

August 2019



Website Migration and Enhancement

Request for Proposals

Deadline for submission: September 30, 2019

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PURE & GENTLE, INC. 2460 Crossroads Blvd. | Seguin, Texas | 78155

Request for proposals

Summary

Pure & Gentle, a US-based manufacturer of environmentally-friendly laundry and personal care products, is looking for an agency or team of talented individuals to help us:

- Migrate our primary website (URL: **www.pureandgentlesoap.com**) to a user-friendly CMS, while restructuring it for a better user experience;
- Improve our website's design, in accordance with the ecommerce nature of our work;
- Revamp the dealer portal functionality within our website;
- Improve the design and SEO of our secondary private branding page (URL: **pureandgentleprivatebranding.com**, accessible from our primary site); and
- Allow for the creation and launch of a third separately branded ecommerce website.

This document includes background on Pure & Gentle, and further describes the purpose of the project, its desired functionality, and specific requests related to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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1. Guide to this RFP

This document conveys the current state of our website, our goals and issues that we seek to address, and the relevance of ecommerce, our dealer portal, and our private label page as essential components. It also outlines what we believe will address these needs and objectives. The preferred vendor will bring their own ideas and vision based on industry expertise, technical capability, guiding us to incorporate our goals into that vision. Please feel free to email Lea Green at digitalmedia@pgitx.com with questions or comments.

2. About Us

Located in Seguin, Texas, Pure & Gentle manufactures over 50 different environmentally-friendly laundry and personal care products under the Pure & Gentle brand name, with sales throughout the USA, Puerto Rico, and Canada. In addition, we manufacture approximately 50 more products under our private label efforts.

Our commitment to our customers and the planet is to use resources wisely while not compromising product quality. We design our all-natural products using clean and planet-friendly chemistry, creating formulations with plant-based ingredients that are 100% biodegradable. In addition, our products are dye-free and non-toxic, with ultra-concentrate formulas that minimize the use of water resources.

Our facility is carbon-neutral and we have streamlined manufacturing processes so that we produce less waste and use 95% less packaging materials than the standard for the CPG industry. Pure and Gentle has enjoyed significant double-digit growth over the past several years. We expect to significantly increase export of our products overseas shortly, with a varying mix of our branded and private label efforts.

Pure & Gentle operates with a limited staff. Consequently, both our front-end customer experience and staff's experience with the back-end user interface must be as streamlined and efficient as possible. From a customer perspective, we desire an intuitive and compelling design. From a back-end user perspective, our staff requires an easy-to-use, straight-forward, and automated CMS so that we can deliver an efficient customer experience with our limited staff. The technology used to build these systems must be proven and reliable while also robust, adaptable, and easily maintained.

3. Project Goals

The selected vendor will be able to:

- **Migrate our website.** This is likely to include a strategic analysis and redesign of back-end and front-end system architecture as well as a website content migration plan.
 - The vendor must provide both strategic assistance and tactical services in the scope, design, build, staff training, and launch of the new Pure & Gentle website.

- Note: we expect to both curate/cull our existing content and create new content during this process.
- **Equip us with an easy-to-use CMS so that we can drive our site on our own.** We need you to migrate our website www.pureandgentlesoap.com, currently managed via ExpressionEngine, to a new content management system (CMS) that:
 - Is user-friendly (ideally using a drag-and-drop approach) so that our team can add/modify/restructure day-to-day content without the need for external web development assistance;
 - Does not require our team to have an in-depth understanding of web development to modify our site; and
 - Can use templates but can also break away from those templates when we need to add specific components (e.g., social media, blog posts, product features and updates, media gallery).
- **Give our website a facelift.** Our website's current appearance is dated. The existing copy and SEO haven't been updated in over a year. We need someone who can design and implement a site-wide visual redesign, which could include refreshing and unifying themes, fonts, colors, layout, and branding (this will *exclude* a redesign of our company name and logo). We want to present our information and products in a modern and visually compelling manner that best serves our key audiences.
- **Holistic integration with key software.** The selected vendor will plan for a holistic integration with Acumatica (accounting and billing software), Magento (ecommerce software) providers, and/or other SaaS tools we use. Additional elements to consider are:
 - We are beginning the upgrade process on our current website and it is vital that our new site remain compatible with both Acumatica and Magento platforms; and
 - Ideally, we would like to integrate and allow for the ability to compare our website and sales/customer data to create content, promote existing products, and develop new products and offers that are more relevant for our customers.
- **Ensure the private label website can promote products without channel conflict.**

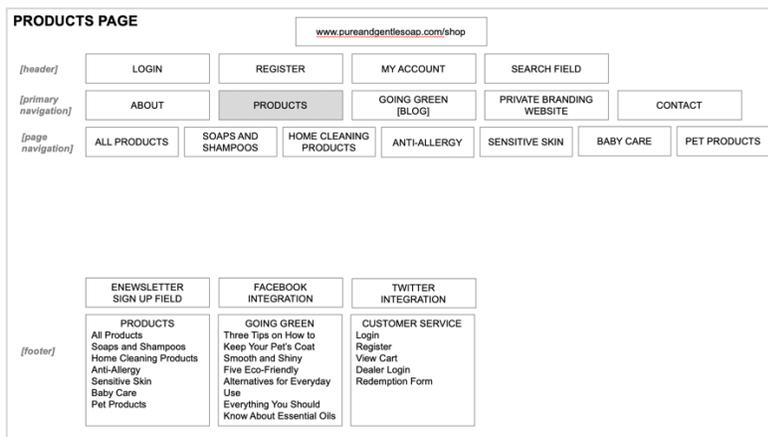
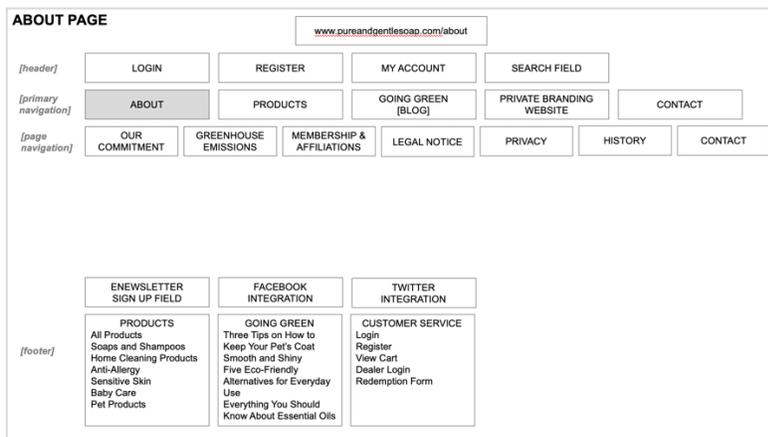
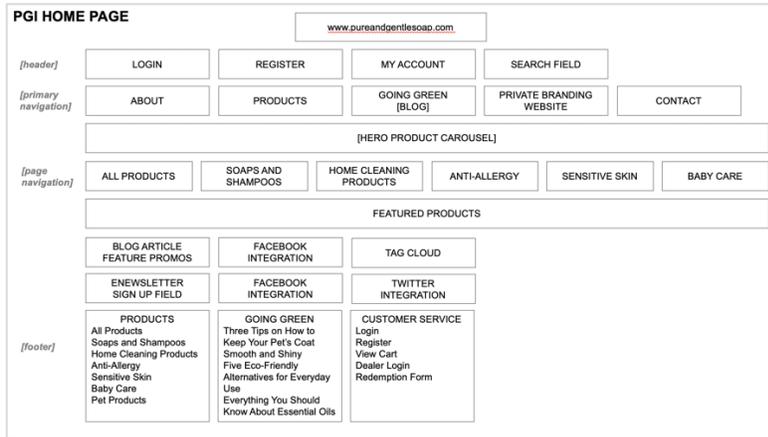
To achieve these goals, we need a team that can handle:

- website strategy, information and visual design,
- project management and day-to-day communication as needed,
- SEO,
- front-end coding (HTML/CSS),
- back-end coding (CMS, third party APIs),
- responsive design/mobile device optimization, and
- testing, quality assurance, and client training.

We'd also like to have the option to continue working with you once the project is complete – pending the outcome – for general website maintenance/hosting, SEO/SEM management, and other new, related digital projects that may come our way.

4. Current Sitemap

The following images show a snapshot rather than a detailed sitemap of our current website. A detailed discovery phase will be a necessary part of this project during its beginning stages.



GOING GREEN BLOG PAGE www.pureandgentlesoap.com/going-green

[header] LOGIN REGISTER MY ACCOUNT SEARCH FIELD

[primary navigation] ABOUT PRODUCTS **GOING GREEN [BLOG]** PRIVATE BRANDING WEBSITE CONTACT

[page navigation] BLOG ARTICLE FEATURE PROMOS SORT BY CATEGORY MONTHLY ARCHIVES FACEBOOK INTEGRATION TAG CLOUD

ENEWSLETTER SIGN UP FIELD FACEBOOK INTEGRATION TWITTER INTEGRATION

[footer]

PRODUCTS All Products Soaps and Shampoos Home Cleaning Products Anti-Allergy Sensitive Skin Baby Care Pet Products	GOING GREEN Three Tips on How to Keep Your Pet's Coat Smooth and Shiny Five Eco-Friendly Alternatives for Everyday Use Everything You Should Know About Essential Oils	CUSTOMER SERVICE Login Register View Cart Dealer Login Redemption Form
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CONTACT PAGE www.pureandgentlesoap.com/contact

[header] LOGIN REGISTER MY ACCOUNT SEARCH FIELD

[primary navigation] ABOUT PRODUCTS GOING GREEN [BLOG] PRIVATE BRANDING WEBSITE **CONTACT**

[page navigation] OUR COMMITMENT GREENHOUSE EMISSIONS MEMBERSHIP & AFFILIATIONS LEGAL NOTICE PRIVACY HISTORY CONTACT

ENEWSLETTER SIGN UP FIELD FACEBOOK INTEGRATION TWITTER INTEGRATION

[footer]

PRODUCTS All Products Soaps and Shampoos Home Cleaning Products Anti-Allergy Sensitive Skin Baby Care Pet Products	GOING GREEN Three Tips on How to Keep Your Pet's Coat Smooth and Shiny Five Eco-Friendly Alternatives for Everyday Use Everything You Should Know About Essential Oils	CUSTOMER SERVICE Login Register View Cart Dealer Login Redemption Form
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PRIVATE BRANDING PAGE (2ND SEPARATE SITE) www.pureandgentleprivatebranding.com

[header] WHY US GREEN INITIATIVE ABOUT US CONTACT US

[content sections]

CONSULTATION	OUR COMMITMENT	OUR COMMITMENT
RESEARCH & DEVELOPMENT/ PRODUCT DESIGN	CLEAN AND GREEN CHEMISTRY	LEADERSHIP & EXPERIENCE
PRODUCT MANUFACTURE	OUR ENVIRONMENTAL TRACK RECORD	[PHOTO CAROUSEL]
DISTRIBUTION & CUSTOMER FULFILLMENT		

[footer]

TWITTER INTEGRATION	FACEBOOK INTEGRATION
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5. Deliverables and Technical Requirements

Deliverables List

The following includes, but does not fully represent, a list of anticipated deliverables for this proposal of work:

Project management (coordinating with Pure & Gentle on vision, timeline, process, deliverables)
Map current website and propose new sitemap
Design new user interface, in close collaboration and agreement with Pure & Gentle team, and in alignment with Pure & Gentle branding guidelines (develop as needed)
Implement full migration of www.pureandgentlesoap.com to new platform
Restructure and redesign dealer portal of the website
Restructure and redesign private label page of the website
Develop search functionality/tagging in coordination with Pure & Gentle team
Provide training to Pure & Gentle team for new CMS and tools
Create and launch a separate website at a later date (2020), with all associated elements

Technical Requirements

Website platform and Content Management Software

Our primary requirements for the new website are that the final architecture, CMS, and website are easy for Pure & Gentle staff to use, monitor, and maintain. Specifics include, but are not limited to:

- The CMS must be user-friendly for people with moderate experience in CMS management, and that it is flexible in adding different elements (e.g., products, offers, copy, blog articles, social elements, etc.) to our pages;
- An appropriately scaled and reasonably priced third-party hosting solution;
- Website is fully functional and maintains speedy load times (within 2 seconds or less); and
- Google Analytics, Facebook Pixel, and other metrics/analytics code will be implemented by launch.

Ecommerce and Accounting Software

We are in the beginning stages of implementing Acumatica (accounting and billing) and Magento (ecommerce) software – the new platform should be compatible with these and potentially other SaaS tools.

Accessibility and Security

Our website should be accessible for people with disabilities and a fully secure ecommerce site.

Mobile Responsive Design

The website should have responsive design for use on both tablets and smartphones throughout all stages of the customer communications process.

6. Budget

Proposals should consider an estimated budget ranging between \$40,000 - \$60,000 USD. The project will be awarded to the vendor proposal that best suits our needs in a high-quality fashion within the allotted budget.

7. Project Timeline

The website migration should be initiated no later than December 31, 2019. The total project should demonstrate 50% completion no later than March 31, 2020.

8. Vendor Requirements

We will base our final selection on the following criteria as communicated in the proposal document:

- Proven knowledge of and ability to migrate, design, code, test and implement websites, including all aspects of project management and the entire project lifecycle (scoping to handoff/closeout and training), including responses to the following questions:
 - What is your familiarity with ecommerce website migrations? How many have you successfully managed?
 - Understanding that all site migrations in their way are unique, can you provide a template for your standard migration process?
- Proven ability to construct effective, efficient, user-friendly website interfaces (UI/UX); and
- Proven ability to provide web hosting recommendations based on client needs, execute set-up and deployment of websites, and provide documentation for long-term maintenance and support by client staff.

9. Selection Process

Process

Participation is open to all qualified firms. The original website developer is no longer supporting our site. That firm may choose to participate in this solicitation; however, *all solicitations will be evaluated fairly and equally, with no preference for the past vendor.*

In order to ensure a fair process for all participants, all initial communication must be by email only.

Proposals will be evaluated based on

- quality and completeness of the submitted documentation,
- experience and competence with the aforementioned needs,
- creativity and vision (both short- and long-term),
- qualifications and references,
- relevant samples of previous work,
- efficient project scope and schedule, and
- compelling budget pricing.

This request for information is the first step in Pure & Gentle's vendor selection process. One or more select respondents to this RFP may then be asked to scope and prepare a more detailed presentation. These respondents will be invited to Pure & Gentle corporate headquarters in Seguin, Texas for a 90-minute, in-person presentation of their ideas, capabilities, and visuals that demonstrate a detailed, deep-dive discussion and development of their initial submission. Final vendor selection will follow results of the in-person presentations.

Proposal Submission

Please provide a PDF proposal document that includes the following:

- Firm name and contact information (at least two people);
- Short narrative describing the history (including the year founded) of the firm and its relevant experience;
- Explanation of how the firm would engage with Pure & Gentle, including proposed migration strategy, detailed project plan, project timeline with major milestones highlighted, scope, and line-by-line use of budget;
- Cost and resource estimates: time of proposed contract and the resources/number of each needed for this project, whether these resources are in-house or subcontracted, rates, estimated hours needed, and any non-personnel costs;
- Estimated start date (i.e., how quickly could the engagement begin following selection?); and
- References: project summaries and URLs/visuals for three (3) similar client projects within the last two years, including contact name/information for each.

Firms are encouraged to submit written questions about this solicitation to digitalmedia@pgitx.com by September 13, 2019. By September 19, Pure & Gentle will answer all questions in a single document, which will be shared with all firms on this date in order to ensure parity and consistency.



Please send your submission package to Lea Green at digitalmedia@pgitx.com by **Monday, September 30, 2019 at 5:00 (Central)**. Proposals must be submitted as a PDF and not exceed ten (10) 8.5" X 11" pages in length.

Pure & Gentle will aim to contact shortlisted proposals by Tuesday, October 8, 2019 with an in-person meeting invitation and timeline.