

Request for Proposal to Redesign, Development and Maintenance of ECSE's Website



Eastern Caribbean Securities Exchange

St. Kitts

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Summary of Request

The ECSE is seeking proposals for the design, development and hosting of the company's website. This Request for Proposal (RFP) is the initial stage of soliciting interested firms and will form part of the information for assessing the business and technical capability of the potential applicants.

The shortlisted applicants will be invited to make a short presentation at a meeting with the ECSE and thereafter the successful applicant will be selected.

The ECSE reserves the right to accept or reject any proposal submitted in response to the RFP without the need to provide a detailed explanation.

Company Background

The ECSE was incorporated in the Federation of St Christopher and Nevis under the Companies Act of 1996 as a public limited liability company. It is licensed under the Securities Act of 2001, a uniform regional body of legislation in Anguilla, Antigua and Barbuda, Dominica, Grenada, Montserrat, St Christopher and Nevis, Saint Lucia, and St Vincent and the Grenadines.

The ECSE carries on business as a regional securities exchange and facilitates the buying and selling of financial products, including corporate and government securities for the member territories of the Eastern Caribbean Currency Union.

The registered office is situated at Bird Rock, Basseterre, and St. Kitts.

Vision

To be the medium of choice for wealth creation and capital-raising in the Eastern Caribbean Currency Union

Mission

To provide the Eastern Caribbean Currency Union (ECCU) with an accessible market place in which to issue and trade securities, to clear and settle trades, and to register companies in a transparent, seamless, confidential and secure manner.

Values

Accountability & Transparency

Efficiency, Professionalism & Competence

Integrity, Reliability & Dependability

Responsive & Client-Focused

Strategic Statement

To grow revenues by leveraging our advanced technological capacity to offer the most efficient and appropriate capital market products and services to a broadened clientele, based on responsive, client-focused operations, and strategic marketing and outreach activities.

Strategic Objectives

- Rationalise the current offerings of products/services and systematically develop, then introduce, carefully selected new products/services based on analysis of the best market data available
- Embark on an aggressive revenue growth drive which ensures that as many “significant” companies as possible are listed
- Significantly improve access to the exchange by specified segments of the market through deliberate removal or lowering of existing “barriers”
- Develop and implement a strategic marketing and outreach plan that appropriately targets specific groups through optimal use of technology while ensuring ECSE’s long term success through cultivating a culture and capability of “healthy trading” among the youth.

Purpose and Objectives

There is an urgent need to enhance the ECSE's website to make it more appealing and user friendly, as its appearance and structure is somewhat outdated. As a significant aspect of our public image, it is important that the website convey an attractive yet business-like appearance.

The new website should better reflect the mission and vision of the ECSE and incorporate the latest technology. The ease with which information can be found on the website and the timeliness with which it can be updated, forms a vital part of the information services we offer our clients and stakeholders.

Audience

The audience includes regulatory bodies, current and potential employees, current and potential investors both locally and internationally, students conducting research, ECSE's shareholders and shareholders/stakeholder of the entities listed on the securities exchange.

Guidelines

The scope of this project is to re-design and/or redevelop the existing ECSE's website based on the guidelines below:

1. Develop a fresh look for the website that is visually pleasing and also mobile friendly.
2. The website should be capable of interfacing with an information database maintained with market data such as trades and prices updated periodically.
3. There should be links for social media: Facebook; Twitter; YouTube etc and the website should also be able to support email subscription and "contact us" features.
4. The website should have an interactive functionality, allowing users to filter, search and retrieve information.
5. Development/re-design would essentially be improving on the delivery of ECSE Group content, but would include some new content and trim any outdated content.

6. Re-designed website must ensure easy navigation through the website.
7. The website must allow the ECSE staff too easily and cost effectively update content (audio, video and text) in-house after the initial launch.
8. The website should be able to process on-line payments.
9. The website should have analytics to analyze its statistics and links.
10. The website should have a members' portal that would facilitate the upload of documents such as annual filings and reports.
11. The website should be capable of interfacing with an information database maintained with market data such as trades and prices updated periodically.

The Proposal Format and Requirements:

Please use the following as a guideline to format your proposal.

1. Title Page

- This should include your company name, address, website address, telephone number and email address of primary contact person.

2. Cover Letter

- A cover letter signed by the person or persons authorized to sign on behalf of the company

3. Proposal

- Discuss your proposed solution, including the benefits and uniqueness of your solution as well as your ability to deliver the project within the guidelines listed above.

Within your proposal list five websites that your firm has produced that reflects your best work and relevancy to this project, the URLs for these sites should be submitted as well. The proposal should also include at least two references based on similar work undertaken.

4. Fees

- A fee schedule should be submitted and broken down by the stages of the project, example, Phase 1(Requirement Planning), Phase 2 (Website Development, Testing

and Deployment). The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

5. Other

- Any other information the applicant deems pertinent for consideration.

Timelines

This RFP is dated January 21st 2019, proposals are due no later than 15th February 2019. Proposals will be evaluated immediately thereafter and agencies may be invited to make presentations to and/or be interviewed by our evaluation team by February 28th 2019. The top agency will be selected by 8th March 2019 and communication to all applicants will be made by March 15th 2019.

Work completion and deliverables date will be determined during the planning phase which should be completed by April 05th 2019.

Submission of Applications

Applications can be sent to:

The Managing Director
Eastern Caribbean Securities Exchange
P O Box 94
Basseterre
St Kitts

Electronic submission will be accepted and should be sent to info@ecseonline.com.