



Call for Expressions of Interest from Vendor(s)

Moving Women Online 2.0

The COVID-19 pandemic has impacted women business owners throughout Prince Edward Island, and it has forced us to rethink how we do business now and into the future. PEIBWA is building on successful and much-needed programming in 2020 to provide the opportunity to women entrepreneurs in PEI to move their current business operations to an online eCommerce platform so they can continue to grow their businesses throughout and beyond COVID-19.

This program will be delivered virtually and will be delivered through a combination of small group training and individual hands-on technical support to a cohort of 25 women business owners who will be guided through the process of:

- Implementing a new website platform and/or
- Identification of appropriate eCommerce platform to incorporate into existing website
- Implementation of eCommerce platform, and
- Training on new website/eCommerce platform

Additional resources and training on SEO, website security, marketing, and social media will be part of the required programming.

***Any ongoing additional costs associated with the platform and ongoing admin and hosting fees, and other design work outside the scope of this project will be the responsibility of the business owner.**

Criteria for Submissions from WBO's:

- Registered business in Prince Edward Island
- Must have access and ownership of website domain/administration
- Must have clear business/marketing strategy & access to business images and logos

Project Scope

The vendor will be responsible for providing a) a new standard website set-up and standard eCommerce website package OR b) Transitioning business to adapt a new eCommerce platform to existing site for 25 PEI- based women-owned businesses as part of this program. The program will include group information and training, as well as individual one-on-one meetings with business owners for the creation of a new web presence or webstore using a customizable template, depending on the needs of the individual business owner.

The vendor will be responsible for hosting virtual group training workshops and scheduling one-on-one meetings with each company in person and/or VIA Zoom to be arranged within the timeframe allocated below. **Project training resources and materials are to be provided by the vendor.** A PEIBWA Project Coordinator will facilitate group training sessions, schedules, and introductions VIA Zoom. It will be the Vendors responsibility to schedule and administer all virtual one-on-one meetings with WBO's.

Once work is completed for all 25 projects and the website and eCommerce platforms are live, the Vendor will send proof of completed work (including, but not limited to, the URL link, screen shots, live date, etc.), including a final report and invoice for completed project work, including taxes to PEIBWA.

Vendors will liaise with and report directly to PEIBWA Moving Women Online 2.0 Project Coordinator on this project.

Criteria for Submissions from Vendor

Proposals from vendors must clearly demonstrate the capabilities to both manage perform the implementation and group training components necessary for the successful delivery of this program within the timeframe and budget allocated.

Project Budget and Suggested Schedule

The total budget for this project is \$84,000 (excluding HST) per 25 participants. The project may be broken into more than one cohort, depending on needs of WBO's. However, cohort work/training will need to run simultaneously, due to the timeframe restrictions. **The project must be completed, along with a final report from vendor no later than July 31, 2021.** The successful vendor will be part of the selection committee reviewing participant applications. However, final approval of applicants will be the responsibility of PEIBWA.

A suggested breakdown of training and implementation schedule is as follows:

Activity	Method
Review WBO Submissions	Selection Committee to review & choose successful participants
Review selected cohort(s) current online platforms & Needs assessment	Vendor & Project Coordinator
Needs Assessment Meetings: To determine best platform to implement with each business.	Vendor One on One meetings with business (x 25)
Front-end Group Training: eCommerce Platforms/Website platform options	Vendor-led Group Training
Begin Implementation of website development/enhancements/eCommerce Platforms for individual businesses	Vendor/WBO (x25)
Group Training for SEO/Security/ other website enhancement components	Vendor-led Group Training
Training on new website and eCommerce Platforms	Vendor One on One meeting with business
Back-end training: Customer reach & Social media tools for optimization	Vendor-led Group Training
Back-end training: Inventory Management, Taxes & shipping tools & product photography	Vendor-led Group Training
On-call support services (Troubleshooting with businesses for 2–3-week time period following implementation)	Vendor One on One with WBO (x25)

Project Timeline

The deadline for Submissions of Interest from Vendors is **12 Noon on April 19, 2021**. The anticipated project start time will be **on OR before May 1, 2021**. The project end date is **July 31, 2021**.

Contact Information

Questions about this project and call for submissions of interest may be directed to: office@peibwa.org OR by calling the PEIBWA office at: (902) 892-6040.

Note

Proposals/submissions for the MWO 2.0 project from vendors will also be taken into consideration for other current and future programs being managed by PEIBWA.