

Tender Invitation for

“Development of Web Site for
National Investment Trust (NIT)”

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1.0) Description of Work

National Investment Trust invites proposals from companies having a legal presence in Pakistan for “**Development of Web Site for National Investment Trust (NIT)**”. This project aims to replace the existing web site and establish web presence of **National Investment Trust** in line with its market position and ongoing media campaign. Project will aim to achieve;

- a. Client side User Interface that allows users to view the website and its contents and leave their feedback making the web solution to be more interactive.
- b. Enhance the presentation of the Contents so that they sync with the new website design
- c. Develop an extremely user friendly information architecture which keeps the users engaged and allows them to utilize the information of the website in different ways.
- d. Website architecture that is scalable and expandable
- e. Development of consistent visual elements and layouts for the website and its internal elements
- f. A user-friendly, visually appealing internet platform with features that allows users to acquire relevant information about the clients and their products.

2.0) Project Methodology

The project development cycle will include the following Phases

- a. Requirement Analysis: After being awarded this assignment the selected bidder will carry out a detailed requirement analysis with the NIT team, for finalizing the proposed site map and Graphical layout of the website. During this phase the functionality of different pages will be determined, with regard to dynamic and static aspects, etc.
- b. Finalization of Requirement Analysis: Based on the input from the preceding phase the site map, graphical layout, page functionality, etc will be finalized between NIT team and website development firm.
- c. Website content preparation: The draft for website content will be prepared by NIT and finalized with the website development firm.
- d. Implementation and Unit Testing: During this phase the vendor will carry out the implementation as per the requirements and contents finalized during the preceding phases. During this stage the vendor will provide access of the completed pages/module to NIT for user testing and feedback.
- e. Final Testing: After completion of development efforts, final testing will be carried out by vendor’s Quality Assurance team for the final website. The detailed QA report will be shared with NIT, for final testing of website by the NIT team. This testing will include performance testing of website after hosting.

3.0) Scope of Website Project

- a. NIT will be relying on the vendor’s expertise in similar projects for implementing the best practices in website design, presentation etc.

- b. Website development will include provision for content management system (CMS) of the website for allowing; different content owners control over their material posted on the website, flexibility for administrator to change the graphic background theme when required.
- c. The website size is expected to be within 50 pages, including both static and dynamic aspects as per the NIT requirements.
- d. Website response should be optimized for user experience, i.e. no unnecessary delay should be experienced by the users during browsing.
- e. Website should be viewable with the popular versions of major browsers like IE, Oprah, Netscape, Mozilla, etc and should work with all commonly used resolutions.
- f. The website should provide an appealing and eye-catching graphic experience to the visitors.
- g. It is an end to end solution, with the development firm responsible from requirement analysis to the final upload on the pre-designated hosting service, as selected by NIT.
- h. The site will completely be in English language with the provision of limited Urdu text and graphics on pages, wherever required

4.0) Scope of website Content

The bidder may visit IT department, NIT Head Office during working hours from June 26, 2009 to July 03, 2009 for discussion on scope of website content, or any project related clarification.

The existing website www.nit.com.pk can be used as a reference for scope of content. In addition to that the scope of content should include but should not be limited to the following table.

In Scope		
NIT Web Site		
1	Information About NIT	This area would be a set of links that would appear on the web site, giving information related to NIT and likely to include: <ul style="list-style-type: none"> - Introduction about NIT, its incorporation and registration - Message of Chairman/MD - Mission and Vision - Trustees - Corporate Information - New technology
2	Management Team	This area would give information on management team and likely to include: <ul style="list-style-type: none"> - Board of directors - Management Team - Other committees
3	Funds	This area should give the detailed information about the different products/funds offered by the NIT and likely to

		include: <ul style="list-style-type: none"> - NI(UT) Fund - NI(UT) LOC Fund - NIT-SEF - NIT-EMOF - Upcoming funds
4	General Information	This area will provide financial information, market news, and events relating to NIT, and likely to include: <ul style="list-style-type: none"> - Price History - Fund Manager Report - Dividend History - Newsletter - Press Releases
5	Registration	This part should allow the visitors to get subscribed with NIT information services for distribution of latest information, likely to include: <ul style="list-style-type: none"> - Reports via Email - Other Offers (weekly/monthly)
6	Download	Visitors should be able to download any application forms, reports and any other related documents from this web site, likely to include: <ul style="list-style-type: none"> - Application Forms - Financial Reports - Trust Deed/ offer documents
7	Complaints & Queries	This area should provide a communication link between NIT and a website visitor who is a likely customer or existing unit holder, likely to include: <ul style="list-style-type: none"> - Complaints - Suggestions - Chatting window
8	Careers	NIT HR department should be able to post any openings on the Web site. Candidate should also be able to post their resumes online.
9	Useful links	Should consist of list of some useful links to web sites relevant to the business of NIT and of likely interest to the visitor.
10	Tenders	NIT should be able to post their RFPs/Tenders online on the website.
11	Contact Us	Identify the relevant contact details for customer and account holders. To Include the branches and distributor locator, etc.
12	Disclaimer and other Legal requirements	
13	Sitemap	NIT web site should have a properly designed site map.
14	RSS Feeds	May be made available on web page as found feasible, for

		providing related information. Also aid in improving look and feel of website
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Note : The above is a guideline and not a definite reference for scope of content

5.0) The Future Expandability

In future, NIT plans to make relevant information from its ERP system available to the unit holders through its Website. In this regard the developed website should have provision for this future expansion both graphically and programmatically to following.

Future Scope		
NIT Web Site		
1	Investors' Services	<p>This module should provide the integration with the business application and should be able to provide the update on unit holder account and relevant information to costumers, likely to include:</p> <ul style="list-style-type: none"> - Registration/subscription - Fund Position - Fund performance - Top 20 Companies - Sector wise Breakup of the Fund - IRR - Comparison with other mutual funds both national & international
2.	Ticker for Karachi Stock Exchange	

6.0) Project Terms and Conditions

- a. Any indirect cost (licensing, etc) if incurred due to choice of development platform will be borne by the website development firm.
- b. Project quality should be in line with the reference websites mentioned by the firm.
- c. It is required that this Website development project be delivered in Version 1.0 and Version 2.0. Where the version 1.0 will be a limited version of final website developed in line with the approved theme and layout, but made available in much shorter time period, allowing NIT to replace its existing site.

7.0) Deliverables

The firm shall develop NIT Website as per the requirements approved by NIT. The firm(s) shall be liable to provide the following items within the time frame.

- a. Complete functionality required in Requirement Specification approved by NIT.
- b. Source code of complete website (It will be the property of NIT).
- c. Free one year bug removal warranty for any error in the provided code, etc.
- d. Any other requirement mentioned in this document

8.0) Project Duration and Payment Terms

- a. The version 1.0 should preferably be provided within two to three weeks after issue of job order by NIT.
- b. The version 2.0 should be delivered within 8 weeks after issue of job order, or 3 weeks after finalization of requirement and content, whichever is earlier.
- c. The payment terms would be 30 % advance, 30% after delivery of version 1.0 of website and remaining 40% after delivery and testing of final website (version 2.0).

9.0) Proposal Submissions

As per requirement specification provided with this tender document, Proposals from different firms should contain following information.

- a. Technical Proposal will include the following:
 - i. All documents mentioned in paragraph No 10.
 - ii. Sample templates of home (Main) and internal page, given either as color printout or uploaded on a website, mentioning the address of these pages.
 - iii. Proposed Site Map.
- b. Financial Proposal will essentially include the following:
 - i. Total cost of website, mentioning the modular/effort wise breakdown of the complete website development.
 - ii. Cost of development rate for each additional web page in excess of 50 and similarly reduction rate in case pages are less than 50.
 - iii. Hourly website support/maintenance charges in case NIT decides to enter into an annual agreement with the website development firm.
 - iv. Cost for Search Engine Optimization (SEO)

Sealed envelopes should be clearly marked as “**Technical Proposal**”, and “**Financial Proposal**”. The envelopes must be enclosed in a single package and be clearly marked as “**Development of National Investment Trust Web site**”.

The last date for submission of proposals is **13-07-2009 at 10:00 a.m.** Proposals will be opened on the same day at **10:30 a.m.** Technical Proposal and Requirement Specification will be opened by NIT while the Financial Proposal will be kept in safe custody. After evaluation of Technical Proposal, the Financial Proposals of successful firm(s) will be opened publicly at National Investment Trust Ltd Head Office. Date and time for this will be communicated to successful firm(s) of Technical Evaluation.

10.0) Technical Proposal

Technical proposal should include following documents.

- a. Executive Summary.
- b. Company profile.
- c. Company's years of experience.
- d. Company experience in conducting similar projects especially in financial sector. Please ensure that reference of past work should be included in this section, including list of contact persons along with their contact details.
- e. Organization chart and list of team members along with their specialization.
- f. An affidavit to the effect that the firm has not been blacklisted by any Government / Semi Government / other Public Sector organization.
- g. National Tax Registration certificates.
- h. Copy of ISO/CMM Certificate if available.
- i. Financial strength certificate showing the annual turnover using audited statement or Bank statement for last two years.

11.0) General Terms and Conditions

The solution provider must adhere to the following general requirements:

- a. The Trust reserves the right to accept/reject any or all bids, at any stage of the tender process. Reasons will only be given on written request.
- b. A 2% bid bond as earnest money of the tender value in the shape of Bank Draft in favor of National Investment Trust SHOULD BE INCLUDED IN THE FINANCIAL PROPOSAL. The Technical Proposal should clearly state that a bid bond has been included in the Financial Proposal. Please do not disclose the amount of the bid or the bid bond in the Technical Proposal.
- c. Only those firms may apply which have their local offices in Karachi.
- d. Incomplete and conditional tender will not be accepted.
- e. The amount deposited as earnest money will be refunded to the successful bidder after providing deliverables and its acceptance from the competent authorities. While earnest money of unsuccessful bidders can be collected from the Administration Department, NIT office within thirty days of final award of contract.
- f. The successful bidder shall co-ordinate with the concerned person appointed by NIT.
- g. The Government taxes will be deducted from the Contractor as per rules.
- h. Proposals sent to NIT by fax or email will not be accepted.
- i. Proposals submitted after due date and time will be rejected.
- j. All participating recipients of this tender will be notified in writing by the NIT, regarding any changes made to this document for the purposes of clarification.
- k. NIT will not bear any expense incurred in the preparation of proposals in response to this tender.
- l. Bids not confirming to the terms, conditions and specifications stipulated in this document will be rejected.
- m. NIT has the rights to add, enhance or remove any functionality not disturbing the major scope of work, However NIT will make effort to notify the same and allow equal response time to all vendors.

12.0) Selection Criteria

The evaluation composition will be as under:

S No.	Description	Evaluation Weight-age
1	Technical Proposal	70%
2	Financial Proposal	30%

The technical proposal will be evaluated first and financial proposals of the technically qualified firms will be opened in second stage. The proposals will be evaluated technically on the basis as defined in Technical Evaluation Sheet as attached at Annex. 'A' and only bidders scoring 70% of the allotted weight-age (or 49 out of 70) will be considered technically qualified. For financial bid only the website development cost (paragraph 9.b.ii) will be considered and scoring will determined as per Annexure 'B'.

The total score will be determined by adding score for Technical proposal (Annexure A) and Financial Proposal (Annexure B), and bidder having the highest score will be awarded the job order for this tender.

Bidders are expected to examine all instructions, forms, terms, specifications, and other information in this document and submit all the related information that can be required for evaluation or verification purpose. Failure to furnish all information required by the tender or to submit a bid not substantially responsive in every respect will be at the Bidder's risk and may result in the rejection of its bid

13.0) Clarifications

Further clarification relating to this Tendering shall be directed to:-

Contact Person : Mr. S. T. A. Qadri, AVP - Admin
Phone : 021-2412056-9 (Ext: 235)
Direct Phone : 021-2425101
Fax : 021-2422719

ANNEX A : TECHNICAL EVALUATION CRITERIA

Criteria	Scale for Rewarding Points	
1. Company Profile		
1.1. Establishment, Date of Incorporation	10 years or above	5 points
	5 – 9 years	3 points
	2 - 5 years	2 points
	None of above	1 point
1.2. List of International Certifications (ISO, CMM etc.)	CMMI level 3 or above	5 points
	ISO	3 points
	None of above	1 points
1.3. Strength of technical team	40 or above	5 points
	30-39	3 points
	15-29	2 points
	None of above	1 points
2. Company's financial strength in last two years.		
	Rs. 30 Million or above	10 points
	Rs. 15 - 30 Million	5 points
	Rs. 0 – 4 Million	1 point
3. Relevant Experience generally and specifically in financial sector related to website development.		
	5 or more websites for financial sector companies listed in KSE 100 index	15 points
	5 or more websites for any company listed in KSE 100 index	10 points
	3 to 5 websites for financial sector companies listed in KSE 100 index	7 points
	3 to 5 websites for any company listed in KSE 100 index	5 points
	None of Above	1 point
4. Quality of any 3 website developed by bidder		
	Assessed by evaluation team of NIT	Max 15 points
5. Proposed Site Map		
	Assessed by evaluation team of NIT	Max 20 points
6. Layout and graphical presentation of proposed and Main and Inside Web page		
	Assessed by evaluation team of NIT	Max 25 points

$$\text{Technical proposal weight-age} = \text{Total Points scored by bidder} \times \left(\frac{70}{100}\right)$$

ANNEX B : FINANCIAL EVALUATION CRITERIA

$$\text{Financial proposal weight-age} = \left(\frac{\text{bid value of lowest bidder}}{\text{bid value of bidder}} \right) \times 30$$