Request for Proposal (RFP) for Local Business Directory and Review Platform

1. Introduction:

The purpose of this RFP is to solicit proposals from qualified vendors for the development of a comprehensive local business directory and review platform. This platform will serve businesses and consumers in Bahrain, providing detailed business information, customer reviews, and various engagement options.

2. Project Overview:

The platform aims to consolidate business information from multiple sources and offer a seamless user experience for both consumers and business owners. The platform will incorporate features such as user reviews, business profiles, and premium listing options.

3. Scope of Work:

- Develop a website (PC/mobile compatible) and a mobile application for IOS and Android platforms in English and Arabic;
- Import and clean Bahrain business directory data from Ministry website or similar sources and integrate information, including locations in Google Maps;
- Designed with a modular, service oriented architecture that can scale horizontally and vertically to support increased user loads, data volumes and feature sets;
- Support cloud deployment with ability to auto-scale;
- Establish a scalable local data bank to consolidate platform usage patterns and enrich them with external API-derived intelligence, enabling data-driven decision-making and enhanced user experience;
- Follow clean coding practices, well-documented APIs, and standardized frameworks to ensure ease of future developments;
- Have a backend architecture that allows seamless integration of additional features and modules in subsequent phases without requiring major redesign;
- Implement a robust backend system for data management and user authentication;
- Ensure the platform can handle high traffic efficiently, high concurrency, large transaction volume efficiently and provide a minimum uptime requirement of 99.99%;
- Use widely adopted, secure and well supported technologies and ensure database design is optimized for growth with support for sharding/replication where needed;
- Design and engaging and responsive user interface;
- Develop functionalities for users & business registration, reviews, ratings, and advertisements;

- Integrate local and international payment gateways for subscription and premium services; and
- Implement strong authentication, authorization and data protection practices. Follow industry security standards.

4. Deliverables:

1. **Fully functioning web application with comprehensive business directory features.**
   i. Claim and manage business listing
   ii. New business registration
   iii. Business Dashboard

Initial standard user features:

- *On boarding:*
  i. Signup with your Email
  ii. Social logins: Google Facebook Apple
  iii. Guest browsing without registration (Limited features)
  iv. OTP verification for phone/email
  v. Age (optional by user)
  vi. Occupation (optional by user)

- *Discovering business:*
  i. Keyword search by business name, services, or product etc
  ii. Filters; Location, ratings, category, open now, distance range etc
  iii. Sorting: Best rated, most reviewed, nearest, newest etc
  iv. Map view + List view toggle

- *Exploring Business profile:*
  i. Business name, logo, category, address, and geo location
  ii. Contact info: phone, email, website, social links
  iii. Media gallery: photos and videos (from business & users)
  iv. Description and service list
  v. Offers and promotions
  vi. Ratings and review breakdown

- *Bookmarking & lists*
  i. Save business to "favorites"
  ii. Create customs lists (e.g. best cafes in Bahrain)

- *Communication*

- *Notifications*
  i. Push notifications for offers, reviews on a bookmarked business, and location-based promotions

2. Mobile application full version

Initial business owner mobile app features:
- Business Accounts and verifications;
- Business profile management;
- Customer engagement; and
- Analytics dashboard.

Initial standard user mobile app features:

- *On boarding:*
    i. Signup with your Email
    ii. Social logins: Google Facebook Apple
    iii. Guest browsing without registration (Limited features)
    iv. OTP verification for phone/email
    v. Age (optional by user)
    vi. Occupation (optional by user)

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3. Administrative dashboard for managing users and content.

User Management
- View all users with search & filter, Ban/Unban Users, Reset Password

Business management
- View, approve, or reject claimed listings;
- Approve new business registrations; and
- Approve/ Reject reported reviews.

Revenue and finance management
- Manage Premium Placements;
- Track Ad performances;
- Set pricing plans for premium listings;
- API and data management;
- Platform configuration; and
- Security and compliances.

4. User guides and documentation.
5. Source code and necessary licenses.
6. Training and support for platform maintenance.

5. Technical Requirements:

- Frontend: React.js or Angular etc with responsive design;
- Backend: Node.js with Express.js or Django etc;
- Database: PostgreSQL or MySQL; MongoDB for NoSQL requirements etc;
- APIs: Integration with Google Places, custom APIs for additional services; and
- Payment Systems: Integration with Card payments, Benefit and 3rd party services (future potential for paypal, PayTabs, Stripe and other systems)

6. Estimated Timeline:

Approximate time from project initiation to launch, break down into phases for analysis, development, testing, and deployment. Required a detailed software process implementation plan following agile practices.

7. Proposal Requirements:

- Company profile and previous experience in similar projects;
- Company's overall landmark project and customers;
- Detailed project plan with timeline and milestones;
- Cost breakdown including development, testing, deployment, and maintenance;
- Technical approach and proposed technologies;

- References from previous clients or projects; and
- Any value-added services or recommendations.

8. Evaluation Criteria:

- Company profile, Relevant project experience. (20 marks)
- Technical competence, expertise and proposed solution. (25 marks)
- Pricing and overall cost-effectiveness. (45 marks)
- Quality of proposal presentation and thoroughness. (10 marks)

9. Submission Details:

10. Additional Information:

Vendors are welcome to propose alternative solutions or features that may enhance the platform. Well-designed feedback and recommendation from vendors will enhance their chances of selection. This will showcase their interest in the project and advanced analytics to drive engagement and business insights in the future.

11. Conclusion:

We seek innovative and experienced partners capable of delivering a robust platform that meets our vision and user needs. Your detailed proposal will be the first step in establishing a fruitful collaboration for this strategically significant project. Thank you for your interest and response to this RFP.