs

The following are the expected outputs:

1. Following the KAM branding guidelines, design a new look-and-feel for the site capturing the different functionalities outlined in this TOR. The Consultant will develop a graphic concept and the visual language of the new templates.
2. Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
3. The new look and feel should be adapted to homepage, sections, subsections, and the following components of the site: Contact template, resource webpage template, publication/guidance webpage template, price webpage template, location webpage template.
4. Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
5. The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags, or other custom taxonomies.
6. All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed for Companies Manufacturing PPE Products (news, resources, publication/guidance, location, Price, and updated contacts).
7. The current sections and sub-sections of the site should be adapted using the new templates.
8. Design and establish an anti-hacker and antivirus plan for the website

9. User Friendly; Easy Access to all users i.e. Like a Pop-Up
10. Entail particulars of various Companies from different sectors who undertake production of PPEs clearly capturing their products in detail.
11. Updated and Revised Contacts of the Companies listed.
12. Accurate GPRS Coordinates for the Companies Captured to aid interested parties to locate them with ease.
13. Indication of Prices if any can be a plus.
14. Website on One Stop Industry COVID-19 PPE for Manufacturers in Kenya is developed and Approved.

5.0 Timeframe and implementation schedule

The consultant will work under the overall supervision of the Kenya Association of Manufacturers, Head of KAM Consulting and Business Development and relevant officers. The consultancy is to be performed for **Sixty Days (60) days, starting in the month of October 2020.**

The proposed timeline excludes the time gap in between relevant meetings between the consultant and stakeholders; as well as time that may be required for KAM to review the output for approval purposes.

| Task | No of days | Deliverables | Timeline |
|---|----------------|---|-------------------|
| Commencement of Development of the Site | | Website Generation | By October 2020 |
| Operational One Stop Industry COVID-19 PPE Website | | Final Website Generation Approved by KAM. | By November 2020. |
| Total number of days | 60 days | | |

6.0 Qualifications of the Consultant

The consultant (Individual or Firm) must have extensive experience in development of user-friendly Websites with ease of accessibility.

Educational Qualifications of Individual/ Lead consultant (s) in the case of a Firm

1. Have IT, Computer Science, or information technology related field.
2. Be a holder of a Masters qualifications in IT, Computer Science, or related information technology. A PhD would be an added advantage.

Professional Experience of Individual/ Lead consultant (s) in the case of a Firm

- Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites.
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress.
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java.
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking.
- Demonstrate the ability to create innovative and visually appealing design.

- Experience in developing detailed Websites will be an advantage.
- Proven ability to work under pressure and meet deadlines.
- Have excellent communication and project delivery skills.

7.0 Application for consultancy

Interested consultants are requested to submit technical and financial proposals by **14th October 2020 stating “KAM ONE STOP INDUSTRY COVID-19 PPE WEBSITE”;**

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)
- 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 two (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

8.0 Payment terms (provisions)

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

A first meeting call will be scheduled to brief the firm on the background information to develop each of the requested deliverables.

9.0 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%.

Please note only successful candidates will be contacted