

Preliminary Market Consultation - PMC

For

(Development of a website, including maintenance and support service, for Malta Enterprise)

Issued by:
(Malta Enterprise (ME))

ME/PMC/01/2023

Issue Date: (03/03/2023)

Response/Submission Date and Time: (03/04/2023 – 12.00 pm) (CET)

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Section A:

Instructions

1) Response to this PMC are to be submitted online through the ePPS (electronic Public Procurement System) as per the instructions given in Article 8 of Section B of this document.

All submissions will be dealt with in strictest confidence.

Section B:

General Information

1) Purpose

The purpose of this Preliminary Market Consultation (PMC) is for Malta Enterprise (ME) to engage with economic operators during the preparation of the procurement documentation required for the eventual issuance of a call for tenders and to obtain cost estimation for this project.

This issuance of this PRELIMINARY MARKET CONSULTATION does not constitute a commitment to issue a request for bids, award a contract, or pay any costs incurred in preparation of a response to this PMC.

Any information received in response to this PRELIMINARY MARKET CONSULTATION will assist the Contracting Authority's project team in finalizing the scope of work and requirements which may be used at a future date in the issuance of a call for tenders. Submitting a response to this PRELIMINARY MARKET CONSULTATION is not a guarantee in any way that an Economic Operator will be selected for any subsequent call for tenders, nor does it preclude any Economic Operator from responding to future procurement opportunities.

2) Issuing Office

The issuing office, being Malta Enterprise is the point of contact for this PMC. Please refer any inquiries or request for clarifications to:

Malta Enterprise
Gwardamangia Hill
Pieta MEC 0001
Telephone: +356 25420000
E-mail: quotations@maltaenterprise.com

Any PRELIMINARY MARKET CONSULTATION addenda/updates will be made available at the Contracting Authority's web site: <https://www.maltaenterprise.com/tenders> and/or through the ePPS.

3) Scope

Malta Enterprise, will be shortly issuing a call for redesign, including maintenance and support of its corporate website. However, prior to this call, ME will be tapping the market for consultation with the economic operators on a number of items including the current market prices involved for web design, maintenance and support and enhancing the technical specifications mentioned below.

4) Information Requested from Economic Operators

Economic Operators are to respond to the questions listed in **Section D**. Economic Operators are encouraged to recommend changes to the project if it is determined, based on their experience, that there is a better approach. The Contracting Authority is seeking best practices in this area.

5) Economic Operators Presentations

The Contracting Authority may request Economic Operators to provide a presentation on the information provided in response to this PMC. All costs associated by such presentations will be borne by the Economic Operator.

6) Confidentiality and PRELIMINARY MARKET CONSULTATION Ownership

This PRELIMINARY MARKET CONSULTATION is both confidential and proprietary to the Contracting Authority and the Contracting Authority reserves the right to recall the PRELIMINARY MARKET CONSULTATION in its entirety or in part. Economic Operators agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of the Contracting Authority.

Economic Operators shall not include or reference this PRELIMINARY MARKET CONSULTATION in any publicity without prior written approval from the Contracting Authority, which, if granted, shall be granted by the Contracting Authority. Economic Operators accept all of the foregoing terms and conditions without exception. All responses to the PRELIMINARY MARKET CONSULTATION will become the property of the Contracting Authority and will not be returned.

7) Disclosure of Proposal Contents

Cost and price information provided in information proposals will be held in confidence and will not be revealed or discussed with competitors, except to the extent required by law.

All other material submitted becomes the property of the Contracting Authority and may be returned only at the Contracting Authority's option. Information proposals submitted to the Contracting Authority may be reviewed and evaluated by any person other than competing Economic Operators at the discretion of the Contracting Authority.

The Contracting Authority has the right to use any or all ideas presented in any reply to the RFI.

Where confidential or proprietary information is required, or should the Economic Operator deem it necessary to submit such matter, mark each page/section in large bold type **(PROPRIETARY INFORMATION)**.

If any response to the Preliminary Market Consultation contains a trade secret or confidential commercial/proprietary information, one should include with the response a separate signed written statement to that effect.

8) Submission Instructions

The Contracting Authority is using the electronic public procurement system for its solicitations. In order to receive and submit a response to this PMC, Economic Operators must register through www.etenders.gov.mt.

This Request for Proposals may be found through typing the reference number *ME/PMC/01/2023* in the 'Search' tab.

Important: Economic Operators should contact the Contracting Authority if they are unable to register correctly, or if they experience difficulty in uploading/downloading documents from the ePPS.

Economic Operators may upload a single electronic file or if uploading multiple electronic files, they may upload one zipped folder containing those files. Current upload file size limit is 100MB. If the submission was submitted properly, an Economic Operator will receive an automated acknowledgement that the proposal has been successfully uploaded.

Section C

1) Description of the Contracting Authority and Background information

Malta Enterprise has been in operation under various guises since the 1950s. Malta Enterprise is Malta's economic development agency, tasked with attracting new foreign direct investment as well as facilitating the growth of existing operations and to ensure that companies operating in the country are provided with the right conditions to grow and prosper. This facilitates interaction with investors from all sectors, ensuring that specific requirements are understood and met.

Its mission is to sustain Malta's overall competitiveness to create the right environment for successful enterprises and start-ups in the country. It offers assistance and advice to those who seek to learn more about the multitude of business and investment opportunities available on the island. Furthermore, ME offers investors the best possible service before, during and after they decide to do business in Malta.

In line with its corporate mission, ME uses its website and other social media platforms to reach out to its clients and the general public to disseminate information about the entity, and ME in general, through online presence such as:

- a. The publication of business application support measures forms, guidelines and legislation;
- b. Issuing of procurement, EOI, tenders and recruitment calls to interested parties;
- c. Showcasing major economic industries that contribute notably to the Maltese economy;
- d. Detailing processes in relation to doing business in Malta;
- e. Publication of news and events;
- f. Publishing of Industry resources and testimonials;
- g. Repository of enabling legislation.

ME's existing Corporate website (www.maltaenterprise.com) was launched more than 8 years ago, and by today's standards, ended up being rather rudimentary and not user friendly. In the meantime, other websites were launched namely *Start in Malta* www.startinmalta.com and *Business1st* www.business1st.com. These will be retained but referred within the New

Corporate Website. In addition, detailed explanations of the industry support measures should be made more accessible.

Consequently, a decision was taken to redesign our website as per the latest industry standard, using today's best practices and technology.

2) General objectives and strategic planning of the Contracting Authority relating to this Preliminary Market Consultation (PMC)

The key objective of this PMC is to identify market costs for web design hosting, maintenance and support and also costs for future changes of elements within the website.

In addition, ME is also seeking, through this PMC, to enhance the technical specifications for web design referred to in **Section D Details of information requested 2) Specific Project Overview** and align them to current practices. Economic Operators will be required to contribute additional technical specifications to the ones being highlighted by ME and / or modify ME's proposal. Extra attention is to be given to ease of process, to amend texts and upload documents on the portal. In particular, to avoid repetition and duplication of work.

Section D

Details of information requested

1) General Economic Operator Information

The Contracting Authority is asking interested Economic Operators to submit a response containing, at a minimum, the following information:

1. Description of the reason for your interest in possibly providing the services.
2. Brief history of your firm.
3. Brief description of past experience providing similar services.
4. Your best estimated price range to provide the services as stated herein, lowest estimate to highest estimate.
5. Your best estimated time frame for completing the project.
6. Company brochure/literature if available.

2) Specific Project Overview

The overall project goals are thus:

- a) to solidify the technical specifications referred to in **Section D Details of information requested 2) Specific Project Overview** through this PMC, in order to include these in the eventual technical specifications accompanying the public procurement process that will be issued following this consultation process; and
- b) to obtain estimated costs for redesigning the website, for maintenance and support for hosting.

Interested parties are thus requested to review the information provided in this document and assist ME as detailed in this PMC in order to provide an optimised client journey.

A. Information required on the new ME website:

- i. An easily understandable and user-friendly landing page which serves the various types of clients that ME has. Namely: Start-ups; FDI'S and local companies;

- ii. Integration of Business1st Website and Start in Malta Website;
- iii. Support Measures;
- iv. Events – Information or Notifications about forthcoming Events;
- v. News – This page will include: press releases and media communications;
- vi. People & Culture;
- vii. Industries;
- viii. About (ME);
- ix. Business Testimonials;
- x. Careers – to notify the public about current employment opportunities with ME and about the information needed to apply;
- xi. Legislation;
- xii. Freedom of Information;
- xiii. Contact Us – This feature should have an online query feature as well as relevant information about ME such as location, email address, phone number, links to social media channels etc;
- xiv. Public Procurement – Used for announcing calls, Tenders and Expression of Interest;
- xv. Resources – Containing write-ups, documentation and links;
- xvi. Dynamic Search Functionality;
- xvii. Mailing List;
- xviii. Other features

a) At the bottom, each page should provide the user with the possibility to:

- Contact ME through the system, when certain information was not found;
- Print / download pdf files
- Share the page on social media

b) Search function, ideally on the home page and with a searchable calendar feature.

c) The website shall be bilingual. The English language will be default and Maltese version will mirror the English website. The English version of the website will function on its own, while translation into Maltese and other languages being made at a later stage.

d) The website must have the option that the general public could send their queries from different pages within the site. Such queries will be directed to the generic email account of ME.

B. Technical Features of the website

a) ME's website shall have the following features:

- i. A user-friendly, fully functional responsive website;
- ii. Accessible to search engine spiders and coded with good on-page search engine optimization;
- iii. A device-independent responsive website;
- iv. Compatibility with the latest browser versions for desktop and mobile devices;
- v. Includes web analytics;
- vi. Dynamic Search Functionality – Easy to Find content;
- vii. Handle **SSL** Certificate;
- viii. Digital Presence that is optimized to allow for the setup of custom **landing pages** for different **campaigns / events** – to allow the **branding** of that specific campaign as a sub-site without having to create a new website all over again.
- ix. Security – ideally website should include a security layer providing the following features:
 - a. Safely remove any malicious code in website file system and database
 - b. Website firewall (WAF) blocks attacks by filtering malicious traffic
 - c. Multiple caching options

b) Content Management System (CMS)

- i. The content of this website shall be administered through a secure and user-friendly web-based CMS, which should enable ME's non-technical users to edit and update this website's content in a user-friendly manner.
- ii. The website shall feature adequate security and protection, including but not limited to:
 - a. Protection against attacks / hacking / partial or full loss of control;
 - b. Website permissions / authorisation of users;
 - c. Adherence to the latest coding practices and
 - d. The creation of frequent backup copies.
- iii. Duly authorised ME staff will be assigned relevant user rights to:
 - a. Create, update, publish/un-publish and delete data as required;
 - b. Add pdf files, videos and images;
 - c. Track any changes carried out through the CMS;
 - d. View detailed Web Analytics, which shall at least include the following:
 - Number of unique visitors; since the website's launch; per year; per month.
 - Number of total website visits; since the website's launch; per year; per month.
 - Average duration of one website visit calculated: since the website's launch; per year; and per month.
 - Geolocation of visitors at least at country level;
 - Bounce Rate;
 - Devices used to access website.

C. Standards

The new ME website shall be compliant with all prevailing Government of Malta ICT and website policies including, but not limited to GDPR, Security and accessibility.

GMICT Website Policy, accessible from:

<https://mita.gov.mt/portfolio/ict-policy-and-strategy/gmict-policies/>

Must be totally in line with national legislation on website accessibility and **FITA (Foundation for Information Technology Accessibility) accessibility standards** and must be maintained compliant throughout the life of the contract with the selected supplier.

D. Hosting

ME is looking at 2 hosting options: either on Malta Enterprise servers or through the market. In the case of ME, costs and relevant arrangements will be taken care of by ME directly.

However, through this PMC, participants are being requested to submit details about suitable hosting environment for this website both in terms of technical requirements as well as typical costs, bearing in mind the required features.

Full details on technical hosting requirements will be identified by the selected contractor once the formal call is eventually issued.

E. Maintenance and support

Maintenance and support are required for a period of five (5) years from User acceptance. This maintenance and support shall include any updates and enhancement which may be required by the Contracting Authority.

A 5 (five) year maintenance agreement will be required, to maintain the full system (including CMS) up and running with minimal downtime.

The supplier would be required to provide ME with continuous support especially in the case of security requirements and other CMS updates. This is generally done through an SLA agreement for the period of five (5) years.

All the necessary user documentation must be provided.

At contract stage the following will be required:

- a. Comprehensive User Manual, including the user manuals for the CMS;
- b. Comprehensive Administrator Manual;
- c. Test Plan and Quality Assurance Results for User Acceptance testing – (prior to user testing);
- d. Application code (on completion of website and amended code after updates during lifetime of contract); and
- e. All web source codes, including the CMS source code shall be the property of ME.

F. Training

Training shall be given to ME users on how to administer and update the content within the CMS. Training shall be provided to at least ten (10) ME staff members and carried out at ME's premises.

G. Costs involved

An estimated cost is required for:

- a) The redesigning of a new corporate website of ME, based on the above and on any other features participants in the PMC may propose.
- b) Annual maintenance and support for a period of five (5) years and Hosting of the website.

H. Period of execution of contract

The website will be delivered to ME within 6 months from signing of the eventual contract in accordance with the following schedule:

- a) First two months: following initial meetings, the contractor will prepare the wireframe and site design and navigation structure;
- b) Third and Fourth month: following approval by ME, the contractor will design the homepage and internal pages and prepare the desktop and mobile views. Obtain ME approval of work conducted so far; and
- c) Remaining two months: Beta testing and launch. Provision of user documentation. Training of ME staff. User acceptance.

Following user acceptance, a five (5) year maintenance and support period will commence.

3) Questions

The Contracting Authority requests that Economic Operators answer the following questions in their response to this PMC:

1. From your past experience, and from the information available in this document, do you think that the Contracting Authority has managed to identify all the major components necessary to complete this project? If not, please provide information on other necessary components.
2. Provide a list of potential problems/risks that the Contracting Authority may encounter during this project.
3. Provide any ideas or suggestions about how such problems/risks should be addressed in a procurement solicitation.
4. What is the minimum storage space needed to host all the envisaged content, including videos?
5. What is the typical frequency of backups (per month, per X months?) and what is considered as a reasonable number of backups required at each instance?
6. What is a suitable hosting environment for this website both in terms of technical requirements as well as typical costs, bearing in mind the required features? What would be the initial and recurrent (yearly) hosting cost (software, licences, storage etc)?
7. What is/are the estimated cost/s of:
 - Web development based on the above technical requirements.
 - Maintenance and support for a 5 (five) year period.
 - Hosting, in the eventuality that ME hosts its website.

- CMS uploads, updates being conducted by the eventual contractor during the 5 (five) year support period.
8. Is the six (6) month delivery timeline envisaged in line with industry standards?
 9. Does the economic operator believe that the timeframe of a five (5) year maintenance agreement (therefore a validity for up to five (5) years), is adequate? What are the industry standards in this regard?
 10. Are there any other areas of interest that we have not addressed in this PMC that you wish to mention? Please provide any additional information or commentary you believe is relevant and of use in this process.

4) Response Format

Responses are to be straightforward, clear, concise and specific to the information requested. In order for submissions to be considered complete, Economic Operators must provide all the requested information mentioned in this document as well as any other comments, observations or suggestions which potentially may assist the Contracting Authority in the Preliminary Market Consultation stage.

Section E

Additional Information

Please provide a detailed literature list including all services that can be provided as required in this document.

The following websites are the current ME websites. You may consult to the following websites for other information:

<https://maltaenterprise.com>

<https://startinmalta.com>

<https://businessfirst.com.mt>

<https://covid19.maltaenterprise.com>