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**REQUEST FOR PROPOSAL**

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**REFERENCE: WMA/RFQ/14/09/2023**

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**REQUEST FOR QUOTATIONS WEBSITE AND MOBILE APPLICATION**

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**INSTITUTE OF CERTIFIED SECRETARIES**

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OUR REF: WMA/RFQ/14/09/2023

September 14, 2023

Dear Sir / Madam,

**RE: REQUEST FOR QUOTATION FOR WEBSITE AND MOBILE APPLICATION**

The Institute of Certified Secretaries is a membership organization, established under the Certified Public Secretaries of Kenya Act, Cap. 534.

The Institute invites you to submit a quotation for development of the Institute website and mobile application solution.

Kindly acknowledge receipt within Fourteen Days (14) days from the date herein indicating that you have received this letter of invitation and whether or not you will submit a quotation for the assignment. Failure to acknowledge within the stipulated period will indicate noninterest in the assignment.

Kindly send your quotation or any inquiries to Mr. Julius Kyulu, ICT Manager.

Email: [ict@ics.ke](mailto:ict@ics.ke) by Friday, September 29TH, 2023.

Yours sincerely,

Julius M. Kyulu



ICT Manager

## 1.0 ABOUT THE INSTITUTE 'S WEBSITE AND MOBILE APPLICATION

The Institute wishes to procure an enhanced and modern website and a mobile application for the organization.

The website will be integral in digital marketing of the Institute s programs, products and providing information to our members. The Website will incorporate various modules ie

1. **The landing page.** The Landing page should include various links to Institute portals, image slider with clickable links to various events, social media updates from Facebook, twitter and LinkedIn.
2. **About us Page** – The page will include details about the Institute council secretariat, contacts, addresses
3. **Quick links** - There are various redirects to other Institute portals that require to be captured
4. **Resource center** – There requires a page with downloadable content for the website in various document formats
5. **News page** – A news page with the a visually appealing layout that enable visitors of the website to easily find and consume Institutes updates
6. **Online shop** – A subdomain online store that will allows people to purchase Institute branded merchandise, books, journals and various other products. The site should include online payments with popular options such as Mobile payment, debit cards and online platforms such as PayPal
7. **Blog** – A blog page to publish professional articles relating to Institute s affairs, this should include comments, ratings and social sharing options.
9. **The SEO** - Outline the specific steps to be to be taken in order to optimize the website for search engines. Here are some key points to include: on-page optimization, sitemap, redirects, mobile friendly design, site speed and local SEO optimization.

The mobile application will serve members of the Institute as a quick and efficient way to be able to get services from the Institute. The application is required to be linked to the Institute s ERP system.

The Mobile application will allow the members;

1. Access their member portals.
2. Book for Institute event.
3. Access the online store.
4. Receive news updates and access the blog.
5. Raise queries to the Institute secretariat.

## 2.0 COMPULSORY REQUIREMENTS

2.1 Company Profile.

2.2 Bidder's proof of registration. E.g. Certificate of Incorporation or Business Name Certificate.

2.3 KRA Pin Certificate.

2.4 Scope of Works

2.5 Project Schedule

2.6 Service Level Agreement

2.7 Cost and Payment (Including payment schedule)

No contract or agreement, express or implied, shall exist or be binding on ICS before the execution of a written contract by both parties. If agreement on the terms of such a contract cannot be reached within a period deemed reasonable by ICS, ICS may enter into a contract with any other bidder who submitted quotations to this Request for Quotation.

## 3.0 VALIDITY OF QUOTATION

Prices must be valid for a minimum of 90 days from the date of submission of the quotation, and will remain valid throughout the period of the assignment.

## 4.0 BID QUESTIONS

All questions must be forwarded in writing via email to Mr. Julius Kyulu ([ict@ics.ke](mailto:ict@ics.ke)) not later than 10:00 am September 22, 2023.