



SHIRIKA DEPOSIT TAKING SACCO SOCIETY LTD

TERMS OF REFERENCE (TOR)

WEB DEVELOPMENT CONSULTANCY

Organization	Shirika Deposit Taking Sacco Society Limited (www.shirikasacco.co.ke)
Project	Website Development
Position type	Consultancy: Design and Website Development
Duration	45 Days
Reporting to	Head of Marketing & Customer Care
Application deadline	4 th Jul, 2025

1. BACKGROUND

Shirika Deposit Taking Sacco was registered on 24th April, 1969 by the founder members of the Ministry of Co-operative Development and Enterprise. Originally membership was drawn from Co-operative Development and Marketing but later, due to industry dynamics, it was found necessary to widen this scope to include all other government ministries, all Co-operative related organizations; and other reputable public organizations

Shirika DT Sacco desires to enhance its online presence through a functional and interactive website that will serve its over 10000 members as well as other key publics.

2. WEBSITE OVERVIEW AND DEVELOPMENT OBJECTIVE

Shirika DT Sacco is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop its new website. The new website should enhance the user experience through a more organized and attractive layout, unlocking key functionalities and providing an updated look and feel.

3. SCOPE OF THE ASSIGNMENT

- a) The new website should present a new visual look and enhanced functionalities to provide a better experience to users.
- b) Develop a user manual and deliver training to the support staff and system administrators to perform content upload, system maintenance and administration.
- c) Support and maintenance: Administrative and technical support, quality control for a period of 12 months after go live.
- d) Source code handover: Full source code including all developed libraries shall be handed over to Shirika DT Sacco.
- e) The new website to be based on best practices on functionality and usability aspects and incorporating the following minimum features;
- f) Developing a responsive website design proposal in consultation with Shirika, factoring in that the website should be visually appealing, polished and professional with clear navigation
- g) Accommodate content, graphics and use of multimedia (audio, video)
- h) Be Search Engine Optimized
- i) Have Google Analytics embedded
- j) Link to, and have embedded within it social media, upcoming events, news, blogs and other relevant links
- k) Be a mobile ready version (Device friendly) - smart phones and tablets
- l) Work on all well-known browsers and resolutions
- m) Be a secure site with an SSL certificate (including the sub domains)
- n) Have an e-Newsletter component and subscription form for newsletter
- o) Include user profiles for communications and marketing team so that they post the content developed easily with Content Management System
- p) Provide templates for posting so that homogenous design and structure is followed
- q) Incorporate appropriate theme that is designed for membership through optimizing, cleaning and updating the Plugins without requirement of annual subscriptions where possible

4. WORK SETTING

The work setting for the assignment will include different aspects:

4.1 Timing and duration of the assignment

The duration of the contract will be 4 months and the expected starting date is 15th Jul, 2025. The development of the website should be ready in 4-months' time starting from the date of signing the contract.

The user manual and the maintenance of the new webpages will be done from the third month of the contract.

4.2 Briefing/debriefing arrangements

A first meeting call will be scheduled to brief the firm on the background information to develop each of the requested deliverables.

4.3 Reporting relationships and identification of responsibility for assessment of the services/outputs

The company will work in close consultation and under the supervision of the Shirika DT Sacco marketing team. The Shirika Sacco project team in close consultation with the vendor will assess the services and outputs of the firm.

4.4 Work plan

In order to achieve the above objective of the assignment, the Individual Consultant will undertake the following tasks:

- a) Following the Shirika DT Sacco branding guidelines, design a new look-and-feel for the site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new website.
- b) Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- c) The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.
- d) Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- e) The new templates should guarantee that most recent content on the site is captured automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.
- f) All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, and events).

5. PERFORMANCE PERIOD AND OUTPUTS

The performance period for the assignment is from the date of signing, for a period of 3 months starting in 5th May 2025-15th August-2025 with additional 12 months post go-live Support Service Level Agreements.

6. Outputs

The expected outputs are as follows:

- Inception report, demo (proof of concept)
- Draft 1 design (design requirements incorporating comments)
- Draft 2 design (Final website for operational launch/ go- live)
- Training Manual, Online Tutorial & Staff training completed
- Twelve months' support SLA on any technical glitches encountered & Hosting rights and codes handed over to Shirika DT Sacco.

7. Knowledge transfer

Develop a user manual and deliver training for the support staff and system administrators to perform content upload, system maintenance and administration.

8. Support and maintenance

Support and maintenance: Administrative and technical support for a period of 12 months after go live;

9. Source code handover

Full source code including all developed libraries shall be handed over to Shirika DT Sacco Ltd

10. Required skills and experience

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- a) Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- b) Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- c) Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- d) Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- e) Demonstrate the ability to create innovative and visually appealing design;

6. TERMS OF PAYMENT

The final fee and the exact terms of payment will be negotiated with the consultant.

7. THE PROPOSAL DOCUMENT AND MANNER OF SUBMISSION

If you have the required qualifications and are interested in this contract, please submit:

- a) A proposal describing the previous work done in this area;
- b) A portfolio of previous work of webs with similar functionalities developed in Word Press;
- c) Please attach a copy of your PIN certificate, Certificate of Incorporation, up to date Tax compliance and ETR registration certificate A financial proposal to address the work. (Cost of the Project)
 - i. A summary of the price;
 - ii. The period of its validity;
 - iii. Taxes
 - iv. Other costs if any (indicating nature and breakdown)
 - v. Quote should be in Kenya Shillings.
- vi. In addition, the price component must cover all the services to be provided and must itemize the following:
- d) A study Component:
 - i. Description of the firm/consultant qualifications; [Refer to TOR].
 - ii. Detailed proposed approach and methodology.
 - iii. Timing of activities and reports.
 - iv. Evidence of the past related experience (give contact details of the past clients and attach awards contracts)
 - v. Proposed team structure; showing detailed profiles of proposed project team members

Deadline for Submission

Interested firms that meet the requirements should submit technical detailing Methodology, Work-plan, and Financial proposals in a sealed envelope **MARKED SHR/WEB/1/2025** to the address below on or before close of business on 4th Jul, 2025 at 4:30 at 4:30 pm to:

**The Chief Executive Officer,
Shirika DT Sacco Society Limited,
P.O. BOX 43429 – 00100,
NAIROBI**

For further information visit our website at: www.shirikasacco.co.ke

Shirika DT Sacco reserves the right to reject any proposal without giving reasons