**General information**

Project: Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries

**Brief information**

The association "Women In Wine Industry“ (WIWI) was established in 2020 for approving women's role in the sphere of winemaking to unite like-minded women wine winemakers, of creating a future without a gender gap in the wine industry. WIWI was founded with the aim of helping women in wine education, reach their full potential, step up into leadership, share entrepreneurial vision, successes ideas and professional development, identify resources and secure funding to start their own businesses. Association unites about 40 women winemakers, entrepreneurs. In order to enter the European market, it is necessary to activate the social network, and the practice of the last period has shown us that Internet sales are very relevant and fast-growing, therefore, a web page is vital for the association, so that the potential buyer can increase and the products of the association members become more popular. The project has several goals: increasing the popularity of the association through the social network, establishing the appropriate structure of Internet services, increasing the awareness of the association's members, women winemakers, and continuous promotion of their products.

This tender is announced within the project “Digital Platform for Women In Wine Industry“ (WIWI)”. The project is supported by The "Digital Transformation of SMEs in Eastern Partnership Countries" project, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ, operates in Armenia, Azerbaijan, Georgia, Moldova, and Ukraine from 03.2023 to 02.2026. It focuses on aiding SMEs directly and through intermediaries like business associations and research organizations. The project aims to enhance regional innovation systems, improve framework conditions, and boost cooperation in digital ecosystems to facilitate SMEs' digital transformation. It also aims to enhance SMEs' capacity to adopt digital solutions. The project promotes exchange between Eastern Partnership countries, Germany, and other EU member states.

**Objective**:

The primary objective of this project is to develop a new and innovative website for the Association of Women Winemakers that serves as a powerful platform to promote, support, and empower women in the wine industry. This website aims to enhance engagement, expand the organization's reach, and provide valuable resources for members and wine enthusiasts.

**Scope of Work**

* General information about the project is going to implement:

By developing a secure and engaging member portal, WIWI members can access exclusive content, connect with peers, and share their accomplishments. Including WIWI events, conferences, workshops, webinars, and networking opportunities. It will enable members to manage their profiles, showcase their expertise, and participate in discussions. Portal will be used as a resource for articles, guides, videos, and research related to all aspects of winemaking, viticulture, and women's contributions to the industry. Advanced search will be implemented which will be used to categorize features to facilitate easy navigation. User-friendly event registration and the option to add events to personal calendars will be provided as well.

Establishing discussion forums and community spaces to facilitate interaction, idea exchange, mentorship, and support among WIWI members. Ensuring that the website positions WIWI as a leading advocate and resource hub for women in wine. Streamline the membership management process, allowing for new member registrations. Creating a dynamic blog platform where members, industry experts, and enthusiasts can share insights, experiences, and updates.

Scope Overview

* **Technical requirements**

**General issues:**

* Website language - Georgian / English
* The Georgian language version of the website must be created in universal font coding (UTF-8);
* The website must be created on the PHP/MySQL platform and use the latest technologies (HTML5, CSS3, JavaScript, etc.);
* The site must have a local search function on the site;
* The project should take into account the possibility of increasing the functionality in the future, adding various components.
* The website must have the ability to link photo albums and files to any text page placed on it.
* The supplier is obliged to create all pages/modules/blocks and spaces of the platform.
* The platform must be fully compatible with desktop computers, smartphones, tablets and other types of devices (so-called Responsive) and compatible with the most common browser versions (Google Chrome, Microsoft Edge, Opera, Mozilla Firefox, and Safari)
* SEO optimization requirements should be taken into account when working on the platform.
* Google Analytics integration should be considered.
* The platform should have a flexible administration (management) panel.
* An uncompressed/working version of the site's code (CSS, Javascript) must be provided.
* Providing consultations related to the functioning of the website after its launch.
* The company is obliged to provide us with free support service within 1 year from the creation of the website.

**Platform design:**

* Site design should be unique and thematic as much as possible.
* When creating a design, it is not allowed to use prepared template versions (Template) or their analogues. The design should be done uniquely for this project.
* The supplier is obliged to create and develop the design of the platform in cooperation and agreement with the customer.
* The color palette should reflect the elegance and opulence of the wine industry, perhaps a mix of deep reds, maroons and golds.
* Typography:
* Elegant and easy-to-read fonts.
* Integration with social networks
* Website pages should be integrated with social networks. Internal pages of different types of information should have the ability to provide and share information on the Facebook and Twitter platforms correctly and properly. If there is information to be shared that has an attached photo and short text, this information should be displayed accordingly.
* All pages must have properly generated og: tags.
* Code optimization
* Website pages should load quickly. To achieve this requirement, the contractor must use industry-accepted norms to optimize information. for example:
* Minification of CSS and JavaScript files;
* Combining different CSS and JavaScript files;
* Image cropping and caching functions;
* Using Sprite technique with media files during UI design.

**Software platform**

The website and control panel must be built on a php / mySQL basis. It is allowed to use php and interface frameworks. The developer is responsible for the correct operation of the selected frameworks.

**Hosting**

Server space to host the web site will be allocated and access data will be provided to the artist in the workflow. The contractor is obliged to use the dedicated space where he uploads the finished version of the website according to the stages of the project schedule. The developer can (preferably) use a dedicated space in the workflow as well, where the test version of the website will be available in hidden mode and the members of the working team will have the opportunity to see the development progress.

**Administration side (CMS)**

● The full management of the website should be done through the control panel (CMS);

● The control panel of the website (CMS) must be created with original software code, and standard systems (Joomla, Tango, Wordpress, etc.) must not be used during production;

● CMS should have user registration and delegation of rights. It should be possible to allocate or disable any rights for CMS users, for example, access to this or that category, the right to add news, edit, delete, moderate, etc.

● An administrator must be able to manage the hierarchy of CMS user groups. Creating new groups for users, and the ability to add/remove users to the created categories.

● Logs of actions - the logs should contain a list of actions carried out by users, logging into the admin panel, updating, deleting, modifying records.

● Site core administration:

● Create, edit, delete, move, hide static pages Functionality of adding static and dynamic pages (add to menus);

● manage and categorize articles and news;

● managing and categorizing publications;

● Website user management and rights protection;

● Change of page hierarchy;

● contact data management;

● media content management;

● event management;

● Text input fields must have a built-in WYSIWYG editor (FCK Editor, TinyMCE, or similar, for example, in articles in news, when creating article pages).

● When placing information in news, articles, static pages, it should be possible to upload other files (for example, DOC, PDF, etc.) and then insert them into the text as a link.

● Additional blocks used on the website (placement of information banners, slider management, ability to move to additional points)

**Copyright**

* **Copyrights of third parties**

The software code, design and graphics used in the creation of the site must be the property of the artist, or the artist must have the right to use them legally.

The Contractor shall be responsible for all copyright claims that third parties may make against the Purchaser.

* Transfer of copyright

● The executor is obliged to transfer all copyright rights to the created web site to the buyer without determining the term (in perpetuity).

● Transfer of copyright includes, but is not limited to:

● transfer of generated software code without compilation;

● the rights to unlimited modification of the created software code, transfer of programming from one language to another language, adaptation, systematization or other changes and reproduction of the obtained results for own needs;

● the right to reproduce the software code by any means and in any form, in whole or in part, for one's own needs;

● The right to change the design and graphic images in any way and/or to use them for any other needs of the buyer.

● Artist's copyright, which must be transferred to the buyer, is not compensated separately and its cost is included in the total cost of creating a website.

Warranty service and technical support

● After handing over the website, the contractor is obliged to provide free technical support and consultation of the website to the buyer for at least 1 (one) year after handover, which means timely elimination of any errors found on the website and telephone, e-mail or personal consultation in certain matters. to make

● Also, the supplier is obliged to provide training to the relevant employees of the customer on issues related to the control panel of the website and editing of information.

**Technical Specifications that has to be implemented and final version of „Digital Platform for Women In Wine Industry“:**

Website structure

**Menu**:

● main

● about us

● Women winemakers

● Join us

● news

● WIWI Distribution

● multimedia

● Contact

● FAQ

● Search

● Social media

main page:

● Slider

● main menu (logo and menu buttons);

● Map of Georgia with winemaking regions superimposed (clicking on each region should go to the thematic description of the corresponding region and the pages of women winemakers representing that region should appear there);

● current news (top 5);

● Banners (photo - video gallery, membership, WIWI Distribution (services and terms), partners;

● WIWI Distribution (Service and Terms);

● Slide of women winemakers (changes when the page is updated);

● Footer (main menu, social networks and contact information).

about us:

● About the association (text);

● mission (text);

● structural tree (association leadership and board members);

● Regulations (pdf);

● strategic plan (text);

● Memoranda (pdf);

● achievements (textual);

● Partners (logo linked on their site).

**Women winemakers:**

● Women winemakers (profile photo, first name, last name, region, cellar);

● In the profile - history, achievements, winemaking, wine, photo video gallery, contact;

● A success story.

Join us:

● application form;

● membership requirements;

● benefits.

**News**:

● association news;

● Georgia and the world;

● international news;

● projects;

● events (status: current / completed);

Multimedia/electronic resources:

● books;

● videos;

● Audio.

● (research articles, textbooks, educational audio and video materials related to winemaking).

**Contact**:

●Contact information (e-mail, phone, address);

● Social media links.

FAQ (Frequently Asked Questions):

● Questions/Answers

**Search**: Fast and easy web search

**Links to existing social networks:**

● Facebook

● Instagram

● Youtube

**Social media integration**

**Social sharing buttons on articles and profiles.**

**Tracking visitors to the site using Google Analytics.**

**SMS sending service**

**Wine calendar**

**Links to wine shops**

Deadline of Submitting work above outlined Deliverables 10.04.2024.

Submission Requirements:

Interested vendors are required to submit their proposals, including the following (find assassment grid):

- Company profile and relevant experience in implementing relevant solutions for similar projects.

- Detailed implementation plan outlining the approach, timeline, and milestones.

- Cost proposal with a breakdown of expenses

Deadline for Submission: 17.04.2024.