

## Request For Proposal (RFP) Preparation Form

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**The Interactive Resource**, a firm that specializes in matching clients with web site developers, venture capital introductions and strategic partnerships, would like to offer you this Request for Proposal (RFP) prep form to help you prepare for your Web initiatives.

Before selecting the appropriate developer, you need to understand as much as possible about your project objectives and constraints. Below is a list of the key aspects of your project that you should consider before beginning the web agency review process.

### **Purpose:**

- Is the purpose of this site cost reduction/internal efficiency?
- Additional revenue stream?
- Increased industry awareness?
- If this is a redesign, what was the impetus for change?
- How do you plan to measure/test the success of this project?

### **Target Market:**

- Is this site Business to Business or Business to Consumer?
- Will your site have multiple audiences?
- Is this an internal company site?
- Will most of your visitors access the Internet over a fast connection (corporate Intranet (LAN), DSL line, cable modem) or a regular 56K modem?

### **Strategy**

- Do you already have an integrated web strategy?
- Who are your competitors and what is their web strategy?
- Will the developer be responsible for such things as market research and competitive analysis?
- Will the developer be expected to assist you in forming your overall strategy or will they only be responsible for construction?

### **Time Frame:**

- Is the release of the site tied to a specific date or event?
- Is the date flexible?
- Can the project be divided into a number of initiatives to satisfy tactical and strategic goals?
- What is your timeline for starting work?

### **Budget:**

- Is there an estimate of the resources needed for this project?
- Is there a budget limit?
- Are funds available in phases?

### **Creative:**

- Is there an ad agency or an internal creative team that the developer will need to work with to ensure that the developer transfers the brand appropriately?

- Is there a particular look and feel that appeals to you or do you want to see ideas?
- Do you have examples of sites you like or dislike?
- Is there already an established brand and corporate identity or will that need to be designed?

#### **Functionality:**

- Have you already determined the key functionality of the site?
- Is there a need for secure transactions, ecommerce, or restricted access?
- Will the site require integration with existing databases and if so, what are your existing systems?
- Are you planning on having the content distributed over another platform such as wireless?

#### **Commerce:**

- What products and/or services will you offer online?
- Will you update your inventory and if so, how often?
- Have you decided how you'll handle the fulfillment of orders received online?

#### **Content:**

- Have you already determined the site content?
- Does most of the copy exist?
- Will the developer be responsible for copywriting?
- How will you handle copyediting and legal approval?
- Will the site be in languages other than English?

#### **Hosting:**

- Would you like the developer (or a 3rd party under the developer's supervision) to host the web site?
- Will this site be accessed by relatively few people, or a great number of people?
- Are there certain events or periods when there will be particularly high traffic?

#### **Updates:**

- Will your site require frequent updates?
- If so, to what degree must it change, and for what duration?
- Do you have an internal production or engineering team that will maintain or extend the site after the developer's initial involvement?
- Do you prefer that an agency maintain your site for you?
- Would you like a content management tool to update the content in-house?

#### **Selection Criteria:**

- Do you have any constraints for selecting a developer?
- Budget?
- Geography?
- Size?
- Chemistry?

#### **Decision-Making Process:**

- How does the decision-making process work within your team?
- How many people will be involved?
- Who has the final decision?
- What is the timeline for making a decision?