



## **Request for Quotation (RFQ) to Design and Develop Mobile Application**

### **Description:**

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Contact: ICT Officer / ictassist@ask.co.ke

Deadline: 05:00PM, April 15th, 2023

### **Background**

The Agricultural Society of Kenya (ASK) was founded in December 1901 under the name East African Agricultural and Horticultural Society. The central objective was to promote agricultural development based on European settlement. Since then, the objectives have grown to include not only agricultural sector industries, but also many other sectors that support or complement agriculture in the nation's economic development.

### **Objective**

The Agricultural Society of Kenya is implementing a digital transformation strategy that aims to improve service delivery and ease of access to Society information.

To this end, the Society seeks to contract an experienced service provider to design and develop a Mobile Application to meet the above needs.

Interested service providers are invited to submit their proposals including the Technical and Financial aspects and considerations. Noting that the Society is not bound to accept any of the proposals submitted.

### **Scope of Work**

The objective of the RFP is to select a bidder who will design and develop a Mobile Application including the following features:

**Event Information (calendar of events):** This feature to provide information about the upcoming events, including dates, venue details, and event descriptions with push notification capability.

**Purchase of show tickets.** This feature to allow users to purchase perimeter and special party tickets.

**Pay for car parking.** This feature to allow users to pay for car parking within showgrounds.



**New Member registration.** This feature to allows interested members to apply for ASK membership.

**Membership renewal.** This feature allows existing members to renew their membership annually.

**Interactive Map:** This feature to provide an interactive map of the exhibition venue with the ability to search for specific exhibitors, restaurants, and other points of interest.

**Exhibitor List:** This feature can provide a list of all exhibitors participating in each event with details such as company name, booth number, location, product information, and contact details.

**Exhibition Hall Floor Plan:** This feature to display an interactive floor plan of the exhibition hall with the location of each exhibitor.

**Register and book exhibition spaces.** This feature allows an exhibitor to create an account, register as an exhibitor, and book an exhibition space.

**Book and pay for branding spaces.** This feature allows exhibitors to view available branding spaces, book and pay for it.

**Event Schedule and Agenda:** This feature can provide the schedule of events and activities taking place during a show/event, including arena events, keynote speeches, panel discussions, and networking events.

**Social media Integration:** This feature can allow users to connect with other attendees and exhibitors, share their thoughts, and join discussion groups related to the event.

**Notifications:** This feature can provide real-time notifications about schedule changes, keynote speaker updates, and other important information related to Society Events.

**Lead Generation:** This feature can allow exhibitors to collect leads from attendees by offering digital forms or providing scanning functionality for business cards.

**Survey and Feedback form:** This feature will allow the Society and exhibitors get insights about attendees, such as the number of visits to booths, the length of time spent at booths, and the interests of attendees.

**Integration with Online Taxi services.** This feature can provide users with ability to request for rides from leading Online Taxi services such as Uber and bolt.



**Sponsorship:** Register for sponsorship and also showcase the list of sponsors for every event.

**Complaint Management:** Allows users to lodge complaints and track the status of resolution.

Handover, guidance and training to Society staff to make design changes, to update content and maintain the proposed solution.

## **KEY CONSIDERATIONS**

The service providers are required to provide professional, objective and impartial service and at all times hold the Society's interest's paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

The service provider will be selected on a merit-based and cost-effectiveness evaluation of offers for service provision and will follow the fair and transparent procurement procedure of the Society. The breakdown of the application is as follows:

- Hosting (Dedicated Secure Cloud Server).
- Push notifications for mobile App.
- Android Store accounts for the mobile app registered in the name of ASK.
- Mobile APP design UI/UX.
- Mobile APP backend amendment – CMS and API development.
- Mobile APP Native development: Android across All Mobile devices including Tablets.
- Development of consistent visual elements and Mobile Apps architecture that is scalable and extendable and W3 compliant.
- The Society will have full access to the servers & databases.

This call is opened to qualified, fulfilling the pre-selection criteria defined below:

- Should be Registered.
- Only those with a strong, proven track record of performance and quality in this field are encouraged to participate. (If possible, share brochures, flyers, etc.).
- Should sign a Non-Disclosure Agreement for copyrights and confidentiality.



## **Delivery**

1. The service provider should be able to deliver an aesthetically designed App that will be highly user friendly.
2. The service provider should be able to provide design templates to Society for the finalization.
3. A dedicated App designing, building & maintenance team will have to work as an integral component of the Society.
4. The service provider will provide samples of the concept designs of the homepage and at least two templates of inner pages to the HRO for evaluation purposes.
5. The service provider will provide project timelines with the proposal.
6. The service provider can provide more than one design in the proposal.

## **Preparation of Proposals**

The service provider is required to submit a Technical Proposal and a Financial Proposal as specified below.

### **(a) Technical proposal**

- The service providers are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested may result in the rejection of a proposal.
- The Technical Proposal shall contain the following documents:
  - I. Letter of Technical Proposal Submission.
  - II. Profile and Track Record of the Supplier.
  - III. Detail of the team proposed to be deployed to work with the Society, with qualifications and experience of the team members must be provided.
- An undertaking on the letterhead of the service provider and signed by an authorized signatory, that the service provider will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the service provider in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the service provider would be binding on the service provider.
- The Technical Proposal shall not include any financial information.



## **(b) Financial Proposal**

- In preparing the Financial Proposal, Suppliers are expected to take into account the requirements and conditions outlined in the RFP document.
- Letter of Financial Proposal should include fixed Fee for the mobile application designing & development.
- For Financial Evaluation, the total fee for the assignment will be considered.
- This Fixed Fee should include costs/expenses of the Supplier for undertaking work as detailed in the Scope of Work.
- Taxes / VAT should be included in the Grand Total.
- The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

## **Submission of the Quotation**

Interested service provider are invited to submit a quotation to [ictassist@ask.co.ke](mailto:ictassist@ask.co.ke) with the following information:

1. Name and contact details of the service provider.
2. A description of the service provider (max 0.5 page).
3. A detailed description of previous and current experience in delivering a similar service.
4. Kindly include a detailed track-record. (Max 1 page)
5. Attachment of the service provider legal registration.
6. Technical & Financial Proposals.

For more information, kindly contact [ictassist@ask.co.ke](mailto:ictassist@ask.co.ke)