



## **Request for Proposal:**

### **Website Localization Services for Florida Small and Medium-Sized Enterprises (SMEs)**

**Proposals are due by 5:00 PM EST, Wednesday, January 15, 2020**

**Proposals will only be accepted by email and must be in pdf format**

#### **INTRODUCTION:**

Enterprise Florida, Inc. (EFI) is a partnership between Florida's business and government leaders and is the principal economic development organization for the State of Florida. Headquartered in Orlando, with offices in Tallahassee and Miami, Enterprise Florida's mission is to expand and diversify the state's economy through job creation. In pursuit of its mission, Enterprise Florida works closely with a statewide network of economic development partners and is funded by both the State of Florida and private-sector businesses. More information is available at [www.enterpriseflorida.com](http://www.enterpriseflorida.com).

EFI's International Trade & Development division helps thousands of companies around the state enter and expand in global markets through nationally recognized programs. Export counseling services are offered through six (6) regional trade offices where international marketing professionals assist Florida companies by providing counseling on subjects ranging from targeting key markets, entry strategies, regulatory and IP protection, financing, logistics, and after sales service. A network of 16 international representatives in 15 countries offer trade development services to Florida companies and generate foreign investment leads for the state.

#### **PROJECT DESCRIPTION/OVERVIEW:**

Companies looking to expand overseas can do so faster and more effectively by establishing an online presence localized for individual foreign markets with websites created and translated into the local language; incorporating targeted design and content and optimized for the foreign market. Such a dedicated online presence will give the company access to new markets and clients, generate brand awareness and lead to increased sales.

As the state of Florida's official export development agency, EFI desires to provide cost-effective **website localization services** to Florida small and medium-sized enterprises (SMEs) who are new to export, new to market, or infrequent exporters. The services will be provided by a vendor selected through this RFP process.

## PROJECT REQUIREMENTS:

Enterprise Florida is seeking proposals for **website localization services** for Florida SMEs seeking to expand into global markets:

- Two websites optimized for two foreign markets. Each with 12 pages (1 home, 1 about us, 9 product/service, 1 contact) and localized content (2,000 words), professional translation, currency, units, and regulatory information.
- Search engine optimization (keyword, competitor, target audiences research and content)
- Links to main corporate website and/or ecommerce platform.
- Reporting (Google Analytics set-up and access).
- Optional on-going website management program after the websites are completed (support desk; content management system updates; technical support; website security, reporting/analytics, etc.).
- Assistance with localized domain names (ccTLDs, sub-domains, and sub-folders).
- Create site architecture, branding and design, respecting company's main website.
- Ensure responsive design (compatible for all browsers and on all devices).
- Multiple content management systems (CMS), encrypted and secure (HTTPS/SSL), access and training.
- Ensure the websites are fully secure (on an HTTPS).
- Provide training on how to make edits to the international sites.
- The company shall be the owner of all content.
- Initiation to launch in approximately three months.
- Selected contractor must use only native speakers/professional translators. No machine translations. Ensure the content is localized for the appropriate markets.
- Websites must abide by local regulatory restrictions (example: GDPR for the EU).

## RFP OBJECTIVE:

This Request will be used to obtain proposals from qualified companies to provide **website localization services** for Florida (SMEs). This information will allow Enterprise Florida to review proposals and enter negotiations with the vendor whose proposal is most advantageous to the organization with price and other factors considered.

Following negotiation, the successful proposer will be asked to enter into a contract with Enterprise Florida. The contract will be for one-year with options to renew annually for up to three years depending on vendor’s performance and meeting expectations set forth in the contract.

**SUBMITTAL OF PROPOSALS:**

Proposals should be submitted following the guidelines listed in this RFP. Responses should be no more than 10 pages, plus an optional appendix of no more than 10 pages. Additional information, options, and materials can be included in the appendix, but should be submitted following the specifics listed in this RFP. Proposers should be mindful when submitting proprietary information as proposals become public record. All proposals submitted shall become the property of Enterprise Florida. Inc.

Proposals are to be submitted electronically in Adobe Acrobat (pdf) format **only** to:

Michelle Boylan  
 Director, Compliance, Contracts and Grants  
 800 North Magnolia Ave., Suite 1100  
 Orlando, FL 32803  
 407-956-5636  
 Email to: [mboylan@enterprise-florida.com](mailto:mboylan@enterprise-florida.com)

Please include “**Proposal for Website Localization Services for Florida SMEs**” in the subject line.

Proposals received following the deadline will not be considered. Enterprise Florida reserves the right to select one or multiple vendors for the work requested, or to reject all proposals. All work undertaken for this project is subject to public record including contract details and compensation. All questions must be submitted via email.

**TIMELINE:**

Enterprise Florida, Inc. intends to finalize the vendor selection process according to the following schedule. Any changes in this schedule will be at the sole discretion of Enterprise Florida, Inc.

RFP available and advertised at <a href="https://www.enterprise-florida.com/opportunities/">https://www.enterprise-florida.com/opportunities/</a>	Wednesday, January 8, 2020
Proposals due to EFI by 5:00pm EST	Wednesday, January 15, 2020
Review Period ( <i>tentative based on number of proposals received</i> )	Thursday, January 16, 2020 to Wednesday, January 22, 2020
Interviews ( <i>tentative based on number of interviews required</i> )	Thursday, January 23, 2020 to Monday, January 27, 2020
Anticipated Contract Initiation	Week of January 27, 2020

## VALUE OF CONTRACT:

EFI has allocated a maximum of \$100,000 per year to provide **website localization services** to Florida SMEs through the Florida Export Diversification and Expansion program. EFI will pay the selected contractor a pre-determined dollar amount **per completed project** and will be paid based on invoices submitted to EFI after each project is completed. Each “project” will be the two newly-created websites translated and optimized for the foreign market. To ensure commitment, clients (qualified Florida SMEs) will be required to pay a portion of the total cost of each project to the contractor. The total amount awarded (paid out) will depend solely on the number of clients who participate in the program and, therefore, Enterprise Florida does not guarantee that the entire amount will be paid out.

The contract will be for one-year with options to renew annually for up to three years depending on vendor’s performance and meeting expectations set forth in the contract.

## SELECTION CRITERIA:

Criteria for selecting a **website localization services** firm include, but are not limited to:

- a) Capabilities and experience
- b) Processes
- c) Experience working with SMEs
- d) Experience working with federal, state, and local partners
- e) Fee structure (cost of each project and how much the company will contribute)

## INFORMATION REQUIRED:

Please respond to the following questions in your proposal, using the same order and headings to help facilitate scoring.

### 1) COMPANY INFORMATION

- a) Contact information for company and for individual submitting this proposal.
- b) Year established.
- c) Overview of services provided.
- d) Number of total employees, and how many team members would be dedicated to this project.
- e) Brief bios for all key personnel who will be part of the proposed project team; specifically identify who EFI would communicate with directly. **Complete bios can be included in the appendix.**
- f) If project team will include subcontractors, please include their bios and company information and the roles they will play.
- g) Provide proof of company registration with the Florida Division of Corporations in the appendix.

## 2) CAPABILITIES AND EXPERIENCE

Provide an overview of your firm's capabilities and experience relevant to this proposal, including the following:

- a) Explain your company's process for creating two foreign-market websites, from initiation to launch.
- b) Identify languages you can provide translations for and who will do so.
- c) Describe your technologies and solutions used to create translated or foreign-market-based websites.
- d) Describe who will own the technology, URLs, etc.
- e) Describe additional services you can provide to help Florida companies enter and expand in overseas markets such as educational webinars; training; marketing in foreign countries, branding.
- f) Describe additional international online marketing services outside of this contract that can be provided, if requested by individual clients, such as building an online presence, including e-commerce capabilities. These additional services would be paid for in-full, directly by the client.
- g) Describe your capabilities to help Enterprise Florida market the program to Florida SMEs.
- h) What do you consider to be your strengths relevant to the needs of this proposal?

## 3) PROCESSES

- a) Describe your process for interacting with clients from project initiation to launch.
- b) Describe your process for reporting on client engagement to Enterprise Florida.
- c) What is a typical turnaround time from project initiation (website creation) to launch?

## 4) EXPERIENCE WITH SMEs

- a) Provide examples of work completed for at least five clients relevant to this proposal. Highlight Florida small and medium-sized businesses first. Please provide URLs for companies' existing U.S. websites, and foreign market websites that you created for the client, describing services provided/projects completed.
- b) Provide contact details for at least three clients referenced above.
- c) Testimonials/success stories should be included in appendix.

## 5) WORKING WITH FEDERAL, STATE, AND LOCAL PARTNERS

- a) List public and private partners/sponsors you have worked with to support SMEs with **website localization services** (if any) such as federal, state or local economic development organizations; international business/trade organizations, chambers of commerce, or small

business assistance providers. Describe the partnership(s) and how they were leveraged to successfully help SMEs export and expand overseas.

- b) Provide contact details for at least three of the organizations cited above. Include at least one economic development client, if applicable.
- c) Testimonials/success stories should be included in appendix.

6) **FEE STRUCTURE**

- a) Describe proposed cost per project – as described in the “Project Requirements” section – and cite the maximum number of projects that could be completed, up to \$100,000 per year.
- b) Do you provide on-going services for maintenance and adjustments? For how long, and what is the cost structure if there is an additional fee?

7) **OTHER**

- a) Proposals may include additional services not requested above, reflecting associated costs, that can further assist Florida SMEs in expanding overseas.
- b) Include any additional credentials describing expertise that EFI should consider other than those already requested.
- c) Please add the following language to the end of the proposal:

***“I, (submitter’s name), declare that I am authorized to offer this proposal on behalf of (name of company) and may bind the company under contract if selected. By virtue of submission, (name of company) declares that all information provided is true and correct.”***