

TERMS OF REFERENCE

Design and Development of a Supply and Demand Mobile Application

1. Background and Justification

- 1.1 The Compete Caribbean Partnership Facility (CCPF) Regional Cluster Capacity Building Program for Business Support Organisations (BSOs), is providing support to clustering initiatives that can help Caribbean firms grow, generate employment and export to new markets. In consultation with private firms and supporting institutions¹, the Grenada Hotel and Tourism Association – the BSO in Grenada – has prepared and is implementing a comprehensive Cluster Development Plan (CDP) for the Grenadian floriculture sector. The CDP outlines a common vision for and agreed priorities to support the growth of the sector.
- 1.2 Currently the majority of Grenada’s flowers are purchased domestically by supermarkets, hotels and the yachting sector. The main purpose of the CDP is to improve the delivery and quality of Grenadian flowers, satisfying demand at the local market level, and then position them competitively in overseas niche markets. The plan therefore focuses on achieving the following objectives:
- a. *Product Development*, which will entail the creation of a profile for high-quality Grenadian flowers utilizing Grenada’s success at the Chelsea Flower Show, that is distinctive and competitive in the target market.
 - b. *Institutional strengthening and Capacity Building*, for cluster stakeholders so as to produce a competitive flower product in accordance with best practices;
 - c. *Domestic and International Market Development*, to successfully penetrate identified niche markets and reach the target customers, which would entail the development of a domestic and international marketing plan.
- 1.3 The CDP is the basis of implementation for the cluster project and will provide the consultants hired with details and guidance on specific activities.
- 1.4 Digital technology continues to play a critical role in the success of many organizations. The Grenada Floriculture Cluster Project aims to capitalize on the opportunities that technology brings by embarking on the design and development of a supply and demand mobile app. The idea is to have growers be able to list flowers that they have available as well as arrangers being able to showcase their services. Clients will then have access to these listings and make direct contact with growers and arrangers.

2. Objective

- 2.1 The primary objective of the assignment is to design and develop a cross-platform application (android, iOS, windows) for mobile phones and tablets to create a marketplace for both flower growers and arrangers.

¹ These institutions include the Ministry of Agriculture, The TA Marryshow Community College, and the Grenada National Training Agency

3. Scope of Services

3.1 The scope of services includes the following:

- a) Develop a detailed work plan, based on an Agile project management approach, for designing, installing, rolling out (including system testing, user training and systems maintenance training) of the mobile application.
- b) Design and develop a cross-platform mobile supply and demand application with custom user experience flows.
- c) Develop support material for the application (e.g. user manuals, developer manuals, simple how-to videos).
- d) Deploy a content management system that allows non-technical staff to update the mobile application.
- e) Provide off-site, troubleshooting, and maintenance and support in the event of software malfunctions for a period of 12-months following the final delivery of the mobile application.
- f) Release applications in the App Stores.

4. Key Functionality

The functionality of the application should be

- Search Option (growers, arrangers)
- List of Growers
- List of Arrangers
- Growers/ Arrangers publish offers
- Grower/ Arrangers Profile
- Grower/ Arrangers Map Location
- Communication Between Buyers and Sellers
- Offline access
- Secured Access for Content

5. Development Guidelines

The contractor will be guided by the following key items that will facilitate the achievement of the objective:

- a) Create an easy content management system that will allow non-technical staff to update the mobile application
- b) Once the mobile application is completed and delivered, the GHTA team will be responsible for making content updates.
- c) The application should promote brand consistency

- d) The application should be intuitive and easy to navigate
- e) Photographs, videos, fonts, illustrations and layouts should be representative of brand messaging

6. Project Schedule and Milestones

- 6.1 The project is expected to begin upon contract signing and to be completed six (6) months thereafter. The timing of the expected deliverables is presented above.

7. Submission Requirements

- 7.1 The proposal should include the experience and/or qualifications of the development agency/team. The information should be complete and demonstrates that the vendor can perform professional work.
- 7.2 The proposal should include a brief introduction to your firm and demonstrate an understanding of the scope of work required to successfully deliver the project. The proposal should include your firm's name, address, telephone number, primary contact personnel and email address. You are welcome to include any other information deemed appropriate.

8. Client Reference

- 8.1 The vendor must provide at least three live examples of comparable work. For completeness the vendor must include the website address, company developed for, address, and telephone number. These companies may be contacted with references.

9. Reporting Requirements

- 9.1 Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

10. Acceptance Criteria

- 10.1 All deliverables will be reviewed by the GHTA Team. Comments will be provided by written email. The consulting firm is expected to provide written feedback on how comments were addressed.
- 10.2 Approval of quality deliverables will be provided in writing by email from the Team Leader of the project.

11. Supervision and Reporting

- 11.1 The technical and administrative responsibilities of this consultancy will be coordinated by GHTA Team in collaboration with Compete Caribbean's Facility Coordination Unit.

12. Schedule of Payments

- 12.1 Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required.

Payment Schedule	
Deliverable	%
1. Delivery of Work Plan	20
2. Delivery of Design Interface	30
3. Delivery of Applications	30
4. Final Report and Support Material	20
TOTAL	100%

Response to this Call For Proposal must be submitted by email to info@gha.org. Submissions must be a portable document format (.pdf) or Microsoft Word (.doc .docx). Place the words in the email subject line: *Supply and Demand Mobile App: "Lead Name"*

All responses are due September 30, 2021 by 4:00 PM.