

**Pre-Qualification for Website Development & Design**

Pakistan Cricket Board (PCB) being a sole regulatory body established for promotion, development and regulating the game of cricket in Pakistan requires advertising companies/firms/entities for the purposes as described in the Scope of Work outlined below.

**PRE-QUALIFICATION OF FIRMS**

Pakistan Cricket Board intends to pre-qualify and shortlist Website and application development Agencies/Companies/Firms/Entities for the provision of services including but not limited to designing front end of webpages and mobile applications.

The Pre-Qualification Proposals will be evaluated as the following criteria:

1. The Top 5 applicants attaining the highest marks will be technically qualified.
2. If a tie is reached between any of the top five positions the following formula shall be applied. If, for e.g. 6 firms attain the same highest marks, 70/100, all 6 firms shall be deemed to have qualified. If one firm achieves 80 marks, another achieves 75 marks and 4 others achieve 70 marks, then all 6 firms shall be deemed to have qualified. This formula shall be applied to ensure that a firm is not excluded on the basis of a tie and shall apply to any possibility of ties achieved in marks, as the case may be, to ensure that fairness is maintained.

Short-listing of the firms will be based on a two-stage process:

1. On fulfilling the minimum eligibility criteria detailed in this document, the agencies/companies/firms/entities will be pre-qualified for the second stage. The firms who fulfill the initial criteria may be called to make a presentation on their profile and elucidate their performance indicators in their respective areas.
2. Those agencies/companies/firms/entities having been pre-qualified will be asked to submit their financial proposals/rate card by or before 11:00AM on 17th June, 2017.

**SCOPE OF WORK:**

1. PCB’s Website Frontend design (Responsive with all views and elements - Emphasis on ad placements).
2. Web site Ads management module (Clients based Frontend and Backend with major reporting)
3. Automatic Social Media posting module during live match with graphics
4. Modern Photo gallery including 360° features and Video Gallery module.
5. Advanced Search module.
6. YouTube Channel integration.
7. Poll & trivia module
8. Advertisement based Videos module on frontend and integrated with ad module.
9. Facebook Gallery Integration.
10. Focus on Player Profile's with stats designs and develop with ajax/jQuery filters with supporting photo and audio/video gallery.
11. Related News and Matches Audio/Video/Photo gallery module.
12. Database Entry level of Matches and Teams - CSV upload module
13. Development Tweaking of the Backend and frontend.
14. Auto generated match summary
15. Auto Generated Series/Tournament Frontend Individual Pages
16. Standardized the website load time and reduce the server resource.
17. Automation of Facebook Instant Article, Google AMP, Google Rich Card and Implementation   
    of latest SEO parameters.
18. Module to have multimedia incorporated in commentary.
19. Upgraded security protocols and layers.
20. Tournament reports/stats and points table module.

**Checklist of Info/Documents to be provided by applicant for the first stage**

|  |  |
| --- | --- |
| Name of the Firm |  |
| Address  (Telephone, Fax & E-mail)  Contact people’s detail |  |
| Year of Establishment  (Attach supporting documents) |  |
| Annual Turnover supported by necessary documents  (For the FY 2014- 2015 & 2015 -2016) |  |
| Experience of advertising work, conceptualization and digital solutions in sports industry. |  |
| Client List  Type/number/presently held or not  *Attach separate Annexure, if necessary* |  |
| Support Staff (total number)  a). Total Number of Permanent Staff  b). Contractual Staff  *Attach separate Annexure, if necessary* |  |
| Profile documentation | Attach company’s profile/previous creative campaigns/brochure/Articles of Association |
| Detail of litigation (including Arbitration) initiated/defended by firm in the last five years and its respective result. (Attach separate sheet, if required) |  |
| Organizational Structure | Provide details of hierarchy/Management system including Firms Organizational Structure and key management personnel |
| Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *Name & Designation*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *Authorized Signature & Stamp* |

**THE PRE-QUALIFICATION PROPOSALS WILL BE EVALUATED AS PER THE FOLLOWING CRITERIA:**

|  |  |
| --- | --- |
| Grading: - | Marks |
| Experience in building/developing/managing brands and digital solutions in sports industry.   * 1. More than 10 Years (20 Marks)   2. Between 6 and 10 years (15 Marks)   3. Less than 5 years (10 Marks) |  |
| Financial Status of the Firm:   1. Annual Turnover more than 20 Million (20 Marks) 2. Annual Turnover from 10-20 Million (15 Marks) 3. Annual Turnover up to 10 Million (10 Marks) |  |
| Website Development Projects with experience in Smartphone’s App Development (Attach completion certificates / URLs of Websites & WebApps):   1. 20 or more Projects (20 Marks) 2. More than 10 and up to 19 Projects (15 Marks) 3. Less than 10 Projects (10 Marks) |  |
| Clientele (Attach Clients lists. Appreciation / good reputation certificates will be added plus)   1. Clients list having more than 5 Multinational or International Clients (20 Marks) 2. Clients list having 1 to 5 Multinational or International Clients (15 Marks) 3. Client List with only Local clients (10 marks) |  |
| Employees Strength (Technical Staff including Project Managers, Web Designers, Web Developers) Attach Lead team’s Profiles:   1. More than 10 Technical resources having average 5 or more years of experience (20 marks) 2. 5 to 10 Technical resources with average 3-5 years of Experience (15 Marks) 3. Less than 5 Technical Resources (10 Marks) |  |
| Total | 100 |

I/We do hereby undertake to accept and abide by the terms and conditions mentioned above.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**For submission email:** socialmedia@pcb.com.pk