

1. BACKGROUND

Chai Sacco requires a modern, responsive, and user-friendly website that aligns with digital best practices and enhances operational efficiency. The current website requires improvements in usability, security, search engine optimization (SEO), and integration with third-party systems.

2. PROJECT SCOPE

The project scope includes, but is not limited to:

- **Website Audit & Strategy** – Analyze the existing website’s performance, accessibility, and user experience.
- **User Experience (UX) & User Interface (UI) Design** – Develop a visually appealing and easy-to-navigate website.
- **Content Management System (CMS) Integration** – Implement a robust CMS to allow easy updates and management.
- **Responsive Web Design** – Ensure compatibility across all devices (mobile, tablet, and desktop).
- **Search Engine Optimization (SEO)** – Improve search rankings and visibility.
- **Security Enhancements** – Implement SSL, data protection measures, and compliance with Kenya’s Data Protection Law.
- **Third-Party Integrations** – Enable seamless connections with CRM, payment gateways, CBS, EDMS and digital marketing tools.
- **Training & Knowledge Transfer** – Provide training for Chai Sacco staff to manage and update the website.
- **Ongoing Maintenance & Support** – Offer post-launch support and performance monitoring.

3. DELIVERABLES

The selected vendor will be responsible for delivering:

- A fully functional, visually appealing, interactive and accessible website.
- A secure, scalable, and SEO-optimized CMS.
- Comprehensive documentation, including user manuals.
- Training sessions for Chai Sacco’s internal team.
- A post-launch maintenance and support plan.

4. PROPOSAL REQUIREMENTS

Interested vendors must include the following in their proposals:

- Company profile and experience in website development.
- The portfolio of similar projects completed.
- Technical approach and methodology.
- Project timeline with key milestones.
- Detailed cost breakdown.

- References from past clients.

5. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Technical expertise and experience** – 30%
- **Proposed approach and methodology** – 25%
- **Project timeline and deliverables** – 20%
- **Cost-effectiveness** – 15%
- **References and past performance** – 10%