



REQUEST FOR PROPOSAL FOR THE REVISION AND REDESIGN OF WEBSITE

Url: www.pcj.com

PROJECT OBJECTIVE

The objective of this project is to present an improved online presence for the Petroleum Corporation of Jamaica (PCJ) by graphically redesigning and updating the content and layout of the organization's website, to be in line with its corporate image.

PCJ's existing website at www.pcj.com is based on asp and asp.net 2 technology, using the *MS SQL* database. The technology that is proposed must be compatible with this infrastructure and be based on an enterprise content management system similar to *dotnetnuke* (www.dotnetnuke.com) or *MS Sharepoint*.

SITE OBJECTIVES

The new and improved website is expected to function as an effective marketing tool to fulfill the following:

- Improve PCJ's Corporate Image
- Promote PCJ's services
- Facilitate two way communication with all users
- Encourage initial and return visits through improved usability and appeal
- Capture the interest of our audience by the format, ease of use, attractiveness, color, and identifiable PCJ brand
- Allow designated PCJ staff to update content quickly and efficiently
- Comply with the Government of Jamaica's web standards as outlined on the Central Information Technology Office's website at <http://www.cito.gov.jm>.

Targeted Audiences:

- Investors
- Government Agencies
- Research Organizations
- Media Entities
- Communications Companies

- Students conducting research on the PCJ Group of Companies and the local petroleum industry

COMPANY PROFILE

The Petroleum Corporation of Jamaica (PCJ) was established as a Statutory Corporation under the Petroleum Act, 1979. Under the Ministry of Industry, Technology, Energy and Commerce, the Corporation is mandated to develop conventional and alternative sources of energy in a sustainable manner through global trade and/or partnerships geared towards national development. As Jamaica's total energy Company, the **PCJ** is responsible for implementing the National Energy Policy.

MISSION STATEMENT

The Petroleum Corporation of Jamaica, as mandated by the Petroleum Act of 1979, will undertake the development and promotion of Jamaica's energy resources and will seek, where necessary, business partners through joint ventures with the private sector.

The Corporation will conduct its affairs in a manner beneficial to Jamaica and will ensure that the environment is protected at all times.

The Corporation will act with integrity and will strive for excellence in all its operations.

SCOPE OF DESIGN WORK

1. To graphically re-design, re-write and edit content of the website to portray the look and feel of the premier energy company by the effective utilization of layout, text, graphics and photo elements
2. To work in co-ordination with an in-house team to ensure efficient and timely implementation of the project and effective alignment of the graphic design elements

The information housed on website is required to encompass (but not be limited to) the following:

- About PCJ (text, graphics & photos)
 - Background/History
 - Mission
 - Vision
 - Structure of the PCJ Group of Companies
 - Organizational Structure
 - Centre of Excellence for Renewable Energy

- Corporate Social Responsibility (text, graphics & photos):
 - ✓ Education
 - ✓ Community investment
 - ✓ Environment
 - ✓ Workplace
 - ✓ Stakeholder engagement
 - ✓ Sponsorships
- Centre of Excellence for Renewable Energy
 - ✓ Homepage
 - ✓ Renewable Energy Sources e.g. solar, wind, hydro, etc.
 - ✓ CERE's photo diary
 - ✓ Events
 - ✓ Links
 - ✓ Publications
 - ✓ Kids Korner
 - ✓ Feedback form
- Oil & Gas
 - ✓ Profiles of companies that hold license blocks (with links to websites)
 - ✓ Synopsis of past exploration activities
 - ✓ Synopsis of exploration activities conducted since 2004
 - ✓ General geological reports of interest to exploration companies
- Energy Efficiency & Conservation
 - Hospitals Programme
 - Energy Efficiency Unit
- Events (text, graphics & photos)
- Human Resources
- Petroleum Statistics
- Public Education Programmes
- Corporate Library (text, graphics & photos)
 - ✓ Online Library Catalogue
 - ✓ E-publications
- Access to Information Act
- Speeches/Presentations (text, graphics & photos)
- Contact Us (text)
 - Company's contact information
 - Feedback
- Links to key local and international industry related sites
- Press Releases
- Fact Sheet/Safety Tips (text, graphics & photos)

The following are mandatory elements and design driven features that are to be included in the tender proposal.

1. Sub-Pages & Navigation

Main menu items should extend to all pages, with clear indication of one's location. Sub-pages that are designed around a particular service or theme should consistently reflect same.

A clear and uniformed navigational path should be established throughout the site, with respect to menu locations. Pages should remain aesthetically appealing and consistent with PCJ's corporate image and branding without compromising the speed of navigation and download of pages.

2. Click Stream

Every effort should be made to ensure that the user is able to find any page within three clicks or less from the Home Page. As far as possible, users should be in control of what they are viewing.

3. Site Map

All the main pages of the site should be identified and placed on a site map for quick reference and ease of navigation to selected content.

4. Links

A links page outlining an appropriate listing of local and international petroleum industry related websites to include the following, with the possible addition of more, is to be established:

- PETROJAM
- PETCOM
- WIGTON
- Ministry of Industry, Technology, Energy and Commerce (MITEC)
- Jamaica Gasoline Retailers Association (JGRA)
- World Oil Prices
- Organization of Petroleum Exporting Companies (OPEC)
- National Environment & Planning Agency (NEPA)
- Cooperation Agreements

5. Page Load/Refresh and Image Download Performance

It is important that industry best practice is used and implemented to optimize page load and image download performance. The web page must be optimized to reduce

page load time. This means that the designer must be cognizant of the importance of download speed when designing the pages.

6. Other functions

- Suggest positions on the sites for advertising campaigns
- **Content Management Systems**
 - Open source portal which provides for easy end-user and content management
 - Access protected by password

7. Implementation of Services

The bidder should state expected delivery and implementation schedule for all activities within the proposal. The bidder is also expected to provide all documents in formats that can be easily manipulated.

TENDER INSTRUCTIONS

Project Duration:

Eight Weeks from the awarding of the contract

Elements of the Proposal

Bidders will be required to submit a financial and a technical proposal. Each proposal is to be submitted in a separate **sealed** envelope.

Tenders arriving after the prescribed deadline for submission of Tenders will not be considered.

Technical Proposal:

- Executive Summary
- Delivery methodology (How the agency will deliver on the project)
- Sample of work done on similar projects
- Resumes of persons who will work on the project
- Breakdown of timeline of deliverables
- Contact details of two referees

Financial Proposal:

The bidder is required to provide a detailed price proposal for the project according to the scope of works. The price should be quoted in Jamaican dollars.

Cost of Tender

The bidder shall bear all costs associated with the preparation and submission of this tender and PCJ will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tender process.

Tender Validity Period

The bidder shall be bound by all costs in his tender for a period of **ninety (90) days** commencing on the date for return of tenders or last date stated for receipt of tenders.

Submission of Tenders & Close of Tender

Tenders **must** be received in two separate **SEALED** envelopes, one containing the financial proposal and the other, the technical proposal, with the **full name and address of the bidder** typed thereon and to be clearly marked:

Tender Documents

Redesign and Development of Web Site

Addressed to:

**THE GROUP INTERNAL AUDITOR
THE PETROLEUM CORPORATION OF JAMAICA
36 Trafalgar Road
Kingston 10,
Jamaica**

PCJ reserves the right to decline acceptance of any or all tenders during this tender call.

This tender will close by Friday, November 9, 2007 at 4:00 p.m. The tender opening will take place on Wednesday, November 14, 2007.

Tender Evaluation

This will encompass:

- A Tender audit, to ensure that all necessary data have been submitted;
- Evaluation of the Tender Documents
- Short-listing of bidders based on their technical proposal (the top three (3) proposals that achieve the minimum TOTAL qualifying score of 75%)
- Short-listed candidates will be required to make a presentation to a PETCOM team after which a final decision will be made.

The list of evaluation criteria and their respective weights are as follows: -

<u>Criteria</u>	<u>Maximum Score</u>	<u>Minimum Acceptable Score</u>
i. <i>Valid Tax Compliance Certificate (TCC)</i>		<i>Mandatory</i>
ii. <i>Valid Registration with National Contracts Commission (NCC)</i>		
iii. <i>Valid Tax Registration Number (TRN)</i>		
iv. <i>Valid Registration with the Registrar Of Companies</i>		
v. <i>Quality of Submission</i>	6	5
vi. <i>Quality of Previous Work/References</i>	34	25
vii. <i>Quality of Presentation</i>	30	20
viii. <i>Payment/Delivery Terms</i>	10	10
ix. <i>Background & Experience</i>	20	15
<i>Total</i>	<i>100</i>	<i>75</i>

Notes:

Mandatory requirements must be satisfied for tenders to receive further consideration.

Clarification of Tender Document

PCJ will respond in writing to any request for clarification provided that such request is received no later than four days prior to the deadline for submission of tenders. PCJ will forward copies of its response to all bidders who have acquired the tender documents without identifying its source. A prospective bidder requiring any clarification of the Tender Document shall contact the company in writing at the address below:

**PCJ Website Re-design Committee
PETROLEUM CORPORATION OF JAMAICA
36 Trafalgar Road**

Kingston 10,

Jamaica

e-mail: webcom@pcj.com

Notification of Award

PCJ will notify all bidders at the same time and by written communication of the results of the tender. The successful bidder shall be notified of the acceptance of its offer and the award of contract.

PCJ's Right to accept any Tender and to reject any or all Tenders

PCJ reserves the right to accept or reject all tenders (the lowest priced tender or any tender) at any time prior to the award of the contract without thereby incurring liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for its action.

General Instructions

Bidders will be deemed to have satisfied themselves on all matters affecting their tender. Any neglect or failure on the part of the bidder to obtain reliable information on matters affecting the execution, completion and maintenance of this contract shall not relieve him from any risks or liabilities or from the responsibility of completing and handing over the system, and no claims in this respect will be allowed or entertained.

The bidder shall familiarize him or herself with any stated special conditions and technical specifications related to this project and reflect in his tender price.

In the case of a dispute, delays, the order of development and or implementation and all other items of works affecting co-ordination, planning, design and programming, PCJ's decision shall be final and binding upon the parties involved.

Procurement of design, programming and development tools (software and hardware) for the project will be the bidder's responsibility and PCJ will provide no assistance in this respect.

A condition for award of this contract to the bidder is that they are able to procure and make available in Jamaica all materials (including hardware and software) and

personnel necessary at short notice to commence the works without delaying the progress or delaying the completion of the overall programme.