



# **CONCEPT AND DESIGN OF NEW ONE-STOP PORTAL**

**(REF: AKPK/RFP20/MAR02)**

## **Request for Proposal [RFP]**

**Issuer**

Agensi Kaunseling Dan Pengurusan Kredit (AKPK)  
Level 14, TH Perdana Tower  
1001 Jalan Sultan Ismail  
50250 Kuala Lumpur

**ISSUE DATE : 18 MARCH 2020**

**CLOSING DATE/TIME : 16 JUNE 2020 / 12:30 PM**

## 1. INTRODUCTION

AKPK is planning to implement an One-Stop Portal as a single access touch point for all interactions with the public. The One-Stop Portal is also aimed to foster stronger collaboration between AKPK and its stakeholders such as customers, partners and other organisations.

By consolidating all key services of AKPK from various portals into a single access point, users will be spared from having to engage multiple sites separately to obtain information or complete an activity, thereby simplifying their user experience.

In view of the above, this Request for Proposal (RFP) is to seek proposals from highly qualified, experienced website designers / vendors to produce a concept and design for a public-facing One-Stop Portal with modern, highly attractive, user friendly and built with responsive web design.

The chosen vendor must be a company that has experience in developing or managing international & local website design projects with the following criterias, but not limited to:

- successful website/portal redesign “look and feel”
- user experience and usability testing
- information architecture
- interactive layout
- content strategy and rational
- social media integration
- search engine optimization
- responsive design / mobile-friendly design
- auto-generated sitemap
- site migration plan

This RFP document describes the project with a detailed scope & requirements as outlined in Section 2. All vendors must respond to the requirements as outlined in this RFP for their proposals to be deemed compliant.

## 2. FUNCTIONAL REQUIREMENTS

The following are the requirements for the Deliverables:

No.	Descriptions
1	<p data-bbox="359 353 790 392"><b>Data Driven Design Process</b></p> <p data-bbox="359 409 1396 667">The design of the portal shall be welcoming, attractive and created by vendor's professional designer(s). The final version of the design shall be a collaborative effort between AKPK and the vendor, incorporating elements that effectively represent AKPK's brand and image through a data-driven and consultative process.</p> <p data-bbox="359 685 1396 772">The methods of gathering information shall be as follows, but not limited to:</p> <ul data-bbox="383 790 1396 1982" style="list-style-type: none"><li data-bbox="383 790 1396 996">i. Stakeholder survey (Interview) – the vendor should survey key stakeholders – Senior Management, Head of Departments, managers, content creators, internal users – from AKPK with the purpose of validating goals and tasks for the new portal.</li><li data-bbox="383 1014 1396 1220">ii. Online community survey – the vendor should utilise an online community survey to gather key information about the level of satisfaction and to determine the most common tasks and potential goals of users</li><li data-bbox="383 1238 1396 1489">iii. Homepage heat mapping – the vendor should use heat mapping to collect information about every action taken on the current site to review functionality and behavior. The heat mapping should include where people have clicked, scrolled and hovered on the page.</li><li data-bbox="383 1507 1396 1646">iv. Site analytics – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.</li><li data-bbox="383 1664 1396 1825">v. Mobile usability – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.</li><li data-bbox="383 1843 1396 1982">vi. User usability testing – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout.</li></ul>

2	<p><b>Design Guidelines</b></p> <p>The result of the design study should be a written report with design recommendations and proper justifications as well as a wireframe version of the proposed new portal that will be used to develop homepage and interior page design concepts</p> <ul style="list-style-type: none"> <li>i. Consistent Website Design – Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as requested by AKPK.</li> <li>ii. Design Overview – Website design must be visually appealing, incorporating AKPK’s colors and logo where appropriate.</li> <li>iii. Design Process – The vendor shall procure / come out with an original design for AKPK and over a period of time during the development of the design, consult with key members of AKPK’s designer team to make revisions and alterations to the vendor’s original design submission.</li> <li>iv. Easy Updating – Design elements should include background images, photographs, logos, buttons, etc. that are easily updated or swapped out by AKPK at any time and without incurring any additional implementation or update charges.</li> <li>v. Website Design and Content Ownership – Ownership of the website design and all content should be transferred to AKPK upon completion of the project.</li> <li>vi. Web Accessibility – Website design and associated elements should comply with Web Content Accessibility Guidelines (WCAG) 2.0.</li> </ul>
3	<p><b>Responsive and Adaptive Design</b></p> <p>The vendor is expected to produce a responsive website for AKPK to meet the needs of users accessing the site on a variety of devices, including computers, tablets, smart phones and other gadgets. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that are built for the distinct needs of that device.</p>

	<p>The vendor must be equipped with experience in both approaches and will recommend the best solution for our needs.</p> <ol style="list-style-type: none"> <li>i. Clean visual design incorporating AKPK’s logo and branding</li> <li>ii. Responsive site creation that includes, but not limited to: <ol style="list-style-type: none"> <li>a. Creation of responsive templates</li> <li>b. Creation of fluid grids</li> <li>c. Navigation redesign</li> <li>d. Taxonomy and site map</li> <li>e. Image adjustments</li> <li>f. Allow responsive views on individual pages or templates.</li> </ol> </li> </ol>
4	<p><b>Deliverables</b></p> <ol style="list-style-type: none"> <li>i. The vendor shall produce / come out with <b>minimum (3)</b> Proof-of-Concept designs and presentations to Project Team.</li> <li>ii. The vendor shall produce / come out with the draft version of designs for AKPK project team walkthrough until concurrence is obtained.</li> <li>iii. The vendor shall present the revised version of designs to AKPK Project Steering Committee until endorsement is obtained.</li> <li>iv. The vendor shall present the final version of designs to AKPK Senior Management until approval is obtained.</li> <li>v. The following designs/templates, but not limited to, shall be included in the deliverables are: <ol style="list-style-type: none"> <li>a. Information design <ul style="list-style-type: none"> <li>• Analysis of navigation and site architecture, focus on User Experience (UX)</li> <li>• Propose efficient, effective navigation for the portal and streamlined for mobile</li> </ul> </li> <li>b. Accessible Design <p>Analysis of level of accessibility of design</p> <ul style="list-style-type: none"> <li>• Identification of standards used to evaluate accessibility</li> <li>• Identification of methods used to evaluate accessibility</li> <li>• Identification of milestones in portal development lifecycle where accessibility will be evaluated</li> </ul> </li> <li>c. Search Engine Optimization (SEO)</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>• Improve search-ability/find-ability of content</li> <li>• Recommend SEO strategy for tagging and use of metadata</li> </ul> <p>d. Content strategy recommendations of website priorities, key functionalities, including:</p> <ul style="list-style-type: none"> <li>• Enhancing information delivery across all sites.</li> <li>• Archiving unused pages</li> <li>• Streamlining and consolidating master calendar</li> <li>• Supporting multilingual/content translations (e.g., Bing, etc.)</li> <li>• Improving access to web document and image libraries</li> <li>• Enhancing mobile user access</li> </ul> <p>e. Visual design</p> <ul style="list-style-type: none"> <li>• Modern look-and-feel</li> <li>• Responsive design (mobile, tablet, desktop)</li> </ul> <p>f. Front-end coding (HTML/CSS)</p> <ul style="list-style-type: none"> <li>• Code templates for site: home page template, page template, article template, journal template, newsletter template, members template, 3rd Party template</li> <li>• Style guides: internal style guide, 3rd Party style guide</li> </ul> <p>g. Site Map Structures</p> <p>h. Wireframes</p> <p>i. HTML/CSS templates</p> <p>j. Style Guide</p>
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### 3. DELIVERY TIMEFRAME

The project is expected to complete as per timeframe below:

No	Description	Expected Timeframe
1	Delivery of the Deliverables	Within ten (10) weeks
1.1	Draft Version of Concept & Design (For Project Team Walkthrough)	Within six (6) weeks after project kick off
1.2	Revised Version of Concept & Design (For Project Steering Committee Endorsement)	During the eighth (8 <sup>th</sup> ) week
1.3	Final Version Concept & Design (For Approval)	During the tenth (10 <sup>th</sup> ) week

## 4. RFP SUBMISSION

### 4.1 Solution Proposal

In addition to the above, interested vendors are required to include the following as attachment:

- 4.1.1 Overall strategy, approach and techniques for completing this project.
- 4.1.2 Detailed evaluation methodology that describes the methods used.
- 4.1.3 Qualifications, background and experience of Project Manager and other team members proposed to work on the project.
- 4.1.4 Description of the chronology for completing the work, including a time line and deadlines for each task.
- 4.1.5 Minimum three (3) examples of responsive websites/portal your company has developed. Clearly explain the design objectives, concept, rationale and the outcome.
- 4.1.6 Relevant Suruhanjaya Syarikat Malaysia's (SSM) documents as follows:-

For Enterprise Company; or

- ✓ Company Profile
- ✓ Corporate Information
- ✓ Form D
- ✓ Latest Audited Financial Statements 2018 and 2019
- ✓ Product Brochures (if any)
- ✓ Letters of Authorization from Principals and Distributors (if any)

For Sendirian Berhad & Berhad Company

- ✓ Company Profile
- ✓ Memorandum and Articles of Association
- ✓ Corporate Information
- ✓ Form 49
- ✓ Form 9 (Sendirian Berhad) & Form 8 (Berhad)
- ✓ Latest Audited Financial Statements 2018 and 2019
- ✓ Product Brochures (if any)

- ✓ Letters of Authorization from Principals and Distributors (if any)

4.1.7 Fill up the Person In-Charge Form.

4.1.8 Fill up the Company Profile Form.

4.2 Provide the following information/documents as Cost Proposal (Appendix B):-

4.2.1 Provide **Official Company Quotation** for the Deliverables.  
(Vendor **must** submit this and refer to **items #10 VALIDITY OF THE QUOTATION** for the validity period of the Quotation)

4.2.2 Fill up the Cost Summary.

4.2.3 Provide propose Payment Term.

4.2.4 Provide Bank Info.

## 5. METHOD OF SUBMISSION

**By Hand ONLY**, proposals to this **RFP** must be deposited in a sealed envelope into tender box located at:

Agensi Kaunseling Dan Pengurusan Kredit (AKPK)  
Level 6, Menara Bumiputera Commerce  
Jalan Raja Laut  
50350 Kuala Lumpur

The proposals to be submitted in a **separate cover, sealed envelope** and to be labelled clearly as follows:

i. Solution Proposal (Appendix A)

**“NOTE: DO NOT OPEN. SOLUTION PROPOSAL ENCLOSED FOR CONCEPT AND DESIGN OF ONE STOP PORTAL, RFP# AKPK/RFP20/MAR02 SUBMITTED BY [VENDOR’S NAME HERE]”**

(Note: Should submit 3 sets of copies – 1 original, 2 photocopies in one envelope)

ii. Cost Proposal (Appendix B)

**“NOTE: DO NOT OPEN. COST PROPOSAL ENCLOSED FOR CONCEPT AND DESIGN OF ONE STOP PORTAL, RFP# AKPK/RFP20/MAR02 SUBMITTED BY [VENDOR’S NAME HERE]”**

(Note: Should submit 3 sets of copies – 1 original, 2 photocopies in one envelope).



## 6. DELIVERY LOCATION

The locations for the **Deliverables** to AKPK's office will be at:

No	Location	Address
1.	Agensi Kaunseling Dan Pengurusan Kredit (AKPK)	Level 6, Menara Bumiputera Commerce, Jalan Raja Laut, 50350 Kuala Lumpur.

## 7. AKPK's OFFICER IN-CHARGE

### a. AKPK's Procurement officer in-charge is:

Name : Ezreen Ezairy Hussin / Nur Hayati Mat Salleh

Contact No : 03-2610 5678 / 5678

Email : [procurement@akpk.org.my](mailto:procurement@akpk.org.my)

### b. AKPK's Technical officer in-charge is:

Name : Mohd Azmi Bin Mohd Supian

Contact No. : 03-2616 7768

Email : [Azmi@akpk.org.my](mailto:Azmi@akpk.org.my)

Name : Tan Sze Chun

Contact No. : 03-2616 7679

Email : [Chun@akpk.org.my](mailto:Chun@akpk.org.my)

Name : Raja Mohd Hisham Bin Raja Muzaffar

Contact No. : 03-2616 7684

Email : [Hisham@akpk.org.my](mailto:Hisham@akpk.org.my)

## **8. DEADLINE OF SUBMISSION**

- a. All quotations/proposals must reach us by / before **12:30 pm on 16 June 2020.**
- b. Tender received after the deadline and/or not comply with method of submission as above mentioned will be rejected.
- c. The vendor's proof of posting and/or submission by other means shall not be accepted as proof of receipt by AKPK.
- d. Documents that are rejected or disqualified will be disposed-off at our end.
- e. Regardless of the method used for delivery, vendors shall be wholly responsible for the timely delivery of submitted proposal.

## **9. CLARIFICATION**

- a. Shortlisted vendors will be notified via email and required to be present at AKPK office for clarification session on a date to be confirmed by both parties between **23 June to 04 July 2020** where failing to attend the clarification session will disqualify the vendor from the further process of evaluation.

## **10. VALIDITY OF THE QUOTATION**

- a. The validity of the quotation submitted shall be 180 calendar days;
- b. To provide additional service with the same specification and price within twelve (12) months (if require) after first purchase done; and
- c. All cost are inclusive delivery charges & installation cost and all other taxes incidental to the Deliverables.

## **11. AWARD OF THE CONTRACT**

- a. Before the expiry period of validity of the proposal, AKPK shall notify the selected vendor in writing by registered letter or by email that its Proposal has been accepted by AKPK and any intention to award a Contract.
- b. The selected vendor will be issued with an official Letter of Award (LOA).

- c. Prior to such an issuance, price negotiation may be carried out with the selected vendor.
- d. The parties to the contract shall have it signed within ten (10) days from the date of LOA issuance unless there is an administrative review request.
- e. The selected vendor shall prepare the Project Agreement or Maintenance Agreement (where required) **within two (2) weeks** upon acceptance of the Letter of Award from AKPK.
- f. Stamp duty to be borne by the selected vendor.
- g. The project shall commence once the Project Agreement or Maintenance Agreement (where required) is signed by both parties, AKPK and the selected vendor.

## **12. ANTI-BRIBERY AND ANTI-CORRUPTION**

- a. AKPK is committed to conducting business in an ethical and honest manner and has zero-tolerance for bribery and corrupt activities.
- b. We are committed in all business dealings and relationships and will constantly uphold all laws relating anti-bribery and anti-corruption in Malaysia in particular the Malaysia Anti-Corruption Commission Act 2009.

## **13. WHISTLE BLOWING**

Report on whistleblowing matters are as follows:

- a. The Supplier is encouraged to report any concern by completing the Whistleblowing Incident Report Form (WIRF) as attached in **Appendix C**.
- b. The Supplier shall as soon as possible, in writing or orally, inform the CEO of AKPK, upon having knowledge of any director, officer or employee of AKPK, directly or indirectly, asking for or receiving, any gratification whether for his own personal benefit or advantage or for the benefit or advantage of any other person, in relation to this Agreement, whether before, during or after the term of this Agreement at [ceo@akpk.org.my](mailto:ceo@akpk.org.my)

- c. If the concern involves the CEO of AKPK, the whistleblower could address his concern either by post or email to the Chairman of AKPK's Audit Committee at [acchairman@akpk.org.my](mailto:acchairman@akpk.org.my)
- d. If the concern involves a director of the Board, you should share your concern either by post or email with the Chairman of the Board at [chairman@akpk.org.my](mailto:chairman@akpk.org.my)

'Gratification' includes corruption or bribery, any gift, money, property or thing of value, or any service, favor or other intangible benefit or consideration of any kind, or any other similar advantage.

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**APPENDIX A**

**A. SOLUTION PROPOSAL**

**1. CHECKLIST (TO HAVE THE FOLLOWING DOCUMENTS)**

No	Description	Tick (✓)	Envelope
I.	Solution Proposal write up (item no 4.1)		Solution Proposal
a.	Overall strategy, approach and techniques for completing this project.		
b.	Detailed evaluation methodology that describes the methods used.		
c.	Description of the chronology for completing the work, including timeline and deadlines for each task.		
d.	Minimum three (3) examples of responsive websites/portal your company has developed. Clearly explain the design objectives, concept, rationale and the outcome.		
II.	Product Brochures (if applicable)		
III.	Letters of Authorization from Principals and Distributors, if any		
IV.	Company Profile form		
	Memorandum and Articles of Association		
	Corporate Information (SSM)		
V.	Form D (Enterprise), Form 9 (Sendirian Berhad) & Form 8 (Berhad)		
	Form 49 ( Sendirian Berhad & Berhad)		
	Latest Audited Financial Statements 2018 & 2019		
VI.	Qualifications, background and experience of Project Manager and other team members proposed to work on the project.		
VII.	Declaration of any relationship with AKPK Board members or Staff i.e. parents, spouse, children, siblings (if any)		

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**2. PERSON IN-CHARGE**

<b>Full Name</b>	
<b>Designation</b>	
<b>Contact Number (Off)</b>	
<b>Mobile Number (HP)</b>	
<b>Email</b>	
<b>Signature</b>	
<b>Date</b>	
<b>Company Stamp</b>	

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## COMPANY PROFILE FORM

This section covers generic company information that will provide a quick overview of the vendor/solution provider organization. Please fill in as much information as possible, and feel free to add additional information in the form of attachment.

### i. Particulars of Company

No	Items	Explanation
1.	Company Name	
2.	Company Registration No. (for company registered in Malaysia)	
3.	Business Address	
4.	Correspondence Address (if different from the above business address)	
5.	Telephone No.	
6.	Fax No.	
7.	Operation hours and support contact numbers ( Helpdesk)	
	Contact Person(s)	
8.	Number of years in business operation	
9.	Latest Audited Financial Statements	
10.	SSM Certification (e.g. Form 49. Form 9, etc.)	
11.	Company Nature of Business	
12.	Company Paid up Capital	
13.	Company Share Holder Fund	
14.	Total Staff – Company	
15.	Total Staff – For This Project	
16.	Total Designer – Company	
17.	Total Designer – For This Project	

**ii. Company's Directors** (Please add more where required)

No.	Name of Directors	Position in Company	Period
1.			
2.			
3.			

**iii. Company's Current and Past Work Experience (latest 3 projects)**

Please attach the list of similar contracts/projects performed by your company. **The list should be confined only to similar or related supply/services/works described in this RFP document** and presented in the format specified below (please add more rows if not sufficient).

No.	Client Name	Project Description	Completion Date
1.			
2.			
3.			
4.			
5.			

Failure to provide suitable references may result in the Vendor's proposal being rejected without further consideration.

**DECLARATION**

We declare that all information on the company is true and correct; and there has been no deliberate suppression of facts, which are required in this form.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Mobile Number \_\_\_\_\_

Email Address \_\_\_\_\_

Date \_\_\_\_\_



**APPENDIX B**

**B. COST PROPOSAL**

**1. CHECKLIST**

No	Description	Tick	Envelope
1.	Official Quotation ( Must provide details Bill of Materials)		<b>Cost Proposal</b>
2.	Cost Summary (as per item 2 of B. Cost Proposal)		
3.	Propose Payment Term		
4.	Bank Info		

**2. COST SUMMARY (One time Cost)**

No.	Description	QTY.	Cost per unit (RM)	Tax (RM)	Total Cost (RM)
1	Project Management				
2	Workshop				
3	Wireframe				
4	Design				
5	Report				
6	Documentation				
7	Other costs (if any, please describe)				
<b>GRAND TOTAL</b>					

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### 3. PROPOSE PAYMENT TERM

No	Description
1.	<p>Preferred Payment Term (min. 5% for each milestone)</p> <ul style="list-style-type: none"><li>i. Upon Project kick-off : 5%</li><li>ii. Upon Completion of Requirement Gathering : 20%</li><li>iii. Upon Submission of Draft Design to AKPK : 20%</li><li>iv. Upon Submission of Revised Design to AKPK : 20%</li><li>v. Upon Submission of Final Design to AKPK : 20%</li><li>vi. Upon Project Closure and Handover to AKPK : 5%</li></ul> <p>(Please state if the payment term is not as per the above preferred term)</p>
	<p>Manner of Payment</p> <ul style="list-style-type: none"><li>i. Name of Bank :</li><li>ii. Address of Bank :</li><li>iii. Account number :</li><li>iv. Account type : Current / Saving</li><li>v. Account scheme : Conventional / Islamic</li></ul>

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**Whistleblower Incident Report Form (WIRF)**

Instruction: All reports should be made using the WIRF

***Reporting Misconduct***

You should share your concerns of misconduct to the Chief Executive Officer (CEO) of AKPK. If it is inappropriate to make the report to the CEO, you can report your concerns to the Chairman of the Board of Directors or Chairman of the Board Audit Committee. Alternatively, you may mail the completed WIRF to the Chairman of the Board of Directors or to the Chairman of the Board Audit Committee.

**Date of Report:** \_\_\_\_\_

**Person reporting the actual or suspected misconduct.**

*(Do not complete this section if you wish this to be an anonymous report)*

Name : \_\_\_\_\_  
Email address : \_\_\_\_\_  
Telephone number : \_\_\_\_\_

**Person against whom the report of actual or suspected misconduct is being made:**

Name : \_\_\_\_\_  
Email address : \_\_\_\_\_  
Telephone number : \_\_\_\_\_

***\*Use the back of this form or additional sheets of paper to describe the alleged misconduct. Include specific facts and documentation, if any, as well as the names of any individual at AKPK with whom you have discussed your concerns.***

[END OF THE RFP]