



Maldives Industrial  
Fisheries Company Ltd

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# **MALDIVES INDUSTRIAL FISHERIES COMPANY LTD (MIFCO)**

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**Request for Proposal (RFP)**  
**Design And Development of MIFCO**  
**Corporate Website**

BID REFERENCE NO: 134-PRO/I/2025/127

Date: 12<sup>th</sup> June 2025

## Contents

<b>1. BACKGROUND</b>	4
<b>2. PROJECT OBJECTIVES</b>	4
<b>3. SCOPE OF WORK</b>	4
3.1 General Requirements	5
3.2 Design and Development	5
<b>4. DELIVERABLES</b>	6
4.1 Design Phase	6
4.2 Development Phase	6
4.3 Documentation and Training	6
4.4 Post-Launch Support	7
<b>5. TECHNICAL REQUIREMENTS</b>	7
<b>6. PROPOSAL REQUIREMENTS</b>	8
<b>7. EVALUATION CRITERIA</b>	9
<b>8. PROPOSAL VALIDITY</b>	10
<b>9. AWARDING</b>	10
<b>10. SIGNING OF CONTRACT</b>	10
<b>11. QUERIES</b>	10
<b>12. CONFIDENTIALITY</b>	10
<b>13. INTELLECTUAL PROPERTY RIGHTS</b>	11
<b>14. DATE OF SUBMISSION OF BIDS</b>	11
<b>Annex A – Proposal Submission Checklist</b>	12

<b>BID REFERENCE</b>	134-PRO/I/2025/104
<b>REQUEST FOR PROPOSALS (RFP)</b>	22 <sup>nd</sup> May 2025
<b>REGISTERING FOR BID OPENING MEETING (OPTIONAL)</b>	29 <sup>th</sup> May 2025, 1:00 pm, Male 'Time
<b>LAST DATE AND TIME FOR RECEIPT OF BIDS</b>	29 <sup>th</sup> May 2025, 1:00 pm, Male 'Time
<b>TIME AND DATE OF OPENING OF BIDS</b>	29 <sup>th</sup> May 2025, 2:00 pm, Male 'Time
<b>BID SUBMISSION</b>	Bids should be submitted <b>only to</b> <b>contract@mifco.mv</b> email.
<b>PLACE OF OPENING OF BIDS</b>	Via Microsoft Teams Head Office, Maldives Industrial Company Ltd. Hilaalee Magu, Maafannu, Male Maldives.
<b>ADDRESS OF COMMUNICATION</b>	Procurement Department, Maldives Industrial Fisheries Company, Hilaalee Magu, Maafannu, Male, Maldives

## 1. BACKGROUND

Maldives Industrial Fisheries Company Ltd (MIFCO) has established itself as a cornerstone of the Maldivian fishing industry, serving as a vital link between local fishermen and international markets. As digital transformation continues to reshape customer expectations and industry standards, MIFCO recognizes the need to modernize its digital presence to better serve its stakeholders, enhance operational efficiency, and expand market reach. This document outlines the requirements for redesigning and rebuilding the MIFCO website. Interested and qualified individuals are invited to submit their proposals.

## 2. PROJECT OBJECTIVES

The primary objectives of this website rebuilding project are to:

- Create a modern, visually appealing digital platform that strengthens MIFCO's brand identity
- Develop an intuitive content management system that empowers different departments to maintain their content areas
- Ensure exceptional user experience across all devices through responsive design and optimized performance
- Establish a scalable technical foundation that supports integration with internal systems and future digital initiatives
- Improve information accessibility for all stakeholder groups through intuitive navigation and search capabilities
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## 3. SCOPE OF WORK

The vendor shall be responsible for the comprehensive redesign and development of the MIFCO website, including, but not limited to, the following:

### 3.1 General Requirements

- Content Migration: All existing content must be migrated to the new website
- Improved Site Structure: Reorganize content for better user experience
- Responsive Design: Website must be fully responsive on all devices
- Performance Optimization: Fast loading times on all pages (target: <3 seconds)
- Search Engine Optimization: Built-in SEO capabilities
- Multilingual Support: Support for English and Dhivehi languages
- Analytics Integration: Google Analytics or equivalent for tracking user behavior
- Automatic and Toggable Darkmode/Lightmode

### 3.2 Design and Development

#### Website Design

- Create modern, professional design aligned with MIFCO's brand identity
- Develop wireframes and mockups for all main page templates
- Design responsive layouts for desktop, tablet, and mobile devices
- Implement consistent branding elements throughout the site
- Create visual hierarchy to highlight important information
- Design user-friendly navigation and interface elements

#### Frontend Development

- Develop responsive HTML/CSS templates based on approved designs
- Implement frontend functionality using modern JavaScript frameworks
- Ensure cross-browser compatibility and mobile responsiveness
- Optimize for performance and accessibility
- Implement animations and transitions to enhance user experience

#### Backend Development

- Implement a robust content management system
- Develop user management with role-based access control

- Create APIs for integration with internal systems
- Implement security measures to protect data and functionality
- Set up automated backup systems

## Content Management System

- User-friendly interface for content management
- Role-based access control for different departments
- Content scheduling and version control
- Content templates for common content types
- Media library for centralized management of images, videos, and documents
- Content approval workflows with multi-step approval process

## 4. DELIVERABLES

The vendor shall provide the following deliverables:

### 4.1 Design Phase

- Information architecture and site map
- Wireframes for all page templates
- Visual design mockups
- Interactive prototype

### 4.2 Development Phase

- Fully functional website with responsive design
- Content management system with all required functionality
- User management system with role-based access control
- All required integrations with third-party systems
- Comprehensive testing and quality assurance reports

### 4.3 Documentation and Training

#### Technical documentation including:

##### MIFCO Head Office, Male'

T. +(960) 332 3932 F. +(960) 332 3955  
E. info@mifco.mv W. mifco.mv

**Felivaru Fisheries Complex**  
T. +(960) 302 3399

**Kooddoo Fisheries Complex**  
T. +(960) 302 3344

**Kandu Oiy Giri Fish Village**  
T. +(960) 302 3366

**Addu Fisheries Complex**  
T. +(960) 302 3388

- System architecture
- Database schema
- API documentation
- Deployment instructions
- Security implementation

**User manuals for:**

- Super administrators
- Department administrators
- Content editors
- Other user roles

**Training materials including:**

- Video tutorials
- Step-by-step guides
- FAQ documentation

#### 4.4 Post-Launch Support

- Three-month warranty period for bug fixes
- Technical support during business hours
- 24/7 support for critical issues
- Regular security updates and patches

## 5. TECHNICAL REQUIREMENTS

The technical requirements will be provided in a separate document.

## 6. PROPOSAL REQUIREMENTS

Proposals should include the following:

- Understanding of the project requirements
- Proposed approach and methodology
- Detailed work plan and timeline
- Technology stack recommendation with justification
- Team composition and qualifications
- Portfolio of relevant past projects
- Testing and quality assurance plan
- Training and knowledge transfer plan
- Proposed support and maintenance approach
- Detailed cost breakdown by phase and deliverable
- Payment schedule linked to milestones
- Hourly rates for additional work beyond scope
- Support and maintenance costs after warranty period

### **Note to Bidders:**

To ensure completeness and compliance, all bidders are required to complete and submit the Proposal Submission Checklist attached as **Annex A.**

Failure to submit a fully completed checklist or any of the listed documents may result in disqualification of the proposal during the evaluation stage.

## 7. EVALUATION CRITERIA

Evaluation Criteria	Marks	Description
Technical Approach and Methodology, Design and Interface, Project Timeline and Implementation Plan	30	Clarity and effectiveness of proposed approach, methodology and work plan. Demonstrated understanding of project requirements and objectives. Innovation in proposed solutions. Quality of the design and interface. Feasibility and efficiency of proposed timeline. Comprehensive work breakdown structure. Clear milestones and deliverables.
Team and Experience	20	Portfolio. Experience and qualifications of proposed team members. Relevant certifications and technical skills. Clear roles and responsibilities. Adequate staffing for project timeline. Quality and relevance of previous development projects. Experience with content management systems. Demonstrated capability in developing responsive, multi-language websites with similar complexity.
Project Cost, Cost Breakdown and Transparency, Payment Schedule, Support and Maintenance Cost	35	Overall cost-effectiveness and value for money. Competitiveness of pricing compared to other proposals and market rates. Detailed breakdown of costs by phase and deliverable. Clear pricing structure with no hidden costs. Reasonable payment milestones tied to deliverables. Favorable payment terms for MIFCO. Competitive post-warranty support and maintenance. Good terms for additional services and future enhancements.
Duration	15	Development and implementation duration, work and task completion dates.

## 8. PROPOSAL VALIDITY

The quotation shall remain valid for 30 (Thirty) days after the deadline for date of quotation submission.

## 9. AWARDING

The Service provider selected from the tender process upon confirmation by the relevant authorized person shall be notified via a Tender award letter.

## 10. SIGNING OF CONTRACT

The performance of the scope of services will begin once a legal contract is signed between MIFCO and the Service provider.

The contract will include specific timelines and deliverables. Failure to meet the agreed milestones may result in penalties, including payment deductions or termination of the contract, depending on the severity and nature of the delay. All delays must be justified in writing and are subject to MIFCO's acceptance.

## 11. QUERIES

Any query regarding this RFQ should be sent by e-mail to [bid@mifco.mv](mailto:bid@mifco.mv) at least 2 days before the date of submission of the bid.

## 12. CONFIDENTIALITY

All information provided by MIFCO in connection with this RFP, including but not limited to project requirements, internal systems, data access, and operational insights, must be treated as strictly confidential. This information must not be disclosed, reproduced, or used for any purpose other than preparing a response to this RFP without prior written consent from MIFCO.

All proposals and related documents submitted will be treated as confidential and will not be shared with any third party outside the evaluation process.

### 13. INTELLECTUAL PROPERTY RIGHTS

All deliverables, including but not limited to source code, designs, documents, content, and materials developed under this contract, shall become the exclusive property of MIFCO upon final payment.

The Service Provider shall have no rights to use, share, modify, or distribute any part of the project or its components for any purpose other than fulfilling the obligations of this contract, unless explicitly authorized in writing by MIFCO.

MIFCO shall retain full rights to modify, replicate, or extend the work at its discretion.

### 14. DATE OF SUBMISSION OF BIDS

The deadline for submission of bids is **29<sup>th</sup> May 2025 at 01:00 pm**. Bids submitted after the deadline and incomplete bids will not be accepted. Bidders must submit proposals in PDF format to **[contract@mifco.mv](mailto:contract@mifco.mv)** with the subject line: "RFP Submission – MIFCO Website – [Bidder Name]". All submissions must include a signed cover letter.

## Annex A – Proposal Submission Checklist

#	Required Document/Information	Included (✓)
1	Signed Cover Letter with Company Letterhead	
2	Company Registration Certificate	
3	Tax Clearance Certificate	
4	Understanding of Project Requirements	
5	Proposed Approach, Methodology & Work Plan	
6	Proposed Technology Stack (with justification)	
7	Detailed Project Timeline with Milestones	
8	Team Composition and CVs of Key Personnel	
9	Portfolio of Relevant Past Projects	
10	Testing and Quality Assurance Plan	
11	Training and Knowledge Transfer Plan	
12	Post-Warranty Support & Maintenance Approach	
13	Detailed Cost Breakdown by project phase and deliverables	
14	Payment Schedule Linked to Deliverables	
15	Hourly Rates for any additional work beyond scope	
16	Proposal Validity Period (minimum 30 days from submission deadline)	
17	Confirmation of WCAG Accessibility Compliance	
18	Acknowledgment of Confidentiality, IP, and Penalty Clauses	



**Maldives Industrial Fisheries Company Limited**

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