



The British Chamber of Commerce in Japan

British Chamber of Commerce Japan

**Request for Proposal:
Website design & development**

January 15, 2019

About the BCCJ

Established in 1948, the British Chamber of Commerce in Japan (BCCJ) is an active and ever-evolving not-for-profit business network that serves over 200 member companies across 40 industries, via nine communication channels. The BCCJ's mission is to strengthen business ties between the UK and Japan, promote and support the business interests of all corporate members, and actively encourage new British business into the Japanese market as well as Japanese investment into the UK. The organisation creates value for its membership by offering a wide range information services, a high-value events programme, business exchange and networking opportunities, promotional opportunities, a "business concierge system" and access to influential institutions and individuals.

Why are we changing our website?

The current BCCJ website was launched in 2012. While easy to use for many front- and back-end users on desktop, the site is now six years old and requires redevelopment.

In an organisation-wide communications review begun in October 2017, it was concluded that since the BCCJ website is our most important marketing channel it should be redesigned, restructured, and optimised for mobile. Further, at their Away Day in May 2018, the BCCJ's Executive Committee noted that using the current website is often unintuitive; they also observed that the BCCJ's Member Directory is an under-utilised asset; finally they reported that it is often difficult for them, their colleagues, and PAs to find business intel and information, and book events.

Subsequently, at their monthly Excom meeting in July 2018, Excom decided that a new website should be designed in order to optimise BCCJ objectives and present a fit-for-purpose "shop-face" for the Chamber, encouraging business exchange and development amongst its members and potential members during an exceptionally important time for UK-Japan relations.

About this RFP

The BCCJ is now accepting proposals to design, develop and host the Chamber's website. This is a concept to completion production, which should be built on a scalable open-source framework that will further enhance the Chamber's online presence.

The website should clearly and simply reflect the Chamber's current vision, business objectives and position as an "innovation hub". It should showcase the Chamber's professional standing, while maintaining a clean, fresh and forward-facing design. The site should in due course have a positive impact on business performance. It should harness the most relevant digital advancements such as mobile optimisation; support the BCCJ office team with data-driven decision making; and as far as possible be future-proof.

The purpose of this RFP is to provide a fair overview for all companies wishing to submit a proposal.

SECTION A

1 Proposal Guidelines

- 1.1 This is an open and competitive process.
- 1.2 The BCCJ is happy to accept alternate creative and cost solutions in a single proposal.
- 1.3 If the proposed work is to be completed by sub-contractors, the names and roles of those sub-contractors should be clearly stated.
- 1.4 Proposed costs should be all inclusive. If costs exclude certain fees or charges, a full explanation of these should be given in the proposal.

2 Contract Terms

- 2.1 The BCCJ will negotiate contract terms upon selection of the company.
- 2.2 All contracts are subject to review of BCCJ's legal counsel.
- 2.3 The project will be awarded upon signing of a contract, which outlines terms, scope, budget and other necessary items related to the project.
- 2.4 Upon completion of the site, the BCCJ will take full responsibility for website content, maintenance and administration.
- 2.5 All content, coding, text and graphics will become the sole property of the BCCJ.

3 Budget

- 3.1 Companies are invited to offer a selection of cost proposals to complete the task outlined in this RFP.
- 3.2 The cost should include design, development, production and software acquisitions necessary to complete the project from start to finish.
- 3.3 Whilst hosting solutions will be considered separately to the initial budget, recommendations would be welcome.
- 3.4 The BCCJ will negotiate project budget with short-listed companies.

4 Timeline

- 4.1 The date of this RFP is January 11, 2018.
- 4.2 Interested parties may send questions to the BCCJ office between January 11 - 25, 2019. Answers to these questions will be compiled and circulated to all interested parties by January 29, 2019.
- 4.3 Proposals should be submitted no later than 17:00 on January 31, 2019.
- 4.4 During the evaluation period, which runs from February 1 - 18, 2019, companies may be invited to meet with key BCCJ staff.
- 4.5 The company selected should be contacted on March 1, 2019. All other candidate companies will be notified soon after.
- 4.6 Negotiations with the successful company should conclude no later than March 22, 2019.
- 4.7 The website should be live no later than June 21, 2019.

SECTION B

1 Key Objectives

- 1.1 The BCCJ's primary online objectives are to: build brand identity; stimulate awareness in the BCCJ and its services; promote membership; drive events attendance.
- 1.2 Front end: The BCCJ needs a flexible, informative website, with an intuitive interface that is easy to maintain. The site must be user-friendly on the front-end and able to deliver large amounts of constantly changing information to key audiences – members and potential members.
- 1.3 Back end: Crucially, the BCCJ also needs an online, database-driven admin tool that allows key staff to easily update content, communicate with member groups, and manage events, payment - all without directly accessing source code.
- 1.4 Mobile: The site must be safe, secure, stable and easy-to-load and be compatible with the most popular browsers as well as optimised for mobile.
- 1.5 Automation: The site should also support the automation of some current manual, out-dated admin processes.

2 Scope

- 2.1 The BCCJ requires a company that can manage the entire project from concept to design and production, including site build and appropriate training for BCCJ staff on CMS use.
- 2.2 The selected company should understand the objectives of the BCCJ and work harmoniously with the Chamber to achieve related tactical online objectives.
- 2.3 The selected company should endeavour to understand the current BCCJ website and use this as a basis for consultation on the new project.
- 2.4 What we need from the selected company's specialised team:
 - Front-end developer
 - Back-end developer
 - Designer
 - Support
 - Content Marketing strategist (optional)
- 2.5 The company may be required to transfer significant amounts of legacy data and text into the new site.
- 2.6 The BCCJ will provide all content (text and images) and be responsible for the proofing of all items before the site goes live.
- 2.7 Graphics, where used, should be created by the company.

SECTION C

1 Design

- 1.1 The BCCJ is looking to review and reshape its online corporate identity.
- 1.2 Any new website should incorporate the current Chamber logo, and have a visually stimulating mix of text and graphics.
- 1.3 Companies are encouraged to submit relevant design case-studies as part of the tender process.

2 Functionality

- 2.1 The site should be intuitive and easy to use; with a design driven by UX and UI, all information should be readily accessible to users.
- 2.2 The site must be designed to allow non-technical BCCJ staff to update content and modify the site after launch, without the need to access source code.
- 2.3 It should have at its core an easily updatable CMS, which should:
 - incorporate an automated events booking and payment system with auto-filling of member information and calendar once member is logged in;
 - allow BCCJ members to book event tickets for their colleagues;
 - increase utility of the BCCJ's online Member Directory and encourage member-to-member connections;
 - have a member log-in function with member profile pages, which can be updated by individual member companies and delegates;
 - include a comprehensive email function - direct mail function to all members, as well as specific membership groups, committees, event bookers;
 - include the ability to share video content through external hosting options;
- 2.4 The site should integrate social media tools such as Facebook, Twitter, Linked In, YouTube, Flickr, Instagram.

3 Content

- 3.1 The current BCCJ website is a source of frequently changing content, which has increased our SEO rankings, and taken traffic from 100 to almost 20,000 views per month.
- 3.1 A new website should include current website functions and sections, including the following information on the top page.
- 3.2 **GENERAL / STATIC**
 - About us (Who We Are, Mission Statement, Message from President, Executive Committee, Contact Us, Access, Key Staff, D&I)
 - Links to Acumen, Key Partners, Jobs
 - Advocacy – Our role on behalf of members – links to the EBC and Embassy
 - Market Entry
 - Platinum member logos
 - FAQs, privacy policy, Governance, etc.
 - Links to Acumen, Key Partners, Jobs(We would consider adding Japanese landing pages for some static content.)

3.3 **EVENTS**

Access to an event booking and payment system (public) with forthcoming event teasers

3.4 **MEMBERSHIP**

- Member Directory (public)
- Membership JOIN – membership categories, how to join, application form
- Members Only area (full access to all events, Sponsorship Options, Special Offers; Member Directory, Directory Changes)

3.5 **LATEST NEWS**

3.6 **SPECIAL PROJECTS “REPOSITORY”**

- 5.0 project;
- Global Sporting events;
- Diversity and Inclusion
- Community – Details of initiatives, dates

SECTION D

1 Audience and Users

- 1.1 Current users: BCCJ members; BCCJ office team; BCCJ Executive Committee; UK-related organisations in Japan, and Japan-related organisations in the UK.
- 1.2 Target audience: prospective members; any individual or organisation interested in the UK / Japan relationship; Japanese stakeholders.
- 1.3 Whilst the BCCJ will be responsible for the marketing of the site and driving traffic, the site should be search engine friendly and follow current world wide web standards in order to take advantage of organic search engine traffic.

2 Future development potential

- 3.1 When submitting a proposal, companies should bear in mind that the BCCJ is a not-for-profit organisation looking for a flexible, scalable and future-proof platform that allows for the addition of content in a cost-effective and manageable way.
- 3.2 Additional functionality in the next stage of development may include online forum for BCCJ members to share business ideas / issues / solutions; online store; member billing functions.

For more information about the British Chamber of Commerce in Japan and / or the BCCJ 2019 Website Redevelopment project:

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