

TAWARAN SEBUTHARGA

TAJUK "REQUEST FOR PROPOSAL" INI ADALAH UNTUK
SEBUTHARGA: PERKHIDMATAN REKA BENTUK DAN PEMBANGUNAN UNTUK
LAMAN WEB BARU PORT KLANG FREE ZONE SDN BHD.
NO. RUJUKAN: **PKFZ/RFQ/11/2020/030 (IT)**

NOTA:

1. Untuk tujuan Reka Bentuk & Pembangunan Laman Web PKFZ, anda boleh merujuk keperluan dan maklumat terperinci dari nama fail yang dilampirkan, "Preliminary Requirement For PKFZ Website" dan "PKFZ RFQ For Website Redesign & Development"
2. Permintaan Cadangan (RFP) perlu lengkap dengan **nama syarikat dan alamat, no. telefon, alamat emel** dan perlu melampirkan **profil syarikat**.
3. Setiap Permintaan Cadangan yang telah lengkap perlu di hantar melalui email ke stephen@pkfz.com
4. **Port Klang Free Zone Sdn Bhd**
Jalan FZ 2-P5,
Port Klang Free Zone / KS 12,
42920 Pulau Indah,
Selangor Darul Ehsan
5. Sebarang pertanyaan boleh menghubungi **Jabatan Perolehan, PKFZ: 03-3101 5568**.
6. **Sah Laku** tawaran ini adalah **7 hari** berkerja dari tarikh diiklankan.

Request for Quote

Website Redesign & Development

This RFP is for design and development services for a new website for PKFZ

Current Website Link - <https://www.pkfz.com/>

Timeline

New Website Launch Target Date: 1st January 2021

New Website Objectives

Migrating to a new and improved Content Management System (CMS) for better management of content within the website. PKFZ staff to have the opportunity to easily update and manage content on the new Website.

Improved navigation for visitors to find content, easily within the website.

Responsive design to fit modern browsers, mobile, tablet and desktop device landscape.

Updated look and feel with following keywords in mind. (Professional/Modern/Contemporary/Fluid). The PKFZ new website presents a new visual look and its functionalities are enhanced to provide a better experience to users.

Make it as easy as possible for the public to access and use the PKFZ website.

Deliver an important channel to effectively and efficiently communicate PKFZ services and projects that result in it being a valued asset to the community and worthy of sustained public support.

Improve the website to align with the PKFZ brand and tone of voice

Redevelop the website in collaboration with PKFZ to ensure future ongoing and easy maintenance and management.

Develop a user manual and deliver a webinar for the support staff and site administrators to perform content upload, site maintenance and administration.

Support and maintenance: Administrative and technical support

Interactive and Engaging Website

We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows the Public, visitors and business partners to complete their tasks quickly and easily regardless of the device they are using. The solution should be also be easy to maintain for our administrators and content creators, streamline business operations and increase productivity.

Purpose of our New Website

Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with our staff.

Promote transparency of our activity by making it easy for us to share and post information, and for our users to find and interact with the information.

Represent our brand and services to all visitors, businesses and partners, and showcase PKFZ as a great place to invest and do business.

Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.

Be strategic and nimble, and focus on making our content useful, interactive and engaging. We know that things will change in the future, and we want our site to adapt and remain relevant.

Responsive Site

Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

Robust Hosting Environment

We are seeking a hosted website solution that should include guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)

Project Deliverables

Website Branding and Look and Feel	A detailed outline of website branding look and feel, theme, concept and colors.
Responsive Website UI/UX Design	Build website User Interface and Experience with key PKFZ brand guidelines in mind. Site requires to be mobile-optimized supporting all device types including desktops, tablets, mobiles and other screen resolutions.
Website Development	Development of website using the selected and agreed platform. To provide the contents and texts to support
Image/Video Gallery	An interactive image and video gallery to showcase PKFZ functions, updates and other related material.
Content Management System (CMS)	User friendly CMS platform, Non Technical staff at PKFZ should have the ability to update and manage content on the new PKFZ website. User Access Management System for admins and collaborators/editors.
Contact forms	Functional forms throughout the website that automatically pushes inquiries to PKFZ email addresses.
Migration	Migration of all relevant information from the current PKFZ website.
Training	PKFZ staff should be trained to navigate, review, edit and manage site content with minimum supervision from the technical teams.
Hosting	99.9% uptime backed by a Service Level Agreement (SLA)
Analytics and Tracking	Self Manageable Tracking code embedding facilities to add/remove below trackers. Google Analytics, Facebook Pixel, Google Ads Conversion codes, etc.

Integrations	Ability for future expansion with. -- Connectivity to other PKFZ apps and assets -- On demand API integrations to third party platforms, databases and/or services.
Social Media Integration	Interactive social media links display across the website
Search engine optimization	Website to contain an easily manageable SEO process to add/edit/manage keywords within content
Annual support and maintenance	Annual Support and Maintenance for design and functional level changes and upgrades.
Content Support	Support from Vendor in terms of Text, Visual, Banners or Posters on our Website and Social Media .
Social Media	To update the PKFZ Social Media with contents, pictures and festival greetings and banners as well as videos periodically.

PRELIMINARY REQUIREMENT FOR PKFZ WEBSITE

WEBSITE LINK : www.pkfz.com

ITEM	PAGE TITLE	COMMENTS
1	Home Page Tender (Move)	Tender Announcement Should not be in the front page Separate Page for the list of tenders An <u>Icon Button</u> For tender can be in the front page where prospects can click on it and that will take them to the tender page.
2	Home Latest Events (Move)	Latest Events should not be appearing in the front page like currently , but an <u>Icon Button</u> for events and users can click on the button to take them to the event page.
3	Home Index (Remain)	Index Calendar has to remain in the Home Page
4	Home Banner (Remain)	Banner has to remain in the Home Page Banner to be used for Announcements, Festive Greetings and new Pictures of our facilities.

ITEM	PAGE TITLE	COMMENTS
5	About PKFZ Vision Mission	Remain in the same page Remain in the same page
6	About PKFZ Board Of Directors	Remain in the same page Remain in the same page – pictures to be updated whenever there are changes
7	About PKFZ Senior Management Team	Remain in the page – pictures to be updated whenever there are changes
8	About PKFZ PKFZ Profile	Remain in the same page
9	About PKFZ	Remain in the same page

	Investing with Ease	
10	About PKFZ Facilities At A Glance	Remain in the same page Moving Forward can see how we can make this page look better and more lively , more interactive , videos and even with 360 degree view
11	About PKFZ Support System	Remove To be amended and to review later if needs to be there
12	About PKA Site Layout	Moving Forward to do it in a 3D Format ...looks more hi-tech
13	About PKFZ Suppliers	Remove Maybe move it to the Client Portal not for general website
14	About PKFZ Our Clients	Remove to a separate Icon Button for general public can straight click on to see who our clients are
15	About PKFZ Career	Career Page can be moved to another Icon Button for potential candidates to directly click on it

ITEM	PAGE TITLE	COMMENTS
16	Setting Up@PKFZ Investment Incentives	Can Remain in the Same Page This page needs to be buffed up we need to list down the investment incentives that are offered in general for the industries set up in the free zone Should be in a better easy to the eye format.
17	Setting Up@PKFZ Types of Licenses	Remain in the same page
18	Setting Up@PKFZ Set Up Costs	Remain Set up cost must be in a table form with the details
19	Setting Up@PKFZ Rules & Regulation	Remain in the same page
20	Setting Up@PKFZ Basic Application Process	What is the content ? Forms or Procedures ? Form to be uploaded where potential clients can fill up general interest enquiry and this should link to the Marketing Head email ID

ITEM	PAGE TITLE	COMMENTS
21	Setting Up@PKFZ One Stop Centre	Can Remain in the Same Page The picture, can be done up in a more presentable way , nicer and clearer to look at the OSC Chart.

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ITEM	PAGE TITLE	COMMENTS
22	Activities PKFZ Activities	Can Move to Social Media Only to keep the activities there or to move it to Client Portal so clients can see the activities in PKFZ.
23	Activities Customers Activities	Move activities to our Social Media Only. Or to clients' Portal and clients can see the activities done by other clients and share activities with PKFZ
24	Activities Staff Activities	Move Activities to Social Media Only and to Client's Portal

ITEM	PAGE TITLE	COMMENTS
25	Media Media Hub	Remain and positive news should be linked to our Social Media as well Maintain and share positive news

ITEM	PAGE TITLE	COMMENTS
26	Download Form & PDF Document	To remove Move to client portal
27	Download Client Maintenance Request Form	To remove To move to Clients' Portal Should be renamed as Customer Service Forms – should be divided to Complaint Form, Request For Service Form . There should be also an online chat portal here if needed. Client can submit forms online directly or print fill up and email to Customer service.

ITEM	PAGE TITLE	COMMENTS
28	FAQ	Remain To be updated with more relevant questions

	Frequently Asked Questions	And give link where needed
29	FAQ Business Facilitation Department	To move to Setup@PKFZ The table should be redone in a better way and more pleasing to the eye

ITEM	PAGE TITLE	COMMENTS
30	Contact Us Office Address	Remain
31	Contact Us Contact Person	Remain Will be updated as and when there are changes
32	Contact Us Emergency Contact	Remain
33	Contact Us Contact Form	Remain Need to update the email ID where the contact form goes to.