



Website Redevelopment Request for Proposals

BACKGROUND

GETBA (Greater East Tamaki Business Association) is an industrial and commercial business association that has been active in East Tamaki for 16 years. It has recently adopted targeted rating so is looking to redesign and revamp its website/database to accommodate its approximately 4000 property and business owners.

The website has long been the major communication tool for GETBA (www.getba.org.nz) and has served us well. We are now looking to expand its focus and functionality and to be a vibrant tool for promoting East Tamaki and the businesses therein.

CORE REQUIREMENTS

The core requirements for the new design are:

- **A Redesign of the Website**

The current Website design has been in place for over nine years with only minor modifications and is due for an upgrade to reflect best practice modern Web design. The design will need to be business-like, with graphical elements keep to a minimum.

The GETBA logo does not need to be re-designed.

The completed revamp will incorporate all the elements described below.

- **Information**

The GETBA site must provide relevant business information to members and other interested parties.

This information will include:

- About the GETBA organisation
- How to join GETBA
- How to contact GETBA
- About the East Tamaki and Manukau regions
- The local business database as below
- Map of targeted rated area

- **Business & Property Owners Database**

The Association has over 4000 members of whom around 2000 are businesses that may wish a presence on the website. There needs to be provision for up to 4000 basic entries on the database with half that having the option of enhanced listings at several potential levels.

The current business database (not currently live) is a MSSQL 2005 database. Details may be available on request.

The database comprises the following business or property owner data:

1. Member and owner types
2. Listing type and expiry
3. Business categories
4. Business name and description
5. Business address and contact details
6. Two contacts per business
7. Website address
8. Keywords for search facility
9. Comments

The business or property owner's details shall be shown on the website if the owners wish. Each such owner shall, as of right, receive a basic listing with minimum details.

The system must also allow the ability to upgrade the Listing Type to show more information such as (for example):

- A more comprehensive description
- Website link
- The ability to send the business an email enquiry
- A Google Map or similar of the business' location

Listing expiry date will be used to automatically downgrade an enhanced listing to a basic listing should the date pass.

Business categories will be based on the ANZSIC system.

Any such upgraded or enhanced listing will be given priority in any search results.

The system should also enable the ability to show a business' advertisement in prominent places on the website.

Businesses can be searched for by category or by keyword.

- **News**

The current system allows the entry of news items in two categories: GETBA News and Security News. This is to be available within the revamped site also.

The current Admin system allows for a Home Page Teaser, News Page Title, whether the news item shows on the home page or not, content and which news page it is shown on.

News items need to be searchable by keyword.

Part of the revamp process will include ideas (from you) about how the news items can be incorporated within the new design.

Existing News items will need to be imported into any new database.

- **Private Section**

Currently the site has a section that is password protected (single password) with information that is for members only. The new site will incorporate this section but we are open as to how this will operate.

- **Email to Members**

The administrator shall be able to email all members on the database using a new email template (main template or security template) that fit with the site revamp. These email templates shall render properly in all the major email programs including:

- Outlook 2000, 2002, 2003 and 2007
- Outlook Express 5 and 6
- Windows Mail
- Microsoft Entourage
- Gmail
- Yahoo

The administrator will be able to use the design template and via a WYSIWYG editor compose emails that can be sent to all businesses or segments of the businesses.

The administrator shall be able to:

- Schedule emails for future dates and times
- See what the open rates of emails sent are and other statistics
- Personalise emails
- Upload images
- Add attachments

- **Site Administration**

The administration of the site and database will be able to be accessed via a secure web-based administration system. The administrator shall be able to:

1. Add, delete any business or edit any business' details
2. Export a spreadsheet of the database at any time
3. Search for businesses by a variety of fields such as business type, listing type and street name and order the results by the fields returned
4. Email businesses as above
5. Add, delete, amend and archive news items as above
6. Manage all pages on the site via a Content Management System with a WYSIWYG editor

The site administration system should have a desktop-like feel wherever possible so that actions are completed within pages rather than having to re-generate pages with each action.

OPTIONAL REQUIREMENTS

As well as the core requirements shown above GETBA appreciates that we do not have all the answers as far as revamping our website successfully.

So as part of your proposal we would appreciate any input and suggestions in the following areas:

1. The scope of the information shown on the revamped website
2. Anything that could be used or shown within the business listings to enhance the value of them
3. Any new technologies that you think might be useful
4. Any way of structuring the site and related administration system that would provide additional value.

Please cost any of these optional requirements separately from the core requirements requested above so they can be evaluated separately.

YOU WILL NEED TO PROVIDE

1. Some background about your organisation, recent projects you have been involved in that you think may be applicable, and why you think your organisation will be a good fit for this project
2. What development platforms and technologies you intend to use for the revamped website and why
3. A price to complete the core requirements above
4. A price to complete any optional requirements you think would be worthwhile
5. Some information about the optional requirements and why you think they would be a good idea for GETBA
6. A price to host the website, administration system and associated database as well as email (optional)
7. Details of your hosting setup including recent uptime, backup procedures and response times to connection issues
8. Your estimated time to complete the project
9. Any support, or license costs that GETBA will incur on an ongoing basis. If there are license costs who holds the license?
10. Some information about the intellectual property associated with the new site. Is that owned by GETBA?

Proposals should be submitted to chair@getba.org.nz by: 4.00 pm on Thursday 12th November 2009
To discuss further, please contact: chair@getba.org.nz.