



**TENDER NAME: REQUEST FOR PROPOSAL (RFP) FOR WEBSITE DEVELOPMENT  
AND MAINTENANCE SERVICES.**

**TENDER NO. KenGenSRBS/RFP/002/2019**

**CLOSING DATE: 20<sup>TH</sup> March 2019 AT 10:30 A.M.**

THE TRUST SECRETARY,  
KenGen STAFF RETIREMENT BENEFITS SCHEME  
P.O BOX 47936 – 000100,  
KENGEN PENSION PLAZA 2, 11<sup>TH</sup> FLOOR,  
KOLOBOT ROAD, PARKLANDS.  
NAIROBI.  
TEL NO: 0711036286  
/0711036932.

**February 2019.**

ALL CANDIDATES ARE ADVISED TO READ CAREFULLY THIS TENDER DOCUMENT IN ITS ENTIRETY BEFORE  
MAKING ANY BID.

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## 2.1.0 Introduction

### 2.1.1 Invitation

KenGen Pension Plaza 2, 11th Floor,  
Kolobot Road, Parklands.  
P. O. Box 47936 - 0100, GPO,  
Nairobi, Kenya.  
Tel: +254-020-366 6932

Our Ref:       **KenGenSRBS/RFP/002/2018**

Date:           February 25, 2019

Dear Sirs,

1. KenGen Staff Retirement Benefit Scheme and KenGen Defined Contribution (DC) Scheme (*referred in this document as Scheme*) were established under an irrevocable Trust Deed and Rules and commenced operations on 1<sup>st</sup> January 2000 and 1<sup>st</sup> January 2012 respectively. The main purpose of the two Schemes are to provide pension benefits to eligible employees of KenGen Ltd (*the Sponsor*) and benefits for the dependents of deceased members.
2. In its quest to improve service provision to its members, the Scheme invites proposals to provide consultancy services: **for development and maintenance of website**, more details on the services are provided in the attached Terms of Reference.
3. Consultants are invited to submit both ~~Technical~~ and **Financial Proposal in separate sealed envelopes**, as specified by the Scheme for services required for the web design, development and maintenance of the new website. The proposals will be the basis for Contract evaluation and ultimately for a signed Contract with the selected firm.
4. Consultants must familiarize themselves with local conditions and take them into account in preparing their proposals. To obtain first-hand information on the assignment and on the local conditions.

5. Please note that (i) the costs of preparing the proposal and of negotiating the Contract, including any visit to the Client are not reimbursable as a direct cost of the assignment; and (ii) the Client is not bound to accept any of the proposals submitted.
6. The Scheme's employees, Trustees and their relatives (spouse and children) are not eligible to participate.
7. A firm will be selected under Quality and Cost Based Selection (QCBS) and procedures described in this RFP.

Yours Sincerely,

**For: KenGen Staff Retirement Benefits Scheme**

**JOSPHAT MURIUKI**

**CEO & TRUST SECRETARY**

## **2.2.0 Preparation of Technical Proposal**

**2.2.1** The Consultants proposal shall be written in English language

**2.2.2** In preparing the Technical Proposal, consultants are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

**2.2.3** While preparing the Technical Proposal, consultants must give particular attention to the following:

- (i) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or have an extended and stable working relationship with it.
- (ii) Proposed professional staff must as a minimum, have the experience as indicated in staff qualification requirements, preferably working under conditions similar to those prevailing in Kenya.
- (iii) Alternative professional staff shall not be proposed and only one Curriculum Vitae (CV) may be submitted for each position.

**2.2.4** The Technical Proposal shall provide the following information using the attached Standard Forms;

- (i) A brief description of the firm's organization and an outline of recent experience on assignments of a similar nature. For each assignment the outline should indicate among other things the profiles of the staff involved, duration of the assignment, contract amount and firm's involvement.
- (ii) Any comments or suggestions on the Terms of Reference, a list of services and facilities to be provided by the Client.
- (iii) A description of the methodology and work plan for performing the assignment.
- (iv) The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member and their timing.
- (v) CVs recently signed by the proposed professional staff and the authorized representative submitting the proposal. Key information should include

number of years working for the firm/entity and degree of responsibility held in various assignments during the last five (5) years.

- (vi) Estimates of the total staff input (professional and support staff, staff-time) needed to carry out the assignment supported by bar chart diagrams showing the time proposed for each professional staff team member.
- (vii) A detailed description of the proposed methodology, staffing and monitoring of training, if specified training as a major component of the assignment.

2.2.5 The Technical Proposal shall not include any financial information.

### **2.3.0 Submission, Receipt, and Opening of Proposals**

2.3.1 The original proposal (Technical and financial) shall be prepared in indelible ink or computer printed. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the persons or person authorized to sign the proposals.

2.3.2 The completed Technical and Financial Proposals must be delivered at the submission address on or before the time and date of the stated deadline. Any proposal received after the closing time for submission of proposals shall be returned to the respective consultant unopened.

On 25<sup>th</sup> March 2019 at 10.30 am and addressed to; and marked **original and copy**

**CEO & Trust Secretary  
The Schemes.  
KenGen Pension Plaza 2, Kolobot Road, Parklands  
P.O. Box 47936 – 00100  
Nairobi, Kenya**

Delivered at:

**Tender box located on 11<sup>th</sup> floor  
KenGen Pension Plaza 2, Kolobot Road, Parklands**

2.3.3 After closing of proposals submissions, the bids shall be opened immediately at the Schemes **meeting room at 11<sup>th</sup> floor** in presence of bidders chooses to attend.

## 2.4.0 Evaluation Criteria

2.4.1. Evaluation criteria shall include;

- a. Preliminary evaluation / mandatory requirements
- b. Technical evaluation – marks shall be awarded, and max score is 80 marks
- c. Financial evaluation – lowest financials shall score 20 marks

Note.

- The Scheme may invite the best firms for demonstration before an award.
- Due diligence will be conducted to verify the information provided

a. Mandatory requirements

	Requirements
1	Bound and paginated documents – original and copy and financials enclosed separately.
2	Completed Business Questionnaire duly filled and stamped in the format provided
3	Certificate of Incorporation and CR12 (the two must be provided)
4	Current and valid tax compliance certificate
5	Current Trade License / Business Permit
6	Evidence of Physical Location of business premise;
7	Audited books of accounts for the for two years of between 2016 to 2018 and three months bank statements November 2018 to January 2019.
8	Five (5) letters of commendation from your recent assignments
9	Evidence of physical location – attach lease contract or utility copy
10	Atleast one certificate from affiliated regulatory or accrediting bodies /associations (where applicable)

b. The proposals shall be evaluated on their basis of responsiveness to the Terms of Reference, and will apply the basis for the evaluation criteria as follows

1	The firms general experience in the field of the assignment. Proof of undertaking at least Five (5) similar assignments in last Five years. Submit reference letters, LPOs/LSOs, contracts and recommendation (each 4 marks)	20
2	A proposal that covers the web design process, Content transfer from the previous site and training of the users and a strong delivery plan with wide spectrum of activities and all the scope of work.	20
3	Qualifications and competence of the key staff for the assignment Submit CVs of at least 2 lead members of the team with Degree in IT related, professional qualification and at least 5 years' experience in the field (each 10 marks)	20
4	Company profile – Company should have been in existence for more than5 (5) years and organizational structure documenting key management staff	10
5	Valid accreditation certificates and solid prove of quality standards at least one body which is international recognized.	5

6	Duration to complete the assignment, with clear timelines for each activity.	5
7	Cost of Work / Financials	20
	Total Points	100

Academic/Professional Qualifications and Experience of Lead web designer, development and maintenance.

Qualification

1. Contractor must be a legal entity registered in Kenya
2. Contractor must be a reputable company with prior rich experience in the field
3. Proven and solid knowledge and experience in providing similar service to reputable organizations
4. Able to provide user training and all documents in English
5. Solid knowledge on web security and website design & hosting service
6. The vendor should provide a proposal include a brief implementation plan
7. The vendor should provide the quotation include below information:  
(Website design and setup, related software license and Quotation of maintenance service)



**2.4.2. Verification of Business sustainability.**

<p>Are you currently involved in any litigation or arbitration (or any other legal process which may result in legal of financial liability)?</p> <p>If yes what is the financial exposure as a result of the litigation, arbitration or other legal process and on what basis has this financial exposure been calculated?</p> <p>If yes, what other exposure could result from the litigation, arbitration or other legal process and will this financial exposure or other exposure materially prejudice the bidder’s financial position or its ability to successfully and timely implement any contract which may be awarded to it pursuant to this tender?</p>		
Have you ever :	Responsible ( <i>tick</i> )	
	Yes:	No:
Forfeited any payment on a contract?		
Been declared in default of a contract?		
Negotiated the premature termination of a contract?		
Had an uncompleted contract assigned to another?		

**2.4.3. Preparation of Financial Proposal**

- 2.7.4 The Financial Proposal should clearly identify as a separate amount, the local taxes, duties, fees, levies and other charges imposed under the law on the consultants, the sub-consultants and their personnel.
- 2.7.5 Consultants shall express the price of their services in Kenya Shillings.
- 2.7.6 The Proposal must remain valid for at least 60 days after the submission date. During this period, the consultant is expected to keep available, at his own cost, the professional staff proposed for the assignment. If the Client wishes to extend the validity period of the proposals, the consultants shall agree to the extension.

**Price Schedule**

	<b>Scope Description and Specification</b>	<b>Unit Cost (Kshs)</b>	<b>Total Cost (Kshs)</b>
1	<b>Web Design</b>		
2	<b>Hosting</b>		
3	<b>Website Tracking</b>		
4	<b>Training</b>		
5	<b>Annual Maintenance (Maintenance proposal. This should include but not limited to: Facelift of website from time to time)</b>		
6	<b>Any other related costs</b>		
	<b>Sub Total</b>		
	<b>Add VAT 16%</b>		
	<b>Grand Total</b>		

**Note:**

Please, you may add other relevant areas which are necessary to the improvement of the web design and maintenance with all its costs, such additions must be clearly marked, signed and rubberstamp and attached on this page as additional functions.

Amount in words (Kshs.).....

Name.....Sign.....

Date.....

#### 2.4.4 Fees and Expenses:

The selected consultant is responsible for any and all costs and expenses incurred while carrying out the terms of the study.

The proposal shall specify and state a firm, not-to-exceed price (including total fees and expenses) in order to complete the project.

The consultant should state the position of taxation on the fees and expenses quoted. The activities listed in the TOR are the minimum requirements to be undertaken.

The consultant may also provide additional requirements that may benefit the Scheme in meeting its goals on web design, development and maintenance of the new website.

## **2.5.0 Terms of Reference for the web design, development and maintenance of the new website.:**

### **2.5.1 Introduction**

In our Strategy, we recognize the need to revamp and enhance our web site, development and maintenance so as to remain vibrant and relevant to our stakeholders and customers as a cardinal strategic objective for attaining our organization's mission. To realize this objective, we undertake to enhance our service delivery system with a view to providing better services to our customers. We also plan to carefully manage relations with our stakeholders with a view to strengthening our brand.

### **2.5.2 Specific Objectives**

The web design, development and maintenance will help in:

1. The Design: Upgrade into a user-friendly and vibrant design with new interface that is visually appealing with attractive mix of text, graphics, a unified theme that is easy to navigate, customized icons, image and flashy banners/ animations.
2. Responsive designs: implement the use of micro-sites/grid systems that adjust to different devices-mobile/pc/tablet.
3. Improve the Usability: Ensure users access information easily by improving the information architecture. Use of call-to-actions for instructing website visitors on what to do within the site.
4. Functional online support: to capture pertinent information with features like on-line feedback forms or enquiry forms.
5. Upgrade the back-end Content Management System (CMS) that is reliable is easy to manage permitting non-technical staff to instantly update the web content and add modules/section easily.
6. Compatibility with social media tools like twitter and Facebook, You-tube.

2.5.3 The scope will include planning, requirement gathering, design, development, testing, commissioning and migration of the data from the existing site to the new portal where required.

Details of various elements of the scope of work include, but not limited to the following:

- Conduct website needs assessment both at the user, departmental and organizational level.
- Redesign of the website in terms of layout, look and feel, usability etc.
- Establish a media section, videos and podcast section within the website.
- Design online forms for relevant activities.
- Set up a user-friendly blogging system which can assist with publications and newsletters.

- Search engine optimization that will help with marketing and advertising the Scheme and its assets.
- Map locations and contacts
- User training.
- Ensure the website is compatible with all popular browsers and ability to run on hand held mobile devices that will allow the website content to flow seamlessly
- System Design – build the web/CMS system to include all business & technical requirements; ensure clear communication, brand consistency & aesthetic appeal; provide exceptional usability & easy navigation; conduct usability testing.
- Documentation & User Manual – build a system administration and user manual to document how the website/CMS system works and provide reference material to internal system administrator and content managers.
- Analysis & Recommendations – Propose the best web content management tool for use, based on previous experience working with other clients.
- Back-end Integration Services - Connection and integration to external services: staff mail office 365, member service portal for scheme members, other scheme sites and scheme social media pages.
- Web Analytics Integration – integrate new website/CMS with existing Google web analytics systems to provide accurate reporting on website activity. The vendor may choose to use other web analytics so long as the objective is not lost.
- Database Integration – provide a connection between our back-end databases and front-end website. For example, a website visitor could register to receive newsletters and be added to our email database for upcoming events and other information.
- Search Engine Indexing – submit our new website to Google, Yahoo!, Ask.com, and other popular search engines to ensure we are indexed.
- Meta-Tags, Keywords, & Page Titles – ensure that each web page has the appropriate page title, keywords, or any other meta-tags that are required.

#### **2.5.4 Information Content**

- The website portal will be hosted on the domain <http://www.kengensrbs.co.ke> or any other sub domains that may deemed necessary.
- Information will be provided by the KenGen SRBS Management, the consultant/contracted party will be required to package the information in a user-friendly format.

### 2.5.5 User Needs Assessment

- Understand Business Goals & Objectives - discussions with relevant officers to be in line with the goals & objectives for the website program.
- Develop internal alignment on role of website/CMS and identify any key risks.
- Analysis of Current Web Systems & Processes – sessions with departmental heads to identify areas for systems & process improvement.
- Analyze gaps in capabilities and workflows to determine where automation can drive efficiencies.
- Discuss any new systems that should be added and the implications.
- Develop Business Requirements – based on business process analysis, work with key stakeholders to develop web requirements

### 2.5.6 Website Features

- The portal should have a comprehensive content management system to support a variety of users ranging from Administrators to Guests.
- It should allow the administrator to create user roles and allow the setting up of access rights ranging from entire site to a specific page.
- It should provide for flexibility to modify the design when a major event must be published.
- Design should be flexible to accommodate new/ additional pages which allow for vacancy postings, tenders, video content and any other media content.
- Design should allow changing the interface templates as and when required.
- The portal should be based on International standards like W3C standard for HTML, WAI etc.
- It should be compatible to various browsers including IE, Mozilla Firefox, Chrome, Safari, Opera etc. having in mind the right screen resolutions
- Ability to use RSS feeds.
- The portal should allow users to share their views, feedback, solutions and suggestions online through the webmaster or other proposed flow, and also allow podcasts, webcasts and other wikis and forums.
- It should provide a search module for efficient information retrieval using key words or phrasing that will identify content throughout the site.
- The portal should allow for creation of/linking to additional sub webpages or links of interest.

- The portal should support Web 2.0 based tools such as RSS feeds, Blogs, Chats, Podcasts etc.
- The website should incorporate necessary security features against hacking and defacement.
- All logins must operate on secure protocols, it should provide support for website security audit.
- Both files and database should have a backup solution to ensure business continuity as well as data recovery planning.

### **2.5.7 Hosting**

- The vendor is expected to specify the proposed hosting location or provide details of any third-party hosting partner they intent on using.
- The vendor should safeguard the website and provide robust security to maintain the site integrity and confidentiality.
- The following should be adhered to with consideration to the hosting.
  - i. Be highly reliable with at least 99.5% service up time.
  - ii. Have adequate disaster recovery facilities
  - iii. Ensure that security patches are regularly installed in the website and provide proactive defence against malware and other cyber-attacks.
  - iv. Provide ability to pro-actively monitor and maintain services to maximum server performance and up time.
  - v. Have optimum load time.
- KenGen SRBS reserves the right to host the portal on any other server. In such a case, the vendor will be required to provide all other services as mentioned in this document on the server as chosen by KenGen SRBS.

### **2.5.8 Content Management System Training**

- User Navigation Training for management to ensure they are comfortable navigating through the new website.
- The CMS should allow non-technical staff to instantly update web site content on specific pages.
- System administrator training to ensure internal system administrator is fully comfortable managing website/CMS system on a day-to-day basis.
- Content management training to provide training for content managers who will be adding content to the website on a consistent basis.
- Provide simple mechanism for uploading/updating new content, including copy, images, forms, documents, or other materials.



### **2.5.9 Design and Layout**

- The consultant is expected to develop and present sample designs to the project team. The designs should be in line with KenGen SRBS as a brand where reference to the current site may be made.
- Ease of navigation where the site should be easy to navigate.
- Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Visually appealing where the site must have an attractive mix of text and graphics. A neat, uncluttered look and a user-friendly, easy-to-navigate layout. The website should have ‘look and feel’ as may be required by KenGen SRBS.
- Consistency where the use of flash content, photographs, fonts and layouts should be consistent throughout the site. There should be a common theme where each section of the site should have a common look and feel for consistency.
- The schemes logos should be prominently displayed on every page as a common header.
- The process of design and layout should take into account the following:
  - i. Collection of data and editing as appropriate.
  - ii. Review of existing literature or information and compilation of the images
  - iii. Preparation of data for web delivery - This may involve scanning of hardcopy material and photos, digitizing and conversion of material into appropriate formats.

### **2.5.10 Quality Control of Content**

- Review for accuracy and determination of ownership/copyright of all data/information or pictures.
- Creation of Graphics and Navigation Designs.
- Before any web authoring is undertaken, sample designs and navigation systems shall have to be prepared, reviewed and approved.

### **2.5.11 Acceptance**

- The acceptance by the Scheme will be based on clearly defined milestones.
- Acceptance will only be sanctioned when the Scheme’s management have certified that the works are in strict compliance with their defined scope.
- Once the web site has been completed and accepted, the web site design and all of its contents, software and architecture become property of the scheme.

### 2.5.12 Schedule of Work

- It is expected that the Supply, Installation, Testing and Commissioning of the website/portal will be completed within the agreed period following engagement.
- Contractors are required to submit a phased schedule of works to enable critical activities to proceed with minimal interruptions.
- The Contractor is expected to adhere to this schedule or within variations as may be agreed with the Scheme which must ensure continuity of critical operations.
- The Contractor must guarantee completion of the redesigning of the website and Commissioning within the specified schedule.
- Should the Contractor fail to complete the redesigning of the website and commissioning within the specified schedule, the Scheme may consider cancellation of the contract at no extra cost if the contractor fails to make attempts to remedy the problem within one week of notification.

### 2.5.13 Description of the Methodology and work plan for performing the Assignment.

**Team Composition and task Assignment.**

1. Technical/Managerial Staff

Name	Position	Task

Confidentiality:

It is understood that the successful Consultant may be required to retain information and copies of the Findings and Study Report. However, the Findings and Resultant Report is understood to be the property of ***teScheme*** and shall remain confidential to the successful consultant and the project team. The consultant shall indicate in the proposal that this is agreed to and upon awarding of the proposal may be requested to sign a document agreeing to the same.

I/ We do hereby certify that the above information is correct in all respects:

<p>Full Name:.....</p> <p>Designation/Position:.....</p> <p>Signature:.....Date:.....</p> <p>Company Stamp/ Seal:</p>
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**CONFIDENTIAL BUSINESS QUESTIONNAIRE FORM**

You are requested to give the particulars indicated in Part 1 and either Part 2(a), 2(b) or 2 (c) whichever applied to your type of business

*Part 1 – General:*

Business Name .....

Location of business premises. ....

Plot No..... Street/Road .....

Postal Address ..... Tel No. .... E mail .....

Nature of Business .....

Registration Certificate No. ....

Maximum value of business which you can handle at any one time – Kshs. ....

Name of your bankers ..... Branch .....

You are advised that it is a serious offence to give false information on this form

	<p><b>Part 2 (a) – Sole Proprietor</b></p> <p>Your name in full ..... Age .....</p> <p>Nationality ..... Country of origin .....</p> <ul style="list-style-type: none"> <li>• Citizenship details .....</li> </ul>			
	<p><b>Part 2 (b) Partnership</b></p> <p>Given details of partners as follows:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Name</th> <th style="width: 30%;">Nationality</th> <th style="width: 30%;">Citizenship Details</th> </tr> </thead> </table>	Name	Nationality	Citizenship Details
Name	Nationality	Citizenship Details		

	<p>Shares</p> <p>1. ....</p> <p>2. ....</p> <p>3. ....</p> <p>4. ....</p>
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Part 2 (c) – Registered Company		
Private or Public .....		
State the nominal and issued capital of company-		
Nominal Kshs. ....		
Issued Kshs. ....		
Given details of all directors as follows		
Name	Nationality	Citizenship Details
Shares		
1.....		
2. ....		
3. ....		
4. ....		
5 .....		

Date .....	Signature of Candidate .....
Stamp .....	

- If a Kenya Citizen, indicate under “Citizenship Details” whether by Birth, Naturalization or registration.

