**Antoine’s Landscaping**

**REQUEST** FOR PROPOSAL

RETAIL MANAGEMENT SOFTWARE

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# Summary

Antoine’s Lanscaping is accepting proposals to design, develop and host the company’s Landscaping Management System. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

Antoine’s Landscaping currently uses Microsoft Excel, and Access to manage their activities. The system is maintained with in-house resources.

# PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after the end of the semester, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address. Antoine’s Landscaping will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

CONTRACT TERMS

Antoine’s Landscaping will negotiate contract terms upon selection. All contracts are subject to review by Antoine’s Landscaping legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

# PURPOSE, DESCRIPTION AND OBJECTIVES

## Purpose

Antoine’s Landscaping currently has a Landscaping Management System that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the software to better reflect the requirements of the Antoine’s Landscaping and incorporate the latest technologies. Upon completion of the development of the site, Antoine’s Landscaping will assume full responsibility for software maintenance and administration. All content, coding and graphics will become the sole property of the Antoine’s Landscaping.

## Description

Create a flexible, informative system that is easy to maintain. We must develop a friendly system that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly system with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

Antoine’s Landscaping will maintain ultimate editorial control of content. Administration of content will be based on roles to control access and work flow.

To be effective, our system must be:

* Easy and intuitive
* Visually pleasing
* Informative
* Safe and secure
* Quick to load and operate

## Objective

Our primary objective is to integrate all functions of the store including the existing point of sales system.

## Our Vision

* Maximize web-based technologies
* Build customer loyalty and enhance customer relationships
* Leverage human capital
* Increase market share

## Specific Strategies

* Strengthen relationships with community partners
* Attract qualified and diverse staff
* Improve business efficiencies
* Deliver a scalable, maintainable foundation

## Make it easy

Redesign the software to integrate all facets of the business

## Make it compelling

Develop tools to deliver timely, relevant answers to the breadth and depth of customer questions

## Timeline

This RFP is dated the beginning of the semester.

* Proposals are due no later than the end of semester
* Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or the beginning of the next semester. You will be notified if this is requested.

## Budget

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

* Phase I: Discovery, Requirements Planning & Site Definition
* Phase II: Site Development, Testing and Deployment
* Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

Antoine’s Landscaping has allocated $50,000 for this project (Phase I and II). However, we will entertain responses for greater than $50,000 if they show an incremental project plan. Hosting costs will be addressed separately.

# Background of Organization

## Our Mission

Antoine’s Landscaping is a Greater Toronto Area Landscaping company. The company is owed by the directors and the directors assume all liabilities. We strive to consistently lower our environmental footprint.

Products and Services Overview

* We are a supplier of lawn care and landscaping services
* We supply snow removal services as weather requires

## Geographics

Our customer base is made up largely of Greater Toronto Area homeowners.

## Audience

Stakeholders and audience groups:

Primary:

Business Owners, Department Heads, Staff, and Customers

Secondary:

Sub contractors, and Suppliers

# Scope and Guidelines

The scope of this project is to update the existing Antoine’s Landscaping Management System. Your firm must be able to handle all site planning, interface design and software production. The software must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify design after the initial launch.

## Discovery

Confirm audiences, objectives, graphic look and feel, navigation, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

## Design

Software information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

## Development Guidelines

The System designed by the successful candidate must meet the following criteria:

* Create a content management system that will permit non-technical Antoine’s Landscaping staff to instantly update software content on specific pages.
* Easily Updated – Once the software has been completed and accepted by Antoine’s Landscaping, the software will be maintained by Antoine’s Landscaping.
* Convert substantial amounts of existing content to System
* Visually Appealing – The software must have an attractive mix of text and graphics.
* Common Theme – Each section of the software should have a common look and feel. Antoine’s Landscaping logo should be prominently displayed on every page as a common header.
* Consistent Design – As stated above, each section of the software should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the system.
* Easy to Navigate – The system should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
* Development of pages to accommodate the proposed navigation scheme.
* Provide necessary software and licenses to maintain software internally or externally, as decided by Antoine’s Landscaping.
* Provide search capabilities using key words or phrasing that will identify content from throughout the software.
* Gather e-mail, areas of interest and demographic information from customers in a format that permits Antoine’s Landscaping to maintain a single database of customers and e-mail each according to their area of interest and profile.
* Provide training and all necessary support to permit easy use by a selected Antoine’s Landscaping staff person.
* Connection to existing point of sales system.
* Project Management – An assigned project manager will be made available to present information and coordinate with Antoine’s Landscaping staff, including a reasonable number of meetings to present design and development solutions.
* Once the application has been completed and accepted by Antoine’s Landscaping, the design and all of its contents, software and architecture become property of the Antoine’s Landscaping.

## Testing

Testing of site on all applicable platforms to ensure that software works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

## Delivery

Delivery and uploading of software to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

Qualifications

* **Summary:**

What does your company excel at?

What differentiates your company from others in the same market place?

* **Company History:**

When was the company founded?

Any major milestones?

* **Management Team, Key Stakeholders:**

Who are the big decision makers for your organization?

What are their individual histories?

* **Structure and Ownership:**

Including an organization chart for your company

* **Location:**

Where do we find you?

* **Description of Products and Services:**

What do you sell, produce, or what services do you provide?

* **Target Market:**

Who do you sell to?

* **Competitive Advantage:**

What are your company's strength and skills?

How do you stand apart from competitors?

* **Objective and Goals:**

What does the future look like for your company?

* **Product Positioning:**

What is the problem that you’re attempting to solve for Antoine’s Landscaping. How will you solve it? Why would your case study company choose your solution instead of fixing their existing system?

Evaluation Criteria

The following criteria will form the basis upon which Antoine’s Landscaping will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than the end of semester. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Antoine’s Landscaping

40 New Drive,

Toronto, ON M3C 1M1

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

* Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
* Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
* Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
* Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
* Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
* Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
* Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
* Demonstrated commitment to high service level agreements.

Format for Proposals

Please use the following as a guideline to format your proposal:

**Length and Font Size:**

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

**Title Page:**

Antoine’s Landscaping System Development Proposal, your full name, Professor's full name, Course code with section, Title Submission Date, Team number and name