

REFERENCE FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES - FIRM SELECTION)

DEVELOPMENT FINANCE PROJECT

DEVELOPMENT BANK OF NIGERIA PLC

ASSIGNMENT TITLE: DEVELOPMENT BANK OF NIGERIA'S WEBSITE REVAMP AND DEPLOYMENT OF DIGITAL MARKETING TOOLS.

Reference Number: NG-DBN-222591-CS-CQS

The Development Bank of Nigeria (DBN) Plc has received a loan from the International Bank of Reconstruction and Development (IBRD) and intends to apply part of the proceeds of this loan towards a contract with a qualified consulting firm providing Information Technology Services to the DBN. The consulting firm ("Consultants") will revamp the DBN website using technologies that result in a more mobile friendly and responsive website with rich analytical capabilities. The Consultants will also be required to deploy digital marketing tools to help increase online visibility of the Bank's products and services.

The website revamp aims to achieve the following objectives:

- i. Replace the existing website with a more intuitive and mobile friendly version, for better engagement with visitors and to sustain the interest of DBN's target market.
- ii. Improve website management by switching from the current Content Management System to a safer system that is easier to manage internally.
- iii. Introduce the ability to share Intellectual Properties like DBN's Journals published on the website and written by the Office of the Chief Economist, to stimulate discussions around topical issues affecting MSMEs and the Nigerian economy.
- iv. Introduce a plugin to analytical tools like Google analytics, to enable monitoring of traffic patterns and improve DBN's ability to make decisions on ways to improve traffic.
- v. Introduce support for high quality videos and images.
- vi. Integrate with the MSME learning platform to provide listed online trainings and tools for PFIs and MSMEs.

The deployment of Digital Marketing tools aims to build the digital marketing capabilities of DBN by:

- i. Defining a strategy for digital marketing.
- ii. Deploying and configuring digital marketing tools for Social Media marketing, Email marketing, Search Engine Optimization (SEO) marketing and content marketing.
- iii. Aggregate data for analysis and decision making to improve different processes e.g., Monitoring and Evaluation of MSMEs.

The assignment is expected to be completed within a period of six (6) months from the contract start date.

The Development Bank of Nigeria Plc. now invites eligible Consultants to indicate their interest in providing these Services. Interested Consultants must provide information demonstrating the required qualification and experience as provided below.

A well-established and highly qualified firm, with relevant experience in developing web portals and custom content management solution projects, data integration, and expertise with best practices regarding:

- ◆ User experience and usability testing.
- ◆ Information architecture.
- ◆ Better e-services reach.
- ◆ Expanding online service capacity.
- ◆ Extending reach on multiple platforms.
- ◆ Website development and deployment.
- ◆ Website hosting.
- ◆ Mobile app development.
- ◆ Content strategy.
- ◆ Data integration with current apps and platforms.
- ◆ Responsive design.

Minimum criteria for selection will include:

1. Evidence of Consultant's experience in implementing similar projects on websites, mobile and web portal development with a minimum of 10 years' experience.
2. Evidence of similar work for at least 3 top Financial Institutions.
3. References from at least 3 organisations which the consultant has worked with in the last 2 years.
4. Key staff must include the following:
 - ◆ Digital Marketing Strategist with 10 years of relevant experience.
 - ◆ At least two (2) System Integrators with 5 years of relevant experience each.
 - ◆ At least three (3) Website and Mobile Application Developers with a minimum of 3 years' experience each.
 - ◆ Search Engine Optimisation Expert with a minimum of 3 years' experience.
 - ◆ Project Manager with a minimum of 5 years' experience.
 - ◆ Quality Assurance Tester with a minimum of 3 years' experience.
 - ◆ At least one User Experience / User Interface designer with a minimum of 3 years' experience.

Interested Consultants should provide information on firm's qualifications and relevant experience, specifically responding to the criteria above, and including a brief description of project scope, implementation dates and the funding organization.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants under IBRD and IDA Credits & Grants by World Bank Borrowers, January 2011, revised in July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. A Consultant will be selected in accordance with the Consultant's Qualification Selection (CQS) procurement method set out in the Guidelines.

In line with the above-mentioned Guidelines, interested Consultants may associate with other firms e.g., Joint Ventures/ Consortiums or Sub-Consultancies, to enhance their qualifications. Expressions of Interest from firms in association should include the following:

- i. A cover letter stating the type of association or partnership, signed by member firms.
- ii. A draft agreement or Letter of Intent to form an association.
For Joint Ventures, each member firm shall be evaluated independently and should be reasonably qualified to undertake the assignment solely.

Expression of Interests must clearly demonstrate the qualification of each member against the minimum criteria.

Further details on the Services are provided in the Terms of Reference which can be found on DBN's website at the following link <https://bit.ly/DBN7TOR>

Expressions of Interest must be submitted electronically to the following address:

Email Address: ndinwoke@devbankng.com
cc: audit@devbankng.com

All Expressions of Interest must be a maximum of 15 pages

Submission Deadline: 1st September 2021.