



Terms of Reference for the WBCG Website Development

INTRODUCTION

The **Walvis Bay Corridor Group (WBCG)** was established in 2000 to engage in business development activities, aimed at increasing cargo for the Namibian ports and Walvis Bay Corridors, as well as to facilitate corridor and infrastructure development. In addition, the WBCG was appointed by the Government of the Republic of Namibia (through the National Planning Commission) as the implementing agency of realizing Namibia's vision of becoming a Logistics Hub for SADC. We also provide comprehensive health and wellness services to the transport and logistics industry and vulnerable communities.

WBCG is inviting reputable and qualified companies with a track record of successes and experience in designing and producing digital solutions provide a new look-and-feel to the existing website and further unlock the potential functionalities, while displaying the content in a more organized, attractive and user-friendly manner.

PURPOSE

The WBCG is mandated to promote the use of the Walvis Bay Corridors as well as the ports of Lüderitz and Walvis Bay respectively as well as to promote Namibia as the preferred logistics hub for the Southern African region. As such the Marketing & Communications Department is tasked to ensure that effective marketing and communications strategies are in place and information is readily available to all local, regional and international stakeholders. In order to promote interaction and collaboration among key users of the website, there is a need to enhance the current website to ensure that we provide the best experience to all users.

OBJECTIVE

The objective of this assignment is to develop a modern, vibrant and attractive website which serves as a platform for information sharing among key stakeholders and to increase visibility of the WBCG and its activities. The hosting and maintenance of the website should include a once-off development of security features to guard against threats and related cyber issues.

SCOPE & METHODOLOGY OF WORK

1. Website development

- Secure existing site and transition to new platform; reservation of all current website and information
- Ensure browser compatibility, the website must be compatible with latest versions of Mozilla Firefox, Internet Explorer, Safari & Chrome

- Compatibility with all devices, e.g. cellphone, tablet, etc.
- Add comprehensive search functionality

2. Website hosting

- Server should support technologies such as CMS

3. Website maintenance

- Upload content updates
- Maintain full back-up
- Install an automated testing system which checks for broken hyperlinks

4. Search Engine Optimization and site analysis

- Keyword research and analysis
- Site analysis
- Competition analysis
- Search Engine Submission
- Link Exchange
- Web ranking report

5. Training

- Server should support technologies such as CMS

DELIVERABLES

1. Present a new visual look-and-feel:	13 October 2023
2. Develop an animated video:	13 October 2023
3. Hosting and maintenance:	Ongoing
4. Interactive Search functions:	31 October 2023
5. Develop a user manual and deliver a webinar for support staff;	31 October 2023

PAYMENT

The service fees (all-inclusive of expenses incurred) will be paid upon completion of the work. The final payment will be processed upon delivery and approval of the final report.

SUPERVISION OF THE WORK

The website developer will work under the direct and overall supervision of the Marketing & Communications Manager.

QUALIFICATION CRITERIA

1. Proven experience of web design and support for other institutions
2. Good knowledge of the corridor management institutions, business development, logistics, trade facilitation and wellness, will be an added advantage;
3. Strong experience in developing well known and widely open-source platforms such as Joomla, WordPress etc;
4. Good understanding of end users to match with adequate technical solutions;

5. Strong track record in website design; security and administration, Google analytics and Search Engine Optimization; and
6. Highly motivated and committed to the values of transparency and integrity.

Submissions, not including the above will not be considered.

CONTACT:

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Interested consultants should submit their proposal, quotation, CV and business profile in a closed envelope and submit it at **31 General Murtala Muhammed Avenue, Eros, Windhoek.**

Emailed and Faxed submissions will not be accepted.

DEADLINE: MONDAY, 25 SEPTEMBER 2023