

13 January, 2022

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Sub: Request For Quotation (RFQ) to re-construct Prime Bank website

Dear Sir/Madam,

Prime Bank Limited intends to re-construct the existing website.

As we know that more and more consumers now visit the websites predominantly from mobile phone, tablet, desktop, we would like to offer the best digital experience possible to our customers/ users.

The priority of the user experience would be to be Mobile-First embedded with multi-screen optimization and responsiveness.

On the brand personality construct in the websites we would like to use the serene palette of calming, natural colors to evoke a down to earth, simple and warm feel for visitors.

The objective is its peaceful elegance must make the customer, forget for a second that they are actually on a bank's website — there are no pushy sales pitches, bold call-outs or busy sidebars.

Outlined below is a synopsis of the RFQ:

- **Project Name:** Prime Bank website re-construction plan
- **Business Sector:** Financial organization | Bank
- **Type of Contract:** Web Development Service
- **Location:** <https://primebank.com.bd>
- **Issue Date:** 13/01/2022
- **Tender submission date & time:** 10:00 am to 3:00 pm of 23rd January 2022.

Scope of Work

Re-construction of Prime Bank website for enhanced functionality, scalability and portability, utilizing modern, industry standard web-development methodologies, tools and techniques. The key functional requirements for the new website are outlined as follows:

1. Do the proper stakeholders mind mapping and then strategically develop User Experience guideline for the website.
2. Developing Creative guideline in an alignment with the UX guideline





3. A specific theme must be used in developing all the web sites to reflect the unique brand.
4. Developing Font, Typography and Image guideline that reflects Creative and UX guideline.
5. Developing sitemap based on proper wireframe. Build the site with a logical link structure. The wireframe must be approved by management.
6. Designing the Homepage, Product/Service Pages, Blogs, Utility Pages and other necessary pages based on the wireframe
7. Developing all the pages following previously developed guidelines along with necessary creative implementation of the look and feel of the site which requires necessary illustration and copy writing.
8. Developing backend using easy to use and upgradable framework/language e.g Wordpress, Laravel, Python etc.
9. Defining user experience like loading speed which should be less than 03 seconds, balance between 2G, 3G and 4G page transformation etc.
10. User friendly navigation system along with proper integration facility with our Facebook/LinkedIn/Instagram/YouTube.
11. Defining Mobile and Desktop user experience separately with responsiveness in nature.
12. Google Map enabled Bank's branch locating.
13. Meta tagging | Adobe Tagging strategy
14. Integrate with analytics tools like SEO and Google analytics.
15. Fillable PDF version of all kind of Account Opening Application Form which can be filled and submitted directly by the customer through online.
16. Incorporate more dynamic backend site administration capabilities, including the ability to receive automatic email notifications for Site Administrators.
17. Capabilities for advanced formatting and editing of dynamic content.
18. Capabilities for bulk uploading of photographs, documents of any size and any kind of animations and video files.
19. There must be a separate platform as test server facility before going live
20. Develop chatbot and integrate the Messenger Platform's customer chat plugin that allows integrating FB Messenger experience directly into the website.
21. Printability option must be enabled separately for every page.
22. High ease of content administration i.e. ability to add and manipulate text directly on the website, to facilitate better font selection – larger, cleaner fonts and differing sizes for emphasis on key items. Moreover administrator should have the ability to create, modify of any contents whenever it is required.
23. Document converter that allows documents to be downloaded in various formats: pdf, word, etc.
24. Inclusion of a 'search' bar to enable easier access to information by users.
25. Inclusion of online account opening platform & deposit scheme opening platform on the website.
26. Separate Credit Card page incorporated with online application.
27. Loan calculator facility to be integrated for respective division.
28. Deposit scheme calculator to be integrated for respective schemes.
29. Meeting all kind of requirements set by the Central Bank of Bangladesh.
30. Website should have both English & Bangla version.
31. Agency must do "Wire Framing Plan" while submitting their proposal to define the user journey.
32. Maintenance of the newly developed website along with content management support. Yearly, recurring.
33. Updating the design and framework as when needed
34. Provide support 24/7 with an Emergency response team.
35. Ability to collaborate with IT team to handover and deploying the website.

36. Exchange rate calculator facility needs to be integrated for PBL exchange house websites Role based user management should be incorporated for prime bank employees.

Technical Specifications:

Please see the **Annexure-1** for the detailed technical specifications which need to be meet up.

Eligibility to apply

- The agency must have successful dynamic corporate website development and maintenance experience especially with the leading Financial Institutions/Tele Communication/Entertainment/FMCG companies operated locally or globally.
- Preference will be given in case of affiliation with any leading local or international website development agency, experienced in integrating customer preference with the brand experience.
- Minimum 5 (Five) years working experience.

Expertise

The agency should have expertise in the following areas:

- Experience of working with the International Digital Platform authorities like Google, Facebook, LinkedIn, YouTube etc
- 24 x 7 service support
- Web programming and design; graphical design expertise
- IP networks and protocols
- Database management systems
- Proficiency in contemporary multimedia tools

Personnel

The agency shall provide suitably qualified dedicated personnel to carry out the necessary work. There should also be substantial knowledge transfer, to allow the Bank's staff to make all but the most complex changes to the website.

Financial Position

The agency should have a sound financial position and shall provide independent verification of their financial soundness.

Required Documents

1. Up-to-date Valid Trade License
2. Certificate of incorporation in case of Limited Company
3. Valid TIN Certificate
4. VAT Registration Certificate
5. Bank Solvency Certificate
6. Performance certificate(s) of execution of same work with different credible organizations.
7. Client/Project completion list
8. Organization team structure



Meeting

Once the proposals have been received, representatives from the Bank will hold a preliminary meeting with the short-listed applicants, to discuss issues regarding their proposal and to obtain clarity on any of the points raised in the documents submitted. Later those short listed agencies will be asked to submit "Financial Proposals".

Response Format

It will be a **Technical Proposal** only in one envelop which-

- Includes overall proposed plan as required, resources and approach to be taken by firm, and a demo (loading page wire framing, few pages on consumer banking, wholesale banking and SME banking products) of the proposed site.
- Please see the **Anexture-01** for the detailed technical specifications.
- No "Financial Proposal" is required to submit now.

Other Conditions

1. Companies and organizations responding to this RFQ shall designate a single contact person within that company or organization for receipt of all subsequent information regarding this RFQ.
2. Bidder must agree not to sub-contract work obtained through this RFQ.
3. The proposal must mention the required time of completion.
4. Prime Bank authority reserves the right to reject any or all submittals if they do not meet web standards as per our expectation defined.

Proposal sending address

The proposals, as defined here, should be submitted between **10:00 am to 3:00 pm of 23rd January 2022, Sunday** in the "Tender Box" of the following address:

Facility Management Division (FMD)

Facilities Tower (6th Floor), Kha-199/2, Madhya Badda, Pragati Sarani, Dhaka-1212.

For any further details, you may contact +88 01701204043 (10.00 am to 6.00 pm).

Yours sincerely,



Salek Shahriyar
Head of Brand and Communications