**📄 Request for Proposal (RFP)**

**Issued by: Velora & Finch Ltd.**

**Date:** April 24, 2025  
**RFP Title:** *Omnichannel Retail Software Implementation & Integration Partner*

**1. Background:**

Velora & Finch is a London-based luxury retail and lifestyle brand specializing in ethically sourced fashion, accessories, and homeware. With a growing international presence in five countries and a rapidly expanding online customer base, we are seeking to transform our digital infrastructure to support seamless omnichannel operations.

As part of our 2025 Digital Acceleration Plan, we are looking to partner with a consultancy firm to guide and execute the implementation of an integrated retail platform across our global footprint.

**2. Project Objectives:**

* Implement a best-in-class omnichannel retail management system (RMS) with the following components:
  + Point-of-Sale (POS) systems integration
  + Inventory and supply chain management
  + Customer relationship management (CRM)
  + E-commerce platform optimization
  + Unified analytics and reporting dashboards
* Ensure seamless integration between our physical stores, e-commerce platforms, and mobile application.
* Migrate legacy data and decommission existing outdated systems.
* Maintain compliance with international data protection laws (GDPR, CCPA).
* Train key staff and develop operational documentation for ongoing system management.

**3. Scope of Work:**

The selected consulting partner will be expected to:

* Conduct a discovery and gap analysis phase
* Develop a phased implementation roadmap
* Recommend appropriate technology stack (SaaS or hybrid)
* Provide project management, configuration, customization, and deployment support
* Conduct testing, QA, and go-live preparation
* Facilitate training, change management, and post-launch stabilization

**4. Key Deliverables:**

* Discovery Report & Technical Requirements Document
* Implementation Roadmap
* System Configuration & Customization Plan
* Testing & QA Plan
* Go-Live & Stabilization Plan
* Training Materials and Knowledge Transfer Package
* Post-implementation Support Strategy

**5. Timeline:**

* RFP Responses Due: **May 20, 2025**
* Vendor Selection: **June 5, 2025**
* Project Kick-off: **July 1, 2025**
* Target Go-Live: **Q1 2026**

**6. Proposal Requirements:**

Respondents must include:

* Company overview and relevant experience
* Proposed methodology and timeline
* Relevant case studies (preferably in luxury retail or consumer goods)
* Team structure and bios of key personnel
* Pricing estimate with itemized cost breakdown
* Terms & conditions, including support and warranty period

**7. Evaluation Criteria:**

Proposals will be evaluated on the basis of:

* Alignment with Velora & Finch’s goals
* Experience in omnichannel retail implementation
* Clarity and feasibility of proposed methodology
* Cost competitiveness
* Strength of references and case studies
* Innovation and use of digital tools

**8. Point of Contact:**

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