



TOR for STE-Assignments / Advisory / Services Contract

Programme:	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
PN:	16.2179.6-007.00
Activity:	Development of ecommerce platform for the Georgian Apparel and Fashion Association
Period:	20 December 2021 – 30 June 2022

1. Brief information about the project

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).



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2. Context and current situation in the field of assignment

Clusters4Development project supports establishment of the market-oriented cluster in the apparel sector - "Sustainable Apparel Made in Georgia". The cluster is currently registered as Georgian Apparel and Fashion Association (GAFA). The focus of the cluster is to unite Georgian small and medium-sized enterprises active in apparel sector under one umbrella, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The cluster will support the creation of synergy among cluster members, as well as help to promote the production for potential local and international buyers.

C4D contributes to cluster development, manages and monitors successful implementation of agreed activities and processes. It also helps in increasing awareness of both cluster and its members in order to promote sustainable apparel and fashion made in Georgia.

Since July 2019 following key developments have taken place:

1. Establishment of Cluster Initiative Group
2. Development of cluster vision, mission, strategy and structure
3. Election of the board of directors
4. Development of four working groups and election of WG heads
5. Development of visual branding and selection of the cluster title "Georgian Apparel and Fashion Association" (GAFA)
6. Registration of GAFA
7. Development of the road map for 2021
8. Development of marketing strategy.
9. Development of GAFA website and social media

3. Objective of the assignment

GIZ/C4D seeks to contract a creative agency/consulting company (hereinafter Contractor) specializing in web creations for development and management of the Georgian Apparel and Fashion Association (GAFA) E-commerce website, that will be accessible template for association members.

Development of these e-commerce platform is aimed at giving option to association member companies, to use common template with its functionality to boost their product awareness and increase revenue, on local and international markets.



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3.1. Scope of work

Under this assignment, the Contractor is expected to:

- 1. Develop and manage bilingual (Georgian-English) E-commerce website accessible template with its functionality for Georgian Apparel and Fashion Association (GAFA) members.**

It will serve as ready solution for member companies, that want to promote their products and increase revenue streams. The website seeks to bring all trade services under one easy-to-use interface. E-commerce Website of this project will include the design and introduction of a fully functioning online shop, which integrates with CRM and financial and accounting software. E-commerce Website development should include web-platform testing, training and technical support.

Anticipated Deliverables:

Deliverable 1: Select technologies to be used for the development of the e-commerce website, provide several website layouts, that will serve as an optional choice for GAFA member companies,

Deliverable 2: Create a sitemap, in accordance with specifications, user interface wireframes, and online shop functionalities and admin panel

Deliverable 3: Website launch and testing phase

Contractor is required to take under consideration accomplishment of following tasks with comprehensive reporting:

Tasks	Reporting
Gathering data from client	Client Review
Design work plan (distribution of tasks to development teams)	Client Meeting & Review Work Plan
Quick wireframes to confirm with client (all pages)	Client Review
Fully e-commerce functionalities. Add to basket, pay online, track and see real-time information, integrations, sorting categories	Client Meeting & Review
Functionable Prototype Design / Necessary integration	Client Review
Mobile Responsive Version	Client Review
Graphic and User Interface Design	Client Meeting & Review
Hosting environment setup with staging and production servers of core web architecture	Client Review
Front End Development	Client Review
Framework and CMS Back-end Development	Client Review
Usability Testing (UX)	Client Review
Functional Testing	Client Review
Desktop Deployment	Client Review



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Contractor is expected to **allocate qualified technical staff and resources for management of the website** throughout the entire period of assignment, website maintenance and support.

Service provider company could provide yearly subscription based fee, or one time payment with full ownership rights

3.2. Intellectual Property

GAFA members, that will receive the service from the contactor, shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property (codes, documents, software backup files, accounts, domain etc.) to GAFA members (the final list of companies will be provided together with the contract).

GIZ shall be entitled to keep backup files of all software created in the framework of this assignment.



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3.3. Deliverables and timeline

The contract period for this assignment is expected to be from 20 December 2021 to 30 June 2022.

An indicative structure of **tasks/deliverables** and **due dates** is suggested as follows:

Phase/Tasks	Deliverables	Expert Days	Due Date
1. Preparatory work			
1.1. Review and get familiar with the GAFA marketing strategy, branding materials, GAFA website and social media pages. 1.2. In a close cooperation with the cluster manager and program expert, develop a work plan for e-commerce web page in order to ensure the activities are planned so that requirements listed in 3.1 are reached.	<ul style="list-style-type: none"> Provide work plan according to requirements and timeline. (word doc. Excel doc) 	15	25 January 2022
2. Development of e-commerce web page			
2.1. Appoint a responsible person / team for development of E-commerce web page layout 2.2. Identify client needs and functionality requirements 2.3. Introduce the layout, structure and content to GIZ/C4D team, GAFA members, cluster manager 2.4. Agree the actions related to project with program expert 2.5. Ensure high quality of content in both Georgian and English languages 2.6. Develop e-commerce web pages (up to 10) and hand them over to GAFA members	<ul style="list-style-type: none"> Creation of E-commerce website wireframes and define functionalities Provide deliverables according to plan 	60	30 May 2021
3. Training			
3.1. Provide trainings to GAFA member companies to ensure the usability of adding content and utilizing admin panel	<ul style="list-style-type: none"> Training 	15	30 June 2022

4. Coordination and Communication

- The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.



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- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Cluster Manager/GAFA.

5. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

6. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

7. Submission Requirements

The bidding company shall submit technical and financial proposals to comply with the following requirements:

7.1. Technical proposal shall contain:

1. Information about the company demonstrating its strong record in the area of web and e-commerce development and management.
2. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
3. Brief description of the implementation process, focusing on:
 - Technical Approach
 - Methodology
 - Development process
 - Information Architecture
 - Wireframes
 - Technical System Design
 - Graphic and User Interface Design
 - Implementation
 - Testing



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4. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
5. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include a website content manager.

7.2. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.
- **Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**

8. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the bidder;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

* For the detailed information, please review assessment grid, attached to this document.