February 28, 2020

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Group 2
INFO8440 Junior Business Analysts
Conestoga College
</div>

Karen Eakins
keakins@conestogac.on.ca
INFO8440 Senior Business Analyst

RE: REQUEST FOR INFORMATION

Group 2 (HS, DS, BS, SM, AP) INFO8440 Junior Business Analysts of ITBA Program, Conestoga College would like to request information through this Request for Information (RFI) form regarding the website being developed which will act as a first point of contact for Conestoga Design Limited (CDL). **Group 2 would like to request CDL to Submit a written response to this RFI.**

This RFI is strictly intended for the purpose of gathering knowledge and requirements needed to efficiently build a website for CDL and should not be taken as a promise, intent or commitment to acquire or accept the solution offered. **A response to this RFI will not result/lead in any contract/Bond.**

Any information shared in response to this RFI will become the property of Group 2 INFO8440 Junior Business Analysts. Group 2 will not pay for any information requested and nor is it liable for any costs incurred to CDL.

A response to this RFI will be much appreciated.

Enclosed in this document are:

- **Document History Chart**
- **Statement of Confidentiality**
- **Executive Summary**
- **RFI Questions**

Regards
Group 2 INFO8440 Junior Business Analysts
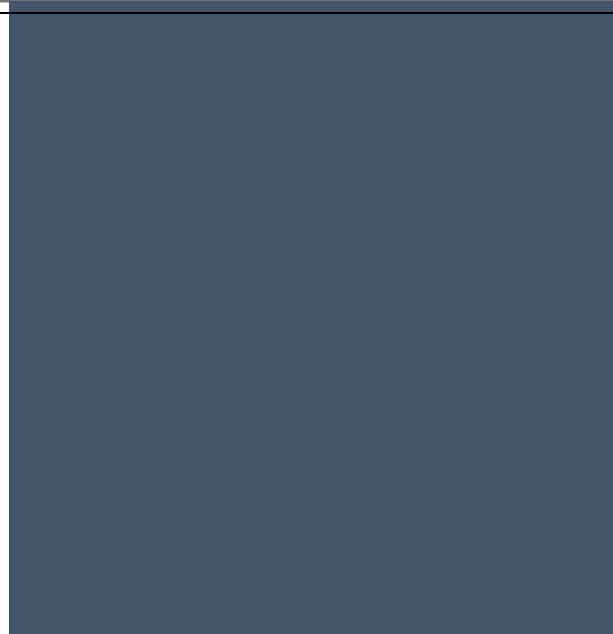
Initial RFI

INFO8440

GROUP 2
Akshay Kumar Pendam (AP)
Bhupinder Singh (BS)
Devangi Shah (DS)
Harjot Singh (HS)
Suneel Kumar Maurya (SM)

Document History Chart

S. No	Document	Version	Date created	Date Revised	Description	Notes	Author
1	RFI (Request for Information)	Version 1.0	February 28, 2020	N/A	Creation of RFI	N/A	BS, DS
2	RFI (Request for Information)	Version 1.1	NA	February 28, 2020	Final Modification in the RFI document	Questions and Traceability	HS
3	Executive Summary	Version 1.0	February 27, 2020	N/A	Creation of Executive Summary	N/A	DS, BS
4	Cover Letter	Version 1.0	February 28, 2020	N/A	Creation of Cover letter	N/A	HS
5	Letter of Confidentiality	Version 1.0	February 27, 2020	N/A	Creation of Letter of Confidentiality	N/A	AP, SM
6	Document History Chart	Version 1.1	February 28, 2020	N/A	Creation of Document History Chart	N/A	AP, SM

Contents

Statement of Confidentiality

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CDL TECHNOLOGIES

Pledge of Confidentiality

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This RFI is both confidential and proprietary to Conestoga Design Ltd (CDL), and CDL reserves the right to recall the RFI in its entirety or in part. We, Group 2 (HS, DS, BS, SM, AP) INFO8440 Junior Business Analysts cannot and will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of CDL.

We accept all the foregoing terms and conditions without exception. We understand that any leak in information could result in legal action against the concerned person found responsible for that incident.

X _____

Group 2 INFO8440 Junior Business Analysts

X _____

CDL Executives

X _____

Signature of Witness

EXECUTIVE SUMMARY

CDL First Point of Contact/Website

Overview
The CDL First point of Contact/Website project looks forward to build and provide a new website for the company in order to help the organization establish an online presence in the market and expand its customer base by building a better brand image. The new website is intended to replace the old website which does not have correct and adequate information/functionality causing it to drive potential customers away from CDL.

Problems Addressed
The Various problem addressed in this project include:

- Incorrect and Inadequate data on the current website is driving away potential customers from CDL
- The current website has had no maintenance since it was made in 2004 and there was no team responsible for maintaining the Website.
- Currently there is no team responsible for maintenance of the existing website.

Our Solution
The proposed Website looks forward to:

- Provide a first point of contact for the current and potential customers of CDL allowing them to view information about CDL and conveniently Shop for products online.
- Effective requirement gathering from CDL executives and effective collaboration of our team for the execution will result in and efficient and ideal solution.

Keys to Success
We look forward to successfully and efficiently completing this project with the below mentioned requirements:

- Resources: RFI response and excel datasheet with website components description provided by CDL
- Funding: Domain, Website hosting, Lead developer, Junior developer, Social media tech expert
- Timeline: This project is intended to be completed by end of fourth week of March along with all the deliverables including the Final project report and Presentation.

RFI Questions

Question #1
(Client Need #1)
For Marketing VP, Finance VP and IT VP: Are there any critical knowledge and piece of information that you posses and would like to share with Group 2 for better solution?

(DS)

Question #2
(Client Need #1)
In order to create a good training plan for the executives as asked by CDL, we would like to know whether the executives prefer in person training or remote training through video sessions?

(DS)

Question #3
(Client Need #1)
Based on previous question, are there any limitations related to time/schedule of the Executives? This will help us determine an efficient schedule for the training/coaching.

(DS)

Question #4
(Client Need #2)
After the execution of the Dashboard and TrackR application, this website will be another step of technological advancement and change for the company. As mentioned, the executives have different opinions about technical change, we would like to know whether each executive supports or opposes the idea of website? This will help in designing of coaching/training plans.

(SM)

Question #5
(Client Need #8)
Assuming that according to the current flow, the trackers are bought by CDL's customers (distributors) and further sold to end users. Does CDL want the website to enable end user to buy products directly without the intervention of any third-party distributors or proceed through the distributers only?

(SM)

Question #6
(Client Need #14)
Does CDL have an existing database of their products that can be integrated into the new website?

(SM)

Question #7

(Client Need #14)

With reference to the previous question, If CDL does not have an existing compatible database, Would CDL prefer on-premise database infrastructure or Cloud based infrastructure for the website? This will help in determining the budget for the infrastructure implementation and future support.

(HS)

Question #8

(Client Need #12)

As mentioned in the requirements document, which website elements will CDL provide to us and when can we expect to receive them? This will help us in selection and budgeting of new key elements needed for the website.

(BS)

Question #9

(Web Design Overview)

As mentioned in the web design overview document, CDL's medical imaging division is expecting an ecommerce system with the new website. Does CDL also want to include Trackr division in the e-commerce system or only have informational pages about that on the website?

(AK)

Question #10

(General)

How many different products are there in both Medical Imaging equipment division and Trackr Division combined? This will allow us to determine the number of listings on the ecommerce system which will help us to determine the budget as most ecommerce platforms charge per listings.

(AK)

Question #11

(CDL Timeline Phase 2)

As mentioned in the Timeline Phase 2 document referring to March 15,2017, will it be possible for CDL to provide us with the names of the products that have been discontinued so that we can plan for website content and social media marketing strategy?

(AK)

Question #12

(CDL Timeline Phase 2)

As mentioned in the Timeline Phase 2 document referring to March 15 and March 17, 2017, CDL has a domain name it's paying for (conestogadesignltd.com). Does CDL want to use the same domain name or cancel that subscription and buy a new one?

(HS)

Question #13
(Web Design overview)
Referring to the Web design overview document, CDL is currently paying annual hosting fee. Which hosting company/platform is CDL currently paying and are there any contracts/bonds with them?

(HS)

Question #14
(General)
Does CDL want to integrate a payment gateway to the website for customer convenience or no?

(BS)

Question #15
(General)
Would CDL prefer a multilingual website for the convenience of customers across the globe? This will add on to the customer experience for the fist point of Contact if included.

(BS)

Question #16
(Client Need #3)
Did CDL conduct any surveys with existing customers to identify website specifications? If yes, would it be possible to share those results with our team? If no, can there be any surveys conducted as a part of this project for better understanding?

(AK)

References

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