



Project "Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of the Transnistria Region of the Republic of Moldova" funded by EU and implemented by the International Organization for Migration, Mission to Moldova

Terms of reference for design services of a web portal

These terms of reference are intended to reflect the needs of the Contracting Party, and contain rules for potential bidders that will develop technical task to ensure a high level of quality achieved product.

1. Background

The Organization for Small and Medium Enterprise Sector Development (ODIMM), in partnership with the International Organization for Migration (IOM) implements „Business Portal” Project, which includes the development of the new web site that will facilitate the access to the necessary acts and information with the aim of starting a business in the Republic of Moldova. This portal should present, in a coherent mode, the steps that have to be followed in order to launch own enterprise, accompanied by the name or the templates of necessary acts relevant to every step. The site should represent an efficient information tool for entrepreneurs acting on the Moldovan market, presenting in a coherent, easy to use way the latest news of business environment, as well as information pertaining to the regulation of the entrepreneurial activity by the state. The given project aims at increasing the level of entrepreneurial initiative among the citizens of the country. Achieving this objective will occur through the systematizing necessary information, presenting it in an accessible way and offering informational support along the entire length of the period of launch of new business, as well as long period after its launch. In the framework of this Project, the International Organization for Migration (IOM) requests the offer for delivering the services for the development of the web site **www.businessportal.md**.

The Project should be useful for several categories of persons involved in business area in the Republic of Moldova:

- For category of people who intend to initiate a business, the portal is designed to facilitate this process: it should present succinctly, in an accessible and efficient way, all information concerning the steps that have to be followed to initiate own business. These steps should be delimited to allow better understanding of the process, as well as to exclude the difficulties related to the launch of own business. Each step have to be accompanied by a full list of a set of necessary documents, as well as of the authorities in charge of their issuance, contact information and useful tips;



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- For category of entrepreneurs, the portal must appear as an efficient information tool about the situation of actual business environment of the Republic of Moldova, displaying data about the most important events and decisions;

- For entrepreneurs from the Transnistrian region, the portal has to be an efficient source for information and documentation.

The portal has to present, in an efficient way, information which would contribute both to easy initiation of a business, and to the development of an existing one, presenting for all interested people information about international projects, funding and support programs in various fields of activity, being a platform for the promotion of business environment in the Republic of Moldova.

High relevance of this project is motivated by the fact that the Republic of Moldova lacks a unique virtual tool that would allow to present and to promote business environment in the country. A unique portal that would present all the information in an accessible way about the process of initiating a business does not exist. Information is dispersed; the interested persons have to address to the services of professional consultancy to benefit from the full list of necessary steps and actions, that have to be taken for the successful launch of own business. Information presented in electronic space is often insufficient and outdated, presenting an obstacle for the implementation of any entrepreneurial projects.

2. General requirements:

The provider will develop and propose overall concept and design of the web page. The detailed structure of the web page to be agreed with the ODIMM's representatives. The provider will execute all the technical works and will place the web page on Internet. The provider will train the focal points within the project as concerns administrating and maintaining the developed web page.

3. Conditions& Technical requirements:

- The web page must be accessible for all categories of users. The web page must meet minimum accessibility requirements described by World Wide Web Consortium (W3C), in <http://www.w3.org/TR/WCAG20/>;
- The web page must be compatible with the last versions of browsers: Mozilla FireFox, Google Chrome, Opera, Internet Explorer, Safari;
- The web page must be easy to use by the visitors, including the PC tablets and smartphone users;



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- The web page design must ensure efficient placement of information of various nature; quick search of relevant information; logical presentation of the web-site's structure and content, applying various types of monitors or resolutions;
- The web page will be developed and administrated in three linguistic versions: Romanian, Russian and English;
- Presentation of visual prototypes that will enable further structuring of information, according to a template, as well as determining a visual identity of the web-site. By prototype is understood the variant of graphic presentation that harmoniously integrates the project's identity and information that will be made available to the end-user. The bidder has to propose, at least, 3 versions of visual prototype, which must comply with W3 standards, comprise basic principles that will ensure pleasant experience of a user and facilitate web-site navigation.

Content Management System (CMS):

- CMS must ensure administrating and editing of the web-page's content in an accessible, efficient and flexible way;
- CMS must ensure the possibility of editing the content of every page of the site through exclusively visual tools (the possibility of taking over the text from MS Word or its formatting through the interface similar to MS Word would be welcomed);
- CMS must ensure 2 modes to input the content: inputting standard HTML page (full content of the document is on an HTML page) or inputting documents in other formats (PDF, DOC, etc.);
- CMS will ensure the possibility to create online voting questionnaires. Internet visitor will be able to access the archive of all filled in questionnaires for viewing their results;
- CMS must ensure displaying/hiding of menu options; displaying/hiding available linguistic options; displaying/hiding opinion poll; managing advertising banners;
- CMS must ensure the possibility to view the statistics of web-site accessing.

4. Other characteristics & requirements:

- Possibility to attach photo images, video and documents (doc, pdf, excel);
- Information search engine placed on the site;
- Automatic distribution of information on social networks;



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- Ensuring services to prevent and combat Security risks;
- Providing monthly Google analytics or similar reports, as well as concerning the number of visits, number of unique users, according to the access level;
- Providing Search Engine Optimization Services SEO.

5. Requirements to bidders:

- Legal entities (companies) can apply as candidates;
- Relevant profile/experience;
- Proven experience in developing web-pages (reference to previous relevant works and beneficiaries) shall be considered an advantage.

6. Interested companies should submit the Application File that will contain:

- Technical offer: two brief concepts of the web-page based on requirements described in the terms of references. The bidder can also table own and innovative proposals for the web page;
- Financial offer in MDL with VAT 0% according to Government Decision 246 of 08.04.2010, financial offer must indicate payment conditions and period of execution of works;
- License of Certificate;
- References to beneficiaries or previous works;
- Vendor Information sheet.

7. The Offer should contain mandatory the following:

- Contact details of the bidder;
- Name of the contact person;
- Date of submission of the offer;
- The offer should include: bank details, signature of authorized person and wet stamp of the company;
- Contact details of, at least, 2 reference persons (previous beneficiaries or other relevant persons).

8. Period of execution of works: April – June 2016.