REQUEST FOR PROPOSAL (RFP)

RFP No. ASLM/WEB/DEV/02/28/24

FOR THE DEVELOPMENT AND MAINTENANCE OF ASLM WEBSITE

CLOSING DATE: 18 MARCH 2024

When replying to the RFP, please mention the RFP No in the subject line

1.0 INTRODUCTION

The African Society for Laboratory Medicine (ASLM) is a Pan-African professional body, working to advocate for the critical role and needs of laboratory medicine and networks throughout Africa. For more information, please visit our website at https://aslm.org.

2.0 BACKGROUND | SCOPE OF WORK | EXPECTED DELIVERABLES

The African Society for Laboratory Medicine (ASLM) is soliciting for consultant to spearhead the development of an innovative ASLM website. The primary objective of the website is to enhance user engagement, spotlight the ASLM theory of change and strategy for 2023-2027, and to implement an attractive, dynamic, well organized and responsive interface in line with the latest web design trends. The website will serve as an interactive tool, effectively communicating ASLM’s key messages including strategy, goals, values, partnerships, etc. The website provides information about ASLM and the medical laboratory field and related tools to ASLM’s broad audience of stakeholders, including medical laboratory professionals, ministries of health, policy makers, researchers, civil society, grant funders, and partners in global health. The consultant will collaborate closely with the ASLM team to develop wireframes as a blueprint for the new website.

Purpose of the Website:

1. Profile Building: To establish ASLM as the voice of laboratory medicine in Africa.
2. Information Hub: Provide valuable information for Laboratory Medicine and Diagnostics to staff, donors, partners, member states, contractors, etc.

Physical Office Address: Joseph Tito Street, Nega City Mall, Suite 800, P.O.Box 5487 Kirkos Subcity, Kebele 08, Addis Ababa, Ethiopia (+251) 11-557-1021
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3. Membership Hub: emphasizing the value and benefits of ASLM membership for both individuals and corporations.

4. Strategic Pillars: Communicate ASLM’s work based on five strategic priorities under the Theory of Change (TOC): Education, Training and Knowledge Sharing; Network and Laboratory Systems Strengthening; Standards and Regulations; Build and organize the laboratory profession and innovation.

5. ASLM academy: Serve as the primary access point to the ASLM Academy platform, facilitating workforce upskilling and fostering continuous professional development.

Deliverables:

<table>
<thead>
<tr>
<th>Summary of Deliverables</th>
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<tbody>
<tr>
<td><strong>Membership Portal:</strong></td>
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<tr>
<td>o User Registration: Enable users to create accounts with customizable profiles.</td>
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<td>o Profile Management: Allow users to update information, preferences, and membership status.</td>
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<td>o Access Control: Administer varying levels of access for members, administrators, and guests.</td>
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<td>o Dashboard: Design a specified utility dashboard.</td>
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<td><strong>Payment Integration:</strong></td>
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<tr>
<td>o Secure Payment Gateway: Implement a compliant payment gateway for processing fees and event registrations eg ASLM biennial conference and regional workshops.</td>
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<td>o Subscription Management: Enable automated subscription renewals, invoicing, and payment reminders.</td>
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<td><strong>Content Management System (CMS):</strong></td>
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<tr>
<td>o Intuitive Interface: Provide a user-friendly CMS for easy content creation, editing, and publishing.</td>
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<tr>
<td>o Installation of content management system</td>
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<td>o Content development with social network intergration</td>
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<td>o Spam control through filtering mechanism</td>
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<td><strong>Mobile Responsiveness:</strong></td>
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<tr>
<td>o Responsive Design: Ensure seamless adaptation to various screen sizes and devices.</td>
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<tr>
<td><strong>SEO Optimization:</strong></td>
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<tr>
<td>o On-Page SEO: Optimize content, meta tags, and URLs for improved search engine visibility.</td>
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<td>o Off-Page SEO: Implement backlink strategies, directory submissions, and social media integration.</td>
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<td><strong>Integration with Existing Systems:</strong></td>
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<tr>
<td>o Database Integration: Integrate with the existing member...</td>
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database, CRM system, and email marketing platform.
  o Single Sign-On (SSO): Enable seamless authentication using existing login credentials.
  o Transfer archived content from the current website, including images, text, video, PDFs, HTML, and photo albums.
  o Develop visually appealing sites for ASLM Academy, Labpro, LabDF, LabCop, and other associations.
  o Provide a user manual and training for support staff and system administrators.

- **Compliance:**
  o Regulatory Compliance: Ensure adherence to relevant regulations.
  o Develop monthly performance parameters and reporting

- **Performance Optimization:**
  o Caching Mechanisms: Implement optimization techniques for faster page load times.
  o Scalability: Design an architecture accommodating future growth in traffic, content, and user interactions.

- **Design and User Experience (UX):**
  o Visual Design: Adhere to branding guidelines, color schemes, and logo usage as provided by ASLM.
  o Responsive Design: Create a visually appealing and consistent interface across devices.
  o Maintain a consistent visual language with fixed styles in templates that complement other platforms including ASLM sharepoint, social media platforms.

- **User Experience:**
  o User-Centric Design: Conduct research, usability testing, and persona development together with the ASLM team.
  o Intuitive Navigation: Design clear menus, breadcrumbs, and search functionality.
  o Customize website for audiences abled differently to navigate the website with ease
  o Consult on website translation solutions (English, French, Portuguese)

- **Accessibility:**
  o WCAG Compliance: Ensure accessibility following WCAG 2.1 standards.
  o Test with assistive technologies to ensure compatibility and usability.
- Develop corresponding user interface components as needed.

**Other Interfaces:**
- Provide 6 months of administrative and technical support.
- Hand over full source code to the ICT department.
- Link the site with other platforms and ASLM microsites.
- Embed social media sharing features, including Twitter share by text selection and Twitter feed by handle and hashtags.
- Ensure functional ASLM blog and its functionality.

**Website hosting**
- ASLM’s website must be hosted on platform/server with Zero down times experience.
- Website must have appropriate storage capacity of over 100 GB with scalability to increase over time.
- The web design and hosting company must provide focal point persons throughout the duration of the contract.

**Tender (funding opportunity) Management Features:**
- Tender listing and search: Enable users to easily browse and search for active tenders based on relevant criteria (e.g., location, budget, category, closing date).
- Tender details: Provide detailed information about each tender, including:
  - Title and brief description
  - Issuing organization and contact information (ASLM may publish RFPs for partners)
  - Eligibility requirements and application procedures
  - Key dates (submission deadlines, clarification meetings, etc.)
  - Downloadable tender documents (RFPs, RFQ, SOWs, etc.)
- Expression of interest (EOI) submission (optional): Allow users to electronically submit EOIs to express interest in specific tenders.
- Question and answer forum: Facilitate a secure forum for users to ask and answer questions related to tenders, promoting transparency and communication between all parties involved.
- Alerts and notifications: Implement a system for users to receive email or in-app notifications about new tender opportunities, integration with ASLM Constant contact marketing system to send out notification to tender subscribers, updates to existing tenders, and deadlines approaching.
Mobile App Development:

- **App design and development**: Design and develop a native mobile app for iOS and Android devices, providing key functionalities from the website in a user-friendly and mobile-optimized format.

- **Functionalities**: Include key functionalities from the website, such as:
  - **User profiles and login**: Personalized experience for users.
  - **News and updates**: Access to latest ASLM news, announcements, and events.
  - **Resource library**: Search and download ASLM resources and tools.
  - **Member directory (optional)**: Connect with other ASLM members.
  - **Push notifications**: Receive alerts for important updates and announcements.
  - **Offline functionality (optional)**: Access essential features without internet access.

- **Integration**: Ensure seamless integration between the website and mobile app for a unified user experience.

- **Data security**: Implement robust security measures to protect user data on both the website and mobile app.

Migration of Functionalities:

- **Develop a comprehensive data migration plan** to ensure seamless transfer of existing data from the current website and functionalities to the new platform. This includes:
  - **SLIPTA**: Allow users to access and manage SLIPTA data within the app.
  - **Diagnosis Pricing Database**: Enable users to search and access pricing information on diagnostic tests.
  - **LabMapping**: Integrate LabMapping functionality for laboratory directory access and search.
  - **Job advert management**: Facilitate posting, searching, and applying for laboratory job opportunities through the app.
  - **Newsletter management**: Allow users to subscribe and manage newsletter preferences within the app.

**expected Deliverables**

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 INITIAL TERM AND OPTIONAL PERIODS:

The initial term (or period of performance) of the consultancy service shall be for a year from the date of signing. ASLM may exercise its right to extend the contract subject to the performance of the consultant and availability of funding.

3.0 MANDATORY REQUIREMENTS

- Company profile with Certificate of Incorporation, Tax Clearance and all other applicable licenses, permit, authorizations, affiliations and certifications required per applicable laws and regulations. The company profile should provide additional information such as Registration name and trading name if applicable, physical address, telephone, contact person, period in business, key personnel/management and line of business.

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Individual consultants can also participate, and the above requirements may not be applicable but should conform to in-country tax requirements.

### 4.0 EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS

ASLM will accept proposals from bidders that provide Best Value and satisfy the requirements stipulated in the solicitation. All submissions/proposals will be evaluated against the set Evaluation Criteria provided below. Each proposal should contain the items listed in the Submission Requirements column in the following table:

<table>
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<tr>
<th>Evaluation Criteria</th>
<th>Submission Requirements</th>
<th>Weight</th>
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</table>
| 1. Past and Current Experience & qualifications | o Demonstrate the firm's past and current experience in website development, specifically addressing the brief.  
o Provide at least 5 portfolios showcasing similar completed projects similar along with contactable references.  
o Provide profiles (CVs) of the individuals to be assigned on this consultancy | 50%    |
| 2. Technical Approach, Methodology and Timelines | A maximum 5-page written proposal explaining how the consultant proposes to achieve the deliverables. Include detailed outline of the methodology, specific activities and approach to address the scope of work.  
o Software Solutions and Hosting: Outline proposed software solutions and hosting options for the ASLM website.  
o Membership Portal Integration: Clearly showcase the integration of a membership portal on the ASLM website.  
o Pitch Development: Develop a compelling pitch detailing the 'what' and 'how' of the ASLM website to showcase the consultant's skills and expertise.  
o Timelines: Detail the activities and the timelines. ASLM anticipate a period of 10 weeks from development to going live. ASLM may invite bidders to make presentations of their proposals. | 30%    |
| 3. Price | Provide the consultancy fees | 20%    |

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5.0 CONTRACT TYPE

For this procurement, ASLM will issue out a Firm Fixed Price Contract on its terms and conditions indicating the service provider’s quoted firm fixed price, scope of work, deliverables, timelines duration of contract and other instructions.

6.0 SUBMISSION REQUIREMENTS

Completed proposals must be addressed to the Procurement Committee and send electronically on or before the closing date and time to rfpsubmission@aslm.org ONLY.

7.0 PROPOSED TIMELINES
<table>
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<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>28 February 2024</td>
<td>Release of RFP and publicly posted on ASLM website:</td>
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<tr>
<td>11 March 2024</td>
<td>Deadline for submission of inquiries related to this RFP directed to Email to: <a href="mailto:JShonhe@aslm.org">JShonhe@aslm.org</a>; <a href="mailto:SMate@aslm.org">SMate@aslm.org</a>; <a href="mailto:nnwenji@aslm.org">nnwenji@aslm.org</a> and all questions must clearly identified with the solicitation #</td>
</tr>
<tr>
<td></td>
<td>Indicate the RFP number indicated at the top of this RFP (i.e. RFQ #) in your proposals.</td>
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<tr>
<td>12 March 2024</td>
<td>Response to all inquiries released and posted publicly on ASLM website</td>
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<td>18 March 2024</td>
<td>Deadline for Proposal submission.</td>
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<tr>
<td>1 April 2024</td>
<td>Final decision announced and Bidders receive feedback</td>
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<tr>
<td>4 April 2024</td>
<td>Contract confirmed &amp; issued out.</td>
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While ASLM is desirous of maintaining the proposed timelines, delays necessitated by unforeseen circumstances.

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8.0 ASLM TERMS AND CONDITIONS

The following are the terms and conditions of ASLM and any exceptions to these should be noted in writing at submission:

8.1. This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from companies interested in providing the goods or services outlined in this RFP.
8.2. The specifications prescribed are not in any way limited to any specific tenderer as they are based on generally achievable requirements and thus, participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country(ies) where services will be rendered. The necessary legal, commercial, technical and financial requirements should be satisfied.

8.3. ASLM does not bind itself to accept the lowest tender price and reserves the right to reject all submissions, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

8.4. ASLM reserves the right (but is not under obligation to do so) to enter into discussions with one or more respondents in order to obtain clarifications or additional details, to suggest service delivery refinements in the proposal or other aspects of the proposal, or to negotiate the cost quotation.

8.5. All quotations MUST be typed, on company official letterhead with full contact details including physical address, contact phone, email. Submissions MUST be received on or before the closing date and time and all bids received after the closing date and time may not be considered.

8.6. ASLM shall NOT be responsible for any costs involved in the preparation and submission of bids or proposals. All costs to be borne by the bidder and this is irrespective of the outcome.

8.7. Bid validity of quotation/proposals shall be 90 days.

8.8. Unless otherwise specified in the final contract, full payment will be made by ASLM to the Vendor within 30 days of receipt of invoice from the Vendor and either delivery of goods or completion of required deliverable.

8.9. ASLM provides an equal opportunity for any vendor/supplier to participate irrespective of race, colour, religion, sex, or national origin and will receive equal treatment.

8.10. By participating, preparation and submitting this quotation or proposal, you represent that none from your organization has any conflict of interests.

8.11. To the maximum extent practical and possible, ASLM will strive to ensure that the finances provided in this procurement do not support organisations, companies and individuals associated with acts of terrorism, prostitution and drug trafficking.

8.12. ASLM reserves the right to delay, amend, reissue, or cancel all or part of this RFP at any time but feedback will be provided to the vendors who participated. Additionally, ASLM will be under no obligation to reveal, or discuss with any bidder how a quotation/proposal was assessed, or to provide any other information relative to the selection process. Respondents whose quotations are not selected will be notified in writing and shall have no claim whatsoever for any kind of compensation.
8.13. ASLM reserves the right to waive or permit cure of non-material variances in the bid proposal if, in the judgment of ASLM, it is in ASLM’s best interest to do so. Non-material variances include minor informalities that do not affect responsiveness; that are merely a matter of form or format; that do not change the relative standing or otherwise prejudice other vendors; that do not change the meaning or scope of the RFP; or that do not reflect a material change in the services. In the event ASLM waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the vendor from full compliance with RFP specifications or other contract requirements if the vendor is awarded the contract. The determination of materiality is in the sole discretion of ASLM.

8.14. Failure to provide any of the above specifications and requirements may be considered non-responsive and disqualify the bidder from final selection.

8.15. ASLM ETHICAL STATEMENT: As part of its commitment to engrain a culture of honesty and integrity in all its business processes, unethical conduct such as undisclosed conflict of interests, bribes and kickbacks and other corrupt activities are strictly prohibited and denounced. No employees at ASLM are allowed to use their position to pursue personal and unethical gain. In the same vein, bidders or potential suppliers and contractors are proscribed from offering bribes aimed at influencing the process and the outcome(s). ASLM implore vendors to embrace this culture in their interactions with us. Violation of this ethical principle and requirement will result in the supplier or service provider disqualified and ASLM will not solicit or accept bids in the future from the same. Should you experience or suspect unethical behaviour by an ASLM employee, please reach out to via email: ASLM@tips-offs.com or through the website: http://www.tip-offs.com/