

MC ONLINE STORE RFP

April 2021

PROJECT TITLE

Mercy Corps Online Store

PROJECT LOCATION

Managed at Mercy Corps' Portland office. Global team user base in over 40 countries.

BACKGROUND

Mercy Corps is a global team of humanitarians working together on the front lines of today's biggest crises to create a future of possibility, where everyone can prosper. Our mission: to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities. In more than 40 countries around the world, our nearly 6,000 team members work side by side with people living through poverty, disaster, violent conflict and the acute impacts of climate change.

Our team members take great pride in their work, and it's important that they be visible to their communities when carrying out Mercy Corps' mission. In order to achieve that, we need to supply high quality, branded hard and soft goods around the world.

OBJECTIVES

Mercy Corps is seeking a vendor to create an internal-facing online platform where Mercy Corps employees can procure Mercy Corps-branded products printed by the vendor. This platform should provide a streamlined user experience like that of an online store, however there is no profit motive.

In issuing this RFP, Mercy Corps is seeking to:

- Deliver consistently high-quality branded products to its team members around the world.
- Provide a reliable and simple ordering process for end users and administrators.
- Institute a streamlined invoicing, billing and reporting system which accurately connects with internal Mercy Corps financial systems and standards.

DELIVERABLES

- Online, Mercy Corps-branded storefront.
 - Platform should be accessible in all 40+ countries where Mercy Corps operates.
 - Platform should be responsive to mobile and desktop devices.
 - Platform should be usable by users in low-bandwidth environments.
 - Platform should provide a fully featured set of catalog and site management tools to the Mercy Corps administrator(s).
 - Platform should be suited to orders of any size, including small one-off orders.
- Catalog of Mercy Corps-branded products.



- Catalog should include but is not limited to: clothing (e.g. t-shirts, cargo vests, hats, sweatshirts, bandanas), drinkware (e.g. coffee mugs and water bottles), office supplies (e.g. pens and notebooks), magnets (including large vehicle magnets), stickers, lanyards and pins.
- All products should be of high quality in materials and construction.
- All products should be customizable with logos, colors and designs in accordance with Mercy Corps brand standards. The vendor should have the ability to produce designs in-house as well as accept designs from the Mercy Corps Creative Team.
- All products should be humanely sourced and environmentally friendly.
- All products should be available to Mercy Corps users at cost. There is no profit motive or intention to offer products to the general public at this time.
- Streamlined purchasing process integrated with Mercy Corps' internal standards and procedures.
 - Workflow should include an automated, digital approval process for all procurements.
 - Payment should be available via a Net 30 credit account.
 - The purchasing process should be compatible with Mercy Corps financial standards, capturing and storing relevant account codes and information.
 - Multiple portals or accounts should be available, allowing for separate ordering and billing processes according to the order source as well as cross-border payments.
 - Detailed order reporting and statistics—including relevant Mercy Corps financial coding, requestor and approver information, locations, etc.—should be available, with the option to export data in Excel/CSV format.
 - Platform should have the capability to set predetermined budgets to facilitate the allocation of promotional product allowances to Mercy Corps teams.
 - Shipments should be handled and shipped promptly and directly from vendor fulfillment center(s), to offices both in the United States and in all of the 40+ international locations in which Mercy Corps operates. All orders may be fulfilled from the United States.
 - Shipments should be made via UPS (US domestic orders) and DHL (international orders) and billed directly to Mercy Corps' accounts with those carriers.
 - Payment by credit card should also be available, with current PCI Attestation of Compliance provided upon request, in order for Mercy Corps employees to make personal purchases.
- High-quality user experience and customer service.
 - Platform should feature a streamlined, uncomplicated user experience.
 - Customer service should be highly available and helpful for end users, with quick response times and multiple modes of contact.
 - Account and technical support should be highly available and helpful for Mercy Corps administrator(s). Platform and catalog functions not available to Mercy Corps administrator(s) should be clearly outlined and completed by support in a timely manner.
 - A fair and streamlined process for returns, exchanges and refunds should be instituted.

EVALUATION OF PROPOSALS

Proposals will be scored using the following criteria. Points for each question will range from 0–25. Proposals should address each evaluation criteria.

1. Adherence to the RFP Requirements: did the bidder conform to all requirements and product or service specifications in the RFQ or RFP? (0-25)

2. Technical Criteria: does the bidder possess the necessary capabilities, qualifications and experience? Relevant materials should include a company profile (please limit to five pages), references from previous projects, sample products, and a live demonstration of an example platform.
 - a. Product Quality: can the bidder deliver consistent, high quality, custom products? Bidder should supply sample materials to our Portland, OR office. (0–25)
 - b. Platform User Experience and Customer Service: can the bidder create a reliable, easy-to-use online store platform with helpful customer service? (0–25)
 - c. Data, Reporting and Accounting: can the bidder record, store and report detailed information on orders, inventory, and shipments? Can the bidder develop a platform that effectively integrates Mercy Corps’ internal budget information and accounting procedures? (0–25)
3. Delivery Time/Project Schedule: includes the bidder’s maximum delivery or completion time, bidder’s performance on similar projects, bidder’s available resources for the project and the bidder’s plan for management and control of the project. (0-25)
4. Cost: does the cost fit within the predetermined price range, taking into account the bidder’s specific pricing structure? Bidders should provide a detailed pricing model, including examples. (0–25)

TIMEFRAME

- **May 11:** RFP is live
- **May 10–May17:** Q&A Period
- **May 21:** All proposals in response to this RFP are due no later than 5:00pm Pacific.
- **May 24–28:** Proposal review period. Vendor interviews scheduled.
- **May 31–June 4:** Vendor interviews.
- **June 7-June 17:** A winning proposal will be selected. Contract negotiations will begin immediately and submitters of others proposals will be notified.
- **June 17–August 24:** Development of the new platform.
- **August 24:** Launch of the new platform.

VENDOR MANAGED BY

Kevin Brown, Brand Asset Specialist

THE VENDOR WILL WORK CLOSELY WITH:

- **Operations:** Kirsten Anderson, Director - Brand Marketing Operations
- **Product Design and Development:** Jon Schneider, Art Director; Keren Kabo, Graphic Designer; Justin Russell, Digital Designer
- **Contracts, Invoicing & Payments:** Beth Melix-Stanciu, Senior Director, Resource Development Operations and Analytics; Elizabeth Sun, Administrative Assistant - Fundraising and Development

SELECTION COMMITTEE

- Kevin Brown, Brand Asset Specialist
- Kirsten Anderson, Director - Brand Marketing Operations
- Beth Melix-Stanciu, Senior Director, Resource Development Operations and Analytics
- Jon Schneider, Art Director