

28 June 2018/10

Sub: Request For Quotation (RFQ) for Prime Bank Limited website re-development.

Dear Sir/Madam,

Prime Bank Limited one of the leading commercial bank in Bangladesh intends to re-develop its existing website as an interactive and responsive platform.

Outlined below is a synopsis of the tender:

- **Project Name:** Prime Bank website re-development plan
- **Business Sector:** Financial organization
- **Type of Contract:** Web Development Service
- **Site Location:** www.primebank.com.bd
- **Issue Date:** 28 June 2018
- **Tender submission date & time:** 10:00 am to 3:00 pm on Thursday, 12 July 2018

Scope of Work

Re-development of the Bank's 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. User friendly navigation system
2. Compatible/ responsive design on all devices (i.e. laptop, desktop, tab & mobile)
3. Google Map enabled ATM & Branch locator
4. Search Engine Optimization
5. Integrate with analytics software like Google analytics
6. Website and page analytics
7. Lead generation page
8. Loan calculator
9. Real time Exchange Rate
10. PDF version of Loan/ Account Application Form which can be filled directly by the customer
11. Incorporate more dynamic backend site administration capabilities, including the ability to receive automatic email notifications for Department and Site Administrators, (i.e. to ensure the prompt release of approved information)
12. Capabilities for advanced formatting and editing of dynamic content
13. Capabilities for bulk uploading of photographs, documents of any size and any kind of animations and video files



Marketing Division

14. Enhanced backend access to format and update static content and screens
15. Secure portal to download documents
16. There must be a separate platform as test server facility before going live
17. There must be chat option box
18. Meeting all kind of requirements set by the Central Bank of Bangladesh
19. Website should have both English & Bangla version
20. 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
21. Document converter that allows documents to be downloaded in various formats: pdf, word, etc.
22. Inclusion of a significant 'archive' section that includes annual reports and publications
23. Inclusion of a 'search' bar to enable easier access to information by users
24. Separate page for every division and must have separate campaign page facility

Experience

The tenderer must have successful experience as a dynamic website developer specially in banking sector. This includes the successful implementation of multiple projects of the nature and complexity that are comparable to and required for the proposed project; and **at least 5 (Five) years** experience in the area of website development especially for financial sector.

Expertise

The tenderer should have expertise in the following areas:

- 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 tenderer 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 tenderer should have a sound financial position and shall provide independent verification of their financial soundness and proof of their status/license to operate a web-development service in Bangladesh.

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 commercial Banks/ MNC
7. Client list



Meeting

Once the proposals have been received, representatives from the Bank will hold a preliminary meeting with the short-listed vendors, to discuss issues regarding their proposal and to obtain clarity on any of the points raised in the documents submitted.

Response Format

Responses to this RFQ must be in two separately sealed envelopes as follows:

- Overall proposed plan, resources and approach to be taken by firm.
- Separately sealed price proposal, marked "Financials".

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. All vendors, companies and organizations 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.

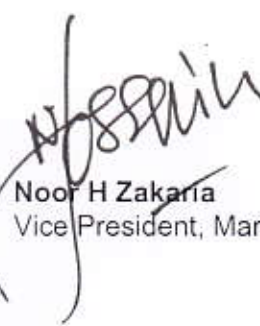
Proposal sending address

The proposals, as defined here, should be submitted between 10:00 am to 3:00 pm on Thursday, 12 July 2018 in the "Tender Box" of the following address:

Facility Management Division (FMD)
Sarker Mansion (1st Floor), 29 Rajuk Avenue, Motijheel C/A, Dhaka 1000.

For any further details please contact 029567265 (Ext: 470 or 293).

Yours sincerely,



Noor H Zakaria
Vice President, Marketing