

Shafak Organization

Tender Application documents for providing Service for Website and Fundraising Platform PR 20-20-2-193

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1. Tender Document Receipt

Contractor Name:

I hereby acknowledge receipt of one set of tender documentation for the above project.

Document:

1. Tender Document Receipt
2. Invitation to Tender
3. General Conditions for Tender
4. Bidder Response Document – Technical Submission
5. Bidder Response Document- Financial Submission Annex A
6. Annex B Scope of Work with details

This document to be returned as part of the Tender Submission. Tenderers should note that it is their responsibility to ensure the documents detailed in the table above are submitted.

Duly authorized to sign this tender	Contact information	Signature	Date

2. Invitation to Tender

Shafak was officially established in 2013, while it is founded during the early months of the Syrian Crisis in 2011. At its core, Shafak is a grassroots NGO that was formed by Syrians for Syrians, with the intent of addressing the needs of their life with dignity, equality and humanity with a focus on sustainability and autonomy.

Shafak is an impartial, independent, non-profit NGO that exists for the express purpose of providing humanitarian services to vulnerable people regardless of political or religious affiliations and on the long run to contribute to recover and rebuilding the society on freedom, justice and equality basis.

1. Subject of the tender:

Shafak is looking for a qualified supplier that have registered company in Turkey to provide service for website and fundraising platform, the scope of work required is detailed in Annex B. Requirement Table and Offer in Annex A.

The payment will be based on the actual completed works in the end of the service.

2. Submission:

“Financial Offer” marked with tender Number shall be produced in signed, stamped and sealed envelopes labeled as “Original” indicating the tender Number and should clearly show bidders’ names, addresses and should hold bidders’ legal stamps.

“Technical Offers” shall also be made in ONE COPY clearly labeled as “Original” marked with tender Number and should clearly show bidders’ names, addresses and should hold bidders’ legal stamps.

The Two envelopes shall then be enclosed in a sealed outer envelope, and submitted to “Shafak HQ office in EMEK Mahallesi 19075 Nolu Sokak No: 4/1 Şehitkamil / Gaziantep / Türkiye Documents (offers with both technical and financial submission with one bid will be disqualified).

Bidders are requested to submit references, previous experience and company profile.

Last date to submit offers is: **16 Mar 2020 at 17:00**, Offers received after this time will not be considered.

3. Tender Documents: A complete set of tender documents may be obtained by interested candidates by email, Suppliers can send an email to request for tender documents to the following email procurement@shafak.org
4. Bid Opening: Bids will be opened on 17 March 2020 in the presence of tender main committee and opening committee. Shafak reserves the right to verify information or request missing documentation as required.
5. Expected Contract Award The contract is expected to be awarded by 20 March 2020.

3. General Conditions for Tender

3.1 The tender has been design by Shafak for the seek of potential supplier for the provision of Website and Fundraising Platform service.

The supplier will provide service for Shafak official website.

- A. Required quantity: As annex B, the payment will be based on the actual completed works in the end of the service.
- B. Start application: 10 - Mar - 2020
- C. The deadline for application: 16 - Mar - 2020 at 17:00.
- D. Period of supply: Supplier must finalize the service as requested by Shafak.
- E. Payment terms: After 22 days after receiving and submission of all required documents (invoice, signed service completion note).
- F. Currency: Bidder shall fill in all prices in USD while actual payment will be in Turkish Lira based on the same exchange rate of the Turkish Central bank.
- G. The Invoices: Invoice with TAX (KDV dahil).

3.2 Tender Basis:

- The working language of this Tender and Application is English.
- All applications shall be made in accordance with the Tender Documents.
- All Applicants will receive identical documents: No applicant should add, omit, or change any item, term or condition on original papers.
- If Applicants have any additional requests and conditions, these shall be stipulated in a separate letter accompanying their application.
- Each applicant may make one application only.
- Each application shall be valid for the period of 60 days from its date of submission.
- Applications shall be made in writing, with prices calculated in USD only.

H. 3.3 Payments: Payments will be in Turkish Lira(TL) based on exchange rate of the bank in due date. made upon completion of the service and conformation of Shafak after 22 days of submitting complete documentation.

Applicants cannot apply if they:

- They aren't registered company in Turkey.

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- They did not agree on payment Terms
- Have been convicted for an offense concerning professional conduct.
- Have been guilty of grave professional misconduct (proven by any means which the contracting authorities can justify).
- Are guilty of serious misinterpretation in supplying information.
- Are in situations of conflict or potential conflict of interest with Shafak.
- Were declared at serious fault of implementation owing to a breach of their contractual obligations.

3.4 Tender Evaluation: Shafak will check the tenders to ensure that they contain no amendment to the terms or any other (calculation) errors. Quotations will be evaluated on a Lowest Price Technically Acceptable basis, as set forth below. Shafak Organization shall first evaluate the non-price elements of the quotation to determine whether they are acceptable or not acceptable. In conducting its evaluation, Shafak Organization may seek information from any source it deems appropriate to obtain or validate information regarding acceptability of Supplier's quotation. Award will be made to the technically acceptable quotation with the lowest evaluated price. Shafak reserves the right to accept or reject any or all bids, and to accept the bid deemed to be in the best interest of the Shafak. Shafak will not be responsible for any pay for any expenses or losses which may be incurred by any Tenderer in the preparation of his Tender. Shafak is not bound to accept the lowest price bid submitted. The award criteria shall be based on the proposal's overall "value for money" while taking into consideration donor and internal requirements and regulations.

Shafak reserve the right to split contract the contract between two or more vendors.

Evaluation Method: The suppliers will be evaluated according to:

The full mark is 100% divided by 30% Financial and 70% Technical

A. Financial Evaluation 30%

The mark will be calculated according to the following formula:
Financial Mark = 30* The minimum price / the offered price.

B. Technical Evaluation 70%

The mark will be calculated as following:

%8	زمن التسليم	Delivery time
%2	التكامل مع وسائل	Quality of connection social media
%2	نوع السكريبت المستخدم	Type of scripting used
%10	مسؤولية التصميم	Design method
%6	عدد مرات التعديل	Number of editing permission
%10	ربط الموقع بالدفع المالي	Connecting website with donation
%5	زمن الدعم الفني	Technical support validity
%2	التدريب ل اشخاص	Number of staff to be trained
%1	الميتا تاغ	Providing meta tag
%6	نوع الحماية المستخدمة	Type of security used
%2	النسخة الاحتياطية	Backup content
Pass/fail	اللغات تركية	Availability of Turkish languages
Pass/fail	ترخيص الشركة	Registration
%8	صفحة الشفافية	Design of Transparency file
%2	نسخة للموبايل والتاب	Providing mobile & tablet version
%6	الخريطة التفاعلية	Availability of Interactive map
Pass/fail	تحكم كامل بالموقع	Providing full control of website to Shafak
Pass/fail	النشرة البريدية	Availability of news letter

4. Bidder Response (BIDDER QUESTIONNAIRE) Yes / No

Bidder checklist / Technical offer	
<p>1- Do you confirm that you are registered Company in Turkey? Please provide registration documents. <i>Company that could not provide the above registration will be disqualified.</i> <i>If the answer: Yes, qualified, no disqualified</i></p>	
<p>2- Do you confirm you can provide legal invoice for the Website and Fundraising service? <i>If the answer: Yes, qualified, no disqualified</i></p>	
<p>3- Can you provide bank account for payment related to service for Website and Fundraising platform? <i>If the answer: Yes, qualified, no disqualified</i></p>	
<p>4- Can you provide Website and Fundraising platform that meet specification as required in Annex B without any advance payment?</p>	
<p>5- How long is your technical support validity after delivering the service ?</p>	
<p>6- Did you submit company profile, previous works and references in the technical offer?</p>	
<p>7- Have you ever provided similar services(Website, Fundraising Platform, website support) with other organizations? If yes, would you please provide brief description and contract information of the recent three projects</p>	

Project # 1: Name of the organization Project Name Project location Date of the project Total amount Contact person name Contact person phone number and email	
Project # 2: Name of the organization Project Name Project location Date of the project Total amount Contact person name Contact person phone number and email	
Project # 3: Name of the organization Project Name Project location Date of the project Total amount Contact person name Contact person phone number and email	

Name, signature, and stamp.	Date:
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Declaration of Eligibility

Applicant:

I, the undersigned (*Name and address of representative*) _____

Representative of (*Name and address of company*) _____

Declare that the following conditions are applicable to us;

- We are not bankrupt or in the process of going bankrupt,
- We have not been convicted for an offense concerning professional conduct,

- We have not been guilty of grave professional misconduct (proven by any means which the contracting authorities can justify),
- We are not guilty of serious misinterpretation in supplying information,
- We are not in situation of conflict or potential conflict of interest with Shafak
- We were not declared as serious fault of implementation owing to a breach of their contractual obligations,
- We do not employ personnel below the legal working age,

Signed in the presence of:

Declared by ()

(Signature/)

(Signature/)

(Name, address/)

(Location, date/)

5. Bidder Response Document- Financial Offer

A. Application Form (Price Submission) please ensure you submit financial offer in separate sealed bid inside the tender documents (offers with both technical and financial submission with one bid will be disqualified.

Item No:	Description of Goods / Services	Unit / Form	Quantity required	Currency	Unit Price	Total Price
1	Web and graphic design for new Shafak website + Fundraising platform - Specifications in the Annex Arabic & Annex English	lumpsum	1	USD		
Total bid value in USD						

Written total price with USD:

By, duly authorized to sign tenders:

Name:	
Position:	
Date:	

Signature and Stamp /

Annex B / Scope of Work

Scope of Work for the Website and the Fundraising Platform

Shafak Organization would like to hire a company officially registered in Turkey to design a professional website that is in step with the media and technology developments, and a fundraising platform, specific for the organization, that is directly linked with the website with the purpose of directly contributing to securing a new source for alleviating the suffering of people inside Syria. The website has to contain the following features and technical specifications:

- **Software Design:** Shafak would like to own a website that professionally presents its works and that comprises: a main page, who we are, programs, campaigns, cases, job vacancies, news, and contact us sections, along with the possibility of adding other pages in the future, as needed, using a specific design for the organization and not resorting to templates.
- Shafak would like to know the "Script" to be used in designing the software, while still giving the free choice for the designer to choose the suitable programming language. "Https" feature is also required to guarantee the safety of the users and visitors.
- A back-up copy for the website is required to be available and updated on regular basis with the aim to archive the content of the website as well as to have it accessible in the event of any failure of the website.
- The website's original programming files needs to be made available for Shafak with full control, so that, when it is needed in the future, there will be a possibility to modify them.
- A window allowing for subscribing to the organization's monthly newsletter has to be part of the website.
- The website should contain a sliding bar (news ticker) for the partners and donors;
- An animated infographic to present number of beneficiaries, budgets, and locations should be included.
- An interactive map should be included to show the work of the organization and its activities in the locations where it operates.
- It is required to know how many times it is allowed to modify the website structure.
- It is required to know the delivery time for providing the first copy of the website.

- “Meta Tag” feature is required to be activated on the website to facilitate the accessibility through key words.
- Activating the features of easy access through SEO search engines.
- Adding the “Donate” button in a fixed place to be permanently visible on the page.
- Adding the feature of quick accessing to the website from mobile and tablet devices.
- **Graphic Design:** Shafak would like the bidding company to provide brand new designs that are harmonious and compatible with the organization’s visual identity without resorting to available templates for designing and presenting the website’s visual and text contents.

The original design files (psd/Ai) needs to be made available for Shafak to be able to regularly update the website design.

- **Languages:** Shafak would like to communicate information and explains its works to its diverse audience using several languages: Arabic, English and Turkish, so the website should be made available in the three mentioned languages.
- **Compatibility with mobile phones and tablet devices:** it is very important that the website design be compatible with all display devices, including desktops, monitors, laptops, mobile phones, and tablet devices to easily and smoothly allow the browsing opportunity for the audience in all possible ways.

In addition, linking the website with the social media is required so that all of the organization’s media platforms and website are unified and linked to each other.

- **Fundraising Platform:** Shafak Organization works in 6 main humanitarian sectors, and it seeks to work on securing a new funding source through the individual donations, so as to guarantee additional benefit for our people in Syria. Therefore, Shafak is interested to receive offers from companies that provides services for fundraising platforms (PayPal, Credit Cards, Bank Strip), that also includes a page for transparency showing amounts donated in a new-to-old timeline format while anonymizing 80% of the identity of the donor to show transparency and intended purposes of the donations to all visitors.
- **Trainings:** it is required to Shafak’s media and technical staff on how to professionally work and publish on the website.

- **Regular maintenance:** the bidding company shall commit to conduct regular maintenance to repair any failure that may take place while using; this shall be on quarterly basis and for a period of one year.

الملحق ب / نطاق العمل

مواصفات الموقع الإلكتروني ومنصة جمع التبرعات

ترغب منظمة شفق بالتعاقد مع شركة مرخصة رسمياً في تركيا لتصميم موقع إلكتروني احترافي يواكب التطور الإعلامي والتقني، إضافة إلى منصة جمع تبرعات خاصة بالمنظمة مرتبطة بالموقع بشكل مباشر لتساهم بشكل مباشر في تأمين مصدر جديد للمساهمة في تخفيف معاناة أهلنا في سوريا، ويجب أن يحتوي الموقع على الميزات والمواصفات التقنية التالية:

- **التصميم البرمجي:** تهتم منظمة شفق بالحصول على موقع إلكتروني يظهر عملها بطريقة احترافية، متضمن عدة صفحات: الرئيسية - من نحن - البرامج - الحملات - الحالات - فرص العمل - الأخبار - تواصل معنا، مع إمكانية إضافة صفحات أخرى بحسب الحاجة مستقبلاً، بتصميم مخصص للمنظمة دون الاستعانة بقوالب جاهزة.
- إضافة إلى رغبتنا بمعرفة نوع السكريبت المستخدم في برمجة الموقع، مع إعطاء الحرية الكاملة في استخدام اللغة البرمجية الأنسب للمبرمج، والحرص على توفر خاصية الأمان https لضمان أمان الزائرين والمستخدمين.
- وجود نسخة احتياطية للموقع محدثة بشكل دوري بهدف أرشفة الموقع من جهة والقدرة على الوصول إليها في حال حدوث خلل في الموقع.
- الحصول على الملفات البرمجية الأصلية للموقع بتحكم كامل في حال الرغبة بإجراء تعديلات في المستقبل.
- إضافة نافذة تتيح الاشتراك بالنشرة البريدية الشهرية للمنظمة.
- إضافة شريط متحرك للمانحين والشركاء.
- إضافة انفوغرافيك متحرك لأعداد المستفيدين والميزانيات ومناطق العمل.
- إضافة خريطة تفاعلية لعمل المنظمة ونشاطاتها في المناطق التي تعمل بها.
- معرفة عدد مرات التعديل المسموحة على بنية الموقع.
- معرفة مدة تسليم النسخة الأولى من الموقع.
- تفعيل ميزة Meta tag في الموقع لسهولة الوصول عبر الكلمات المفتاحية الأساسية.
- تفعيل ميزات سهولة الوصول عبر محركات البحث SEO
- إضافة ظهور زر التبرع في مكان ثابت بشكل دائم على الشاشة.
- ميزة الانتقال السريع إلى الموقع الإلكتروني من الأجهزة المحمولة واللوحية.
- **التصميم الغرافيكي:** تهتم منظمة شفق بأن تقدم الشركة المنفذة تصاميم جديدة كلياً متناسقة متوافقة مع الهوية البصرية للمنظمة دون الاستعانة بقوالب جاهزة للتصاميم وطريقة العرض للمواد المرئية والمكتوبة في الموقع.
- الحصول على ملفات التصميم الأساسية psd / Ai للاستفادة منها في تحديث تصاميم الموقع بشكل دوري.
- **اللغات:** تهتم منظمة شفق بإيصال المعلومة وإيضاح طريقة عملها لجمهورها المتنوع بعدد لغات (العربية - الإنكليزية - التركية) لذلك يجب أن يكون الموقع متاحاً باللغات الثلاثة.

- **التوافق مع الأجهزة المحمولة واللوحية:** من المهم جداً توافق تصميم الموقع الإلكتروني مع جميع أجهزة العرض من أجهزة الكمبيوتر والشاشات والأجهزة المحمولة والأجهزة اللوحية لإتاحة فرصة التصفح للجمهور بجميع الطرق المتاحة بشكل سهل وسلس. إضافة إلى ربط الموقع بوسائل التواصل الاجتماعي لتكون جميع منصات إعلام المنظمة موحدة ومربوطة ببعضها البعض.
- **منصة جمع التبرعات:** تعمل منظمة شفق في 6 قطاعات رئيسية من العمل الإنساني، وتسعى شفق إلى العمل على تأمين مصدر جديد للتمويل من خلال التبرعات الفردية، لضمان فائدة إضافية لصالح أهلنا في سوريا، لذلك نهتم بتقديم الشركات لخدماتها في مجال تأمين وتوفير منصات لجمع التبرعات (Bank – Credit – PayPal Strip) متضمناً صفحة للشفافية تظهر المبالغ الواردة عبر التبرعات وفق تنسيق زمني من الأحدث إلى الأقدم مع إخفاء هوية المتبرع بنسبة 80% بهدف إظهار شفافية التبرعات وآلية صرفها لجميع الزائرين.
- **التدريبات:** تدريب كوادر منظمة شفق الإعلامية والتقنية على تفاصيل العمل والنشر على الموقع بشكل احترافي.
- **الصيانة الدورية:** تلتزم الشركة بالقيام بعمليات صيانة دورية للموقع لإصلاح أي خلل قد يحدث عند الاستخدام لمدة لا تقل عن عام بشكل دوري كل 3 أشهر.