

PAKISTAN AERONAUTICAL COMPLEX, KAMRA AIRCRAFT MANUFACTURING FACTORY REQUEST FOR PROPOSAL FOR PAC WEBSITE DESIGN DEVELOPMENT AND MAINTENANCE

Proposal No:AMF/2807/LOG DATED 10 JULY, 2017

1. **Pakistan Aeronautical Complex, Kamra wishes** to promulgate RFP to invite proposal to develop and maintain PAC website. You are requested to submit a proposal for "Website Development, Design, Hosting & Maintenance" in the light of guidelines mentioned in subsequent paragraphs.

Development Guidelines/Scope of Work/Features and Components

The new website must meet the following criteria:-

1. Design

- (a) The website must be visually appealing, easy to navigate not cluttered or confusing.
- (b) There should be single sign-in option on the website.
- (c) There should be MIS/Dashboard on home page, which will show consolidated report of sales.
- (d) The layout of the web framework should be responsive to support dynamic rendering.
- (e) Design of website should be lighter, more visually stimulating and more inviting to navigate.
- (f) Each section of the website should have a consistent design and a common look and feel. PAC Logo, name and navigation panel should be prominently displayed on each page as a common header.
- (g) The use of photographs, fonts and layouts should be consistent throughout the website.
- (h) Website must be designed with a balance of text and graphics such that each page loads in less time even on slow connections.
- (j) Homepage should be clean, visually compelling that quickly conveys to the visitor, PAC's mission and what the PAC does. It also contains slideshow area which depicts the manufacturing activities, working environment and current events.
- (k) The website should be easy to navigate. In the navigation area, the information should be grouped and presented in a logical manner that makes it easy for users to find the desired information.
- (l) The site should support dynamic display and update of contents in the relevant pages.

Directorate of Procurement & Stores, AMF, PAC Kamra
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- (m) Content management at the back end should support hierarchical customizable access control structure.
- (n) The contents for the website will be provided by PAC Kamra. Selected service provider shall support PAC in refining and structuring the content.
- (p) The website should be interactive and hold visitors attention throughout navigation.
- (q) The website to have intuitiveness, thereby, showing relevant contents of the search instantaneously.
- (r) Website should have online chatting and email options.
- (s) Any other latest software / technique which may be asked by PAC to incorporate, as per latest advancement, is to be implemented as well.
- (t) The design should support platforms such as desktops, laptops, and mobile devices.
- (u) Any other additional sections as and when intimated during the course of up-gradation.
- (v) Website should have least turnaround time.

2. Content Management

- (a) The website should be based on an open source web-based Content Management System (CMS), and should have a user-friendly interface such WYSIWYG functionality to create, update and upload contents.
- (b) CMS must include the ability to easily upload documents, pictures, graphics, videos and other media.
- (c) CMS must be extensible and have features for custom module development.
- (d) Selected CMS must have a strong security mechanism.
- (e) Use of secure plugins that are not vulnerable to cyber security threats.
- (f) CMS must have role-based security mechanism to determine user access to various pages and content types, preferably customizable access control structure.

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3 Modular Applications

- (a) News/Media Module –This module will be specifically designed to upload and publish news, events and videos that will be displayed in media section of front-end website as well as update/upload images in slideshow area of homepage.
- (b) Tender Uploading Module – This module will be used for tender management. Designated sections users of concerning factories will access the module through login form and able to upload new and edit / delete existing tenders. Tender uploading screen along with other attributes must have ability to upload tender documents in PDF format to a designated repository of website. Role-based security mechanism required in this module where users can access/modify only their designated factory's data. Uploaded tenders will be displayed on front-end 'tenders' page of website.
- (c) Contact Form–This form will be used for external agencies/users to contact with PAC for inquiry about products/services, appointment with higher management and for any business proposal. Upon submitting the information, this form will generate and send an email to a designated email address for each category.
- (d) Careers Portal – Already developed in Asp.net MVC and is functional, only integration/linking is required in newly developed website.

4. Technical Requirements

- (a) Browser compatibility – The website must be compatible with all modern web browsers.
- (b) Responsive– The website must have a responsive design to accommodate the mobile users.
- (c) SEO – Website should be optimized for search engines. All current SEO rules must be implemented for top search ranking in all major search engines.
- (d) Analytics –The website must contain a feature to track the website traffic. Current website is using 'Google Analytics' service for this purpose. Integration of current 'Google Analytics' service account to new website.
- (e) Site search– There must be a search form where user can search contents of website.
- (f) Website must not require user to install a plug-in as a default

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(g) Website must be thoroughly tested for cyber security threats like, Cross-Site Scripting (XSS), Cross-Site Request Forgery (CSFR), Cookie-Stealing, Open Redirection attacks.

(h) Error/exception logging where applicable

5. Other Services

(a) Transfer of information/contents, analytics/webmaster tools accounts from existing website to new website.

(b) Launch of demo website for beta-testing from concerning users, changes to the website as determined after beta testing and final launch of the website.

(c) User training and ongoing support services as required.

6. For website development

(a) The agency/firm should have experience of working on cross platforms and must have experience of developing and designing website of international standards.

(b) Empanelment with PAC and Govt organizations is preferable.

7. Competencies:

(a) Past experience in creating and maintaining professionally exceptional and creative websites

(b) Excellent I.T. skills and project management skills

(c) Strong editorial team with communications skills to write clearly and compellingly in English

(d) Provide requisite inputs to PAC

(e) **MIS** and other reporting functionalities enabled on the website

(f) Ability to juggle priorities and deadlines and perform well under pressure

(g) Ability to respond quickly to the maintenance requirement in the post commissioning phase.

(h) Awareness on the latest smart technologies for website development

(j) Ability to regularly maintain, update the developed website at international standards.

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- (k) Full capability to develop optimum layout of website with latest software techniques.
- (l) Capability of SEO so that first page search engine results depict PAC website.
- (m) Analysis of website clicks is also to be provided to analyze user sentiments.
- (n) Ability to provide latest Web security measures based on latest softwares.

8. Essential knowledge and experience:

- (a) Good information technology skills, with previous experience of website maintenance, management, editing, and/or development.
- (b) Expertise with content-management systems tools and latest trends and technology in dynamic website development.
- (c) Strong analytical and research skills, including the ability to analyze audiences, attitudes, communications products and messages and to translate them into the design and implementation of effective websites

9. Final Deliverables

- (a) Design, Development and implementation of the online web strategy with major upgrades in the design and content of the current website.
- (b) New website hosted and maintained on the new server. Server space shall be provided by PAC Kamra
- (c) Editing and proof reading of the website content
- (d) Development of new content for the website
- (e) Frequent updates on the website
- (f) Prompt and Proper Maintenance of website.
- (g) Training of four personnel of PAC for 08 weeks on the basis of TOT to enable PAC team to successfully upgrade and maintain PAC Website along with Search Engine Optimization and relevant software.

10. Evaluation and comparison of proposals. A two-stage procedure would be utilized in evaluating the proposals. At first, the Technical proposal will be evaluated

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and this will be followed by evaluation of the Financial Proposals. The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference/RFP. In the Second Stage, based on the outcome of the technical and financial evaluation, PAC Kamra will decide the winner and issue the work order.

11. Criteria for evaluation

- (a) Background and registration of organization
- (b) Proven practical experience, past experience with all stages of developing Website.
- (c) Technology skills with previous experience of website Maintenance, management, editing, and/or development of website to international standards of renowned national/ international firms/ companies.
- (d) Resource qualifications (education, general qualifications, publications, articles, previous experience within or outside the company) of proposed staff

Note: The final discretion for selection of the firm is solely with PAC Kamra.

12. Award criteria, award of contract. The procuring entity PAC Kamra reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected Organization or any obligation to inform the affected Organization or organizations of the grounds for the organizations' action. The award of the contract would be to the qualified Organization, whose proposal after being evaluated, is considered to be most responsive to the needs of the organization and activity concerned.

13. Terms of Reference

- (a) The firm must be registered bodies with Govt. of Pakistan
- (b) Rate should be quoted inclusive of all applicable taxes
- (c) All information, document, photos and data coming in the possession of firm, as a result of the execution of the job shall all at time remain the property of PAC Kamra
- (d) The firm shall not make or allow making an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the PAC. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

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- (e) The firm has to complete the job assigned and any additional tasks relevant to the contract within the joint agreement time and if the job is not completed within the stipulated time, a penalty @ 10% of the cost of the uncompleted job for each week will be imposed on the firm.
- (f) The PAC Kamra will have no liability regarding transportation, boarding and loading of firm and their staff.
- (g) The rate quoted once will remain for that particular dealing. Any Conditions of the firm sent along with proposal if any, shall not binding on us.
- (h) It is not binding on PAC Kamra to accept the lowest of the bidding.
- (j) The price accepted shall be final and no deviation from it will be accepted in this regard.
- (k) The selected service provider/publishers will have to complete the job as per term and conditions specified above.
- (l) The procuring entity reserves the right to accept or reject any or all proposals without assigning any reasons, thereof.
- (m) Conditional offer submitted by fax/ email or after the due date and time will be rejected.
- (n) For any query please contact our office.

2. Delivery of Proposal

- (a) **Technical Offer:** It should be without price and contain all relevant essential specification along with literatures / brochures. Tender number, date of opening and word “**Technical offer**” should be clearly marked on the face of envelope.
- (b) **Commercial Offer:** It should indicate price of quoted vehicle and confirmation to the terms and conditions of our tender inquiry. The words “**Commercial offer**” be marked on its envelope. Prices should be firm and final, there should be no hidden charges in the quotation.
- (c)

NOTE Quotations must be submitted in two copies i.e one copy with technical details without price and one copy as commercial offer in separate envelop. Both the envelopes of Technical and Commercial offers should be enclosed in one cover properly sealed and bear the following address of this office.

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Deputy Director Procurement,
Aircraft Manufacturing Factory,
Pakistan Aeronautical Complex, Kamra
Distt Attock

3. Opening of Proposal

The quotations must be in original and are to reach at this factory on **1000 Hrs on 28-07-2017**. No quotation will be accepted in photocopy, through Fax and after due date and time. Tender will be opened at 1030 Hrs on the same day. We reserve the right to cancel or rejected all bids/ proposals at any time prior to acceptance as per PPRA Rules.

4. Pattern of Quoted Prices

- (a) The quoted Prices are to be exclusive of all taxes levied by the Government and these should be in accordance with the current Local market prices.
- (b) GST and all other taxes must be mentioned separately.

5. Validity of offer

The quotation should be valid for upto 30 December, 2017

Yours Faithfully,

(AMJAD HUSSAIN)
Group Captain
For Managing Director
AMF PAC Kamra
Tele No. 051-90995290

**NOTE: - THIS PROPOSAL ADVERTISEMENT IS ALSO AVAILABLE
ON www.pac.org.pk**

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