TENDER ID "Tender ID: USF/SP-ECOMM/2018/SME-MSMEs-EMPOWERMENT"
TENDER TITILE: "Hiring of Services of a company/firm for "Empowerment of Craft SME/MSMEs through e-Commerce: Developing, and Managing the Value Chain"

Sr No.	Query	Response
1	Can we use an open source framework as Ecommerce platform (Magento, OpenCart etc.)?	The Bidder may use any framework for the e Commerce Platform inline with the specifications provided in Appendex A of the ToRs
2	In Table 1 – Evaluation Criteria, section 3 it has mentioned to share business plan at proposal level, where as in Milestones schedule section 11. Milestones 1 also requires same things. Please elaborate what is the expectation during proposal. We will only be providing a high level plan?	Please refer to Section 11.1, the initial business plan at the time of bid submission shall be a preliminary plan and is required for evaluation of bidders's understanding of the project. The successful bidder shall submit detailed business plan in Milestone 1 after market assessment.
3	At the end Milestone 2 the complete solution will already in operation with 100 artisans. (Infra, hosting, development, deployment, call center, logistics, training etc.) since 100 SME/MSMEs already part of eco systems but the payment dispersed till then only be 5% + 5% of total contract amount. This distribution seems bit unjustified. Is this distribution negotiable.	Please refer to Section 11 of the RFP for Milestone Schedule. Payment terms are non-negotiable.
4	What is the expectation around data entry. The artisans will only upload pictures without any data entry and SL data entry resource will do the data entry for artisans in Urdu and English. How artisans will tell product details to data entry resource?	The focus of this project is not on the artisan level rather on the SME/MSMEs level. Bidder shall be responsbile for onboarding of the SME/MSMEs which shall include taking high quality pictures, uploading pictures, any data relevent to their products etc. It is at the discretion of the bidder how he plans to onboard the craft SME/MSMEs, collect information and represent on the platform.
5	For Ecommerce products we normally use professional cameras for better picture resolution and clarity. How artisans will manage to produce such picture quality?	Please refer to response to query 4.
6	How they will transport Media? Only with pictures we cannot create a product in system. It also needs other mandatory information like title, description etc. They will upload data or transport it via some USB?	Please refer to response to query 4.
7	It is mentioned in ToR, point number 10. Onboarding of SME, if the bidder will onboard more than the targeted number of artisans, the subsidy for extra number of artisans will not be paid to the bidder. The subsidy means the contract amount percentage mentioned in Milestones or it is something subsidized other than the contract amount?	Subsidy means the value of contract. The subsidy for additional SME/MSMEs shall not be paid. However, the bidder may be liable to charge transaction fee from these additional SME/MSMEs for additional sales.
8	In Timeline, the soft launch and full launch will only different in number of artisans or the feature set can also differ in soft launch and full launch?	The purpose of a soft launch is to get the look ,feel , features and functionality of the platform, in line with the specifications mentioned in the Annex A of the ToR. After the soft launch, the bidder and USF will review, improve or modify the funcationality of the platform and a full launch will be iniatied. This project is not focused on artisans rather SME/MSMEs hence there will be no difference in artisans.
9	Do you have any preferred logistics partner, or we will propose a partner?	The preferred logistics partner is at the discretion of the bidder.
10	Normally local logistics partners don't calculate duties specially for international shipping it depends on law variations from country to country.	The taxes for international shipping should be inline with the tax laws of Pakistan and are the responsibility of the bidder
11	How the tax calculation will be done with international shipping? We will be using third parties like Avalara for tax calculation.	Please refer to response to query 10.
12	International shipping is also part of soft launch?	Yes.
13	Authorize.net is not suitable for mass disbursement. We need to manually disburse the product amount to artisan's accounts. Is this important to use integration with Authorized.net or we can go with any other payment gateway integration?	Authorize.net is mandatory for the project. However, the bidder may select any allowed suitable payment mechanism including payment gateways, direct payment methods etc for disbursement.

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14	What kind of bi-annual roadshows and marketing event will be expected from the bidder? Please elaborate the size of the event (number of attendees, targeted audience, expo etc.).	It is at the descretion of the bidder to plan the shape, size, audience, format etc of the road shows, the purpose is to maximize awareness of the platform and promote online business.
15	For exhibitions is this the expectation, bidder will invite all the registered artisan for showcasing their products?	It is the descretion of the bidder to plan the exhibitions to promote online business.
16	For Market assessment we need to conduct survey across the globe or we will contract some third party to conduct this assessment for us.	The bidder will be responsible to conduct the market asseement for this scope of the project in line with the objectives defined as per Section 2 of the ToR.
17	Please clarify - complaint management system for call center includes: a. Simple customer service support for products b. Customer Service support for Site c. Any Technical support for products / Artisans	The design of the complaint management system should inlude comprehensive support for platform, product and SME/MSMEs etc.
18	Please define the target audience (Age group etc.) for business plans	Target audience for the project is to be determined by the bidder.
19	ATL and BTL marketing has a vast audience which in turn increase the budgeting and planning. Please confirm what type of ATL and BTL is required from the Bidder	Above the line marketing includes mass marketing strategies which are largely untargeted and are focused on building the brand.By 'untargeted' we mean that the communication isn't directed towards a specific group. The mediums convey the message to everyone who has an access to them.Below the line marketing include direct marketing strategies directed to specific target groups and focused on conversions rather than building the brand. It is at the discretion of the bidder how he plans to use ATL and BTL marketing strategies to get the maximum impact from the platform.
20	Please provide a timeline for Provisional Acceptance Certificate (e.g. 10 days after a milestone is achieved) and criteria for rejection	PAC is dependent on the achievement of target by the contractor followed by USF acceptance and verification of the each milestone KPIs which can either result in the acceptance or rejection of the milestone.
21	What amount of content we are expected to write around a product. It will help us to plan the data entry team accordingly.	It is the descreation of the bidder.
22	Will the platform be PCI-DSS compliant?	As an industry standard, any platform which allows debit card and credit card needs to be PCI-DDS compliant.
23	Please clarify and refer to the clauses of SBP rules and regulations which payment features should be compliant with. The clauses provided on SBP sites are for CSP's	Payment features should abide and be compliant with all SBP rules related to online payments.
24	The milestone completion will be assessed on the bases of only Number of artisan's targeted for the milestone or also on sales volume. If yes, then what are the targets for sales.	Please refer to the RFP section 11 for the detail regarding targets.
25	Who will be responsible for planning the internal marketing campaigns for artisan's products. Group promotions, order level discounts etc. Artisan will setup these campaigns themselves?	Please refer to Section 7 & 11.1 subclause 'e' of the ToR, it is the responsibility of the bidder to be setup marketing campaigns.
26	How artisans will be able practice the complexities of upsell, cross sell, group promotions, coupons functionalities etc. or it all will be responsibility of bidder to take care of internal marketing for artisans and other complex stuff.	Please refer to Section 7 & 11.1 subclause 'e' of the ToR, it is the responsibility of the bidder to be setup marketing campaigns.
27	Do artisans will be able to manage contents for pages like category landing, Static pages etc. via CMS?	Please refer to Annex A of the ToR, it is the responsibility of the bidder to manage contents for pages like category landing, Static pages etc. via CMS
28	Newsletter management will be done internally or third parity's like sales force, mail chimp etc. needs to be integrated.	It is the descreation of the bidder as to how the bidder plans to intergrate newsletter management

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29	What is the scope of webservices APIs for integrations between third parties? What type of services we need to expose. Some specific data set is defined for API expose?	It is the discretion of the bidder as to what integration occurs between third party APIs
30	What is the purpose of batch import and export for customers and calalog information. Is this only for backup purposes? Is this some automated process.	Batch import and export may be be used for backup and automated processing.
31	Normally in Pakistan, products are inclusive of tax so no additional tax become part of checkout process and sales order or do we need to deal with sales tax as separate entity during checkout process and in sales order?	Tax has to be separately mentioned in the checkout process.
32	What is the expectation around custom products? Do the customer will get customization options on product detail page.	Please refer to Section 2 of the ToR. In case of any customization by the SME/MSME, it has to be reflected on the platform.
33	What is the purpose of multiple shipping addresses during checkout? Split checkout is not a common practice and very few logistics partners handle multiple shipments in a single order.	Convenience for the users should be a priority. Multiple Shipping address is important to help avoid the frustration that can occur when a customer is shopping for multiple people at one time. Instead of forcing them to place multiple transactions, they can quickly and easily ship individual items to multiple different addresses with one order.
34	How checks and money orders will be accepted in online payments?	Cheques and money orders shall not be accepted.
35	How the purchases order will be accepted in online orders.	Purchase orders will not be accepted - any and all orders will be through the platform
36	Do we have any list of preferred banks for microfinance?	USF has no preference in this regard. It is the descreation of the bidder as to what microfinance banks the bidder wants to list
37	What is the preference for online dispute resolution do we need to integrate a third party for this service or the bidder's customer service will work for resolution.	This is at the discretion of the bidder
38	In register form what is the purpose of "Status Check" type for artisans register.	Status check is for an SME/MSME who applies for selling products on this platform. It provides status of the registeration application. of SME/MSME.
39	Bidder will register an artisan or Artisan will go into a step by step process to create his store.	It is bidder's responsibility to onbaord the SME/MSME on the platform
40	ToR Page 16: Where the Platform will be hosted, in client premises or in Bidder premises?	The platform will be hosted on cloud
41	ToR Page 16: Cloud Bases Infrastructure need to explained further does it refer to private cloud or public cloud	Cloud Based Infrastructure should be private cloud for which there will be dedicated storage and networking resources for the platform and shall be accessible to USF and contractor only.
42	ToR Page 16: how the on-prem and on-cloud Infrastructure will be related, Need to know their topologies	USF is only asking for on-cloud based infrastructure which will be sufficient to handle the traffic and shall have 99.99% availability as per Annex A of the ToR.
43	ToR Page 16: In Both Cases of on-prem and cloud, Does the HW will be provided by Client or procured by Bidder	All necessary hardware and technology shall be the bidder's responsibility.
44	ToR Page 16: Please provide details on nature, type and retention policy of backup	This is at the discretion of the bidder
45	Form A 3.2 "Project Approach for E Commerce Platform" of Annexure B of Sample Forms in TORs require Quality Assurance and Testing Plan and the same form contains a requirement of providing Quality Control and Assurance Plan. Please elaborate the difference between two deliverable as meaning of both sounds same. From the perspective of product development Quality Assurance and Testing Plan makes sense. Please elaborate the scope of Quality Control and Assurance Plan .	The **Quality Assurance and testing plan** is for the fuctionalities of the Platform mentioned in the Annex A of the ToR whereas **Quality Control and assurance** is for the products being represented on the platform.