



REQUEST FOR PROPOSALS

CONSULTANCY TO DEVELOP WEBSITE FOR THE BAHAMAS BUREAU OF STANDARDS AND QUALITY (BBSQ)





BACKGROUND

BBSQ is a statutory body established under the Standards Act (2006) and the Weights and Measures Act (2006) with a reporting relationship to the Ministry of Economic Affairs. The BBSQ is governed by a Standards Council delegated to provide a satisfactory level of oversight and also govern the policy direction of the BBSQ. BBSQ became operational in 2016 and is the focal point for the development of The Bahamas NQI.

To build awareness and highlight the services of BBSQ, it is imperative that a constantly updated Information and Communication Technology (ICT) focus be adopted and be included as part of the interaction between BBSQ and its stakeholder – government, industry, academia, and consumers. Recent observation and statistics indicate the evolution in the way the average consumer receives information; these channels now include the use of new media such as websites, social networks, and mobile apps. It is concluded that to achieve the marketing and communication objectives effectively and efficiently, at all levels it is essential that efforts be made to meet stakeholders at all entry points.

There is need to develop a website to enhance communication and provide another avenue for marketing and education. Overall, it is expected that the website will help BBSQ to:

“Advance national development through the facilitation and promotion of quality services in standardization, metrology and conformity assessment to protect the consumer, enhance international trade and competitiveness of goods and services.”



SPECIFIC PURPOSE

To build awareness and highlight the activities of BBSQ, an updated ICT focus must be adopted and be the base of interaction between BBSQ its members, stakeholders, and the public. Recent observation and statistics indicate the evolution of the average consumer from conventional media to new media such as social networks, mobile apps, and the wider internet of things. It can be concluded that to achieve effective and efficient communication at all levels it is essential that all affordable efforts be made to meet our target groups through digital media.

OBJECTIVE

The primary objective of this assignment is to design and develop a website and associated Content Management Systems (CMS). The solution will be expected to serve as effective NQI information tool and provide site visitors accessibility, usability, and ease of navigation.

Easy access to resource material and services

The website will provide useful tools to its users; it will be intuitive and provide the website administrator with the ability to conveniently add, edit or delete content as needed. The content will highlight the contribution of BBSQ to the economic and social development of The Bahamas.

Making the website easily understandable, searchable, and navigable is critical to the site's success. The information architecture should be structured so that prospective partners, and stakeholders can easily find and share content.

Easy management and financial sustainability



The site should take full advantage of the flexibility offered by a CMS so that it can be easily upgraded over time without costly redesigns to interfaces and templates. Additionally, features and tools should be implemented which will make the management and consumption of information easy while allowing for the sharing of material.

The site will present a visual message of modernity, simplicity, and sophistication, while focusing on the people and information it provides. Font types should be easy to read, and pages should utilize a grid structure. Pages should be uncluttered but informational, and images should be powerful and consistently treated throughout the site.

❖ *Please see the Terms of Reference regarding this Consultancy.*

DURATION

The duration of this project should be four (4) months from the date of contract signatures.

SUBMISSION OF PROPOSALS

The proposal is required in English. All proposals must be submitted in such manner that they are **received** before **16th December, 2022 at 3pm**. Any proposal received after this deadline will not be considered.

Proposals must be submitted in hard copy to:

Dr. Renae F. Bufford
Director
Bahamas Bureau of Standards & Quality
P.O. Box N- 4843
The Source River Centre
1000 Bacardi Road N.P.,
The Bahamas



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