**Programme:** Private Sector Development and TVET in South Caucasus (PSD TVET SC)

**PN:** 16.2179.6-002.00

**Activity**: Development of an E-Commerce Platform for Direct Sales of Armenian Wines in Europe

**Period:** October 2020 – January 2021

1. **Brief information about the programme**

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development.The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and also in South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

**Intervention** **field 1** aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

**Intervention field 3** seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

1. **Context and current situation in the field of assignment**

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies and modernisation of production processes.

However, the sector is still negatively impacted by a number of challenges starting from inconsistent grape quality to visibility and promotion of Armenian wines locally and internationally.

On the other hand, the Corona Pandemic has aggravated the situation with creating additional issues such as:

* almost no demand for wine tourism products (abrupt decline in wine sales in the domestic and international markets;
* interrupted supply chains;
* unstable financial situation of especially small winemakers due to lack of income;

Thus, a series of support measures should be taken in order to support wine industry in Armenia to tackle the above-mentioned challenges, especially in terms of recognition and selling of Armenian wines outside of its borders.

As part of the activities of visibility and promotion of Armenian wines in the European market, GIZ in cooperation with Vine and Wine Foundaiton of Armenia has initiated a project comprised of 3 components:

* an online e-commerce platform for direct sales of Armenian wines in Europe
* a single warehouse where all the wines presented in the platform will be stored
* a service centre for providing information and guidance on Armenian wines, how to get them, at what prices etc.

Therefore, the online platform will come to address a number of issues for Armenian wine producing companies:

* The platform will give an excellent opportunity for those wine companies having no representation in Europe to sell their wines to the market.  Because of small volumes of production, it is often difficult Armenian companies to find partners willing to import their wines into the given market.
* Encourage tourists visiting Armenian and trying Armenian wines to buy them in their home countries in Europe through the platform. This will indeed enhance visibility of Wines of Armenia brand outside of Armenia’s borders.

It should be noted that the wines selected for the platform will be quality-checked and assessed based on certain criteria by VWFA.

1. **Conditions of the assignment**

**3.1. Objective and tasks**

*The Contracted Company will be responsible for development of the first component of the project – online platform for direct sales, as well as 1-year of maintenance after its development. Thus, the financial offer should include development of the website and 1-year maintenance fees.*

The objective of the assignment is to develop an online B2B and B2C platform for direct sales of Armenian wines in Europe. It will help to promote the wine production in the country and abroad, which will increase the volume of sales of Armenian wines around the world, and will preserve and develop the rich cultural and historical heritage of Armenian wine in Armenia as well as around the world.

**3.2. Tasks and deliverables**

The final product should be a B2C E- commerce platform, much like the specialized marketplace for Armenian Wines which will have local as well as international shipment.

The website will allow multilingual people to get Armenian products quite easily with a set of useful features, flexibility and scalability, and will provide multiple, localized payment services to the customers, with options relevant to their market. The responsive and effective web design, easy navigation and user-friendly website will convert the visitors to the actual buyers.

The platform will also provide an opportunity for a multivendor marketplace (B2B) as it will be the one huge platform providing business opportunities to multiple vendors to sell their products and services, offer various promotions, promo codes, launch discount campaigns etc. It should give them the opportunity to apply for wholesale through this platform and get a large amount of traffic and sales.

The platform should also have a special portal for specific groups of buyers, such as diplomatic missions, international organizations, for special prices and terms of buying the wines.

The platform will have various business and sales reports available for all the vendors to check and improve performance indicators.

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| **Tasks** | **Deliverables** | **Expert Days** | **Timeline** |
| 1.   Kick-off meeting-discussion with GIZ, identification and approval of main design concept and development tools | Approved approaches and concept based on discussion and GIZ comments. | ***1*** |   |
| 3. Wireframe creation - Final prototype - UI/UX responsive design  | * Requirements and specifications of the project, including scope, audience, objective and call to action for the website that is being built, project plan that the agency will use to manage the design process.
* Wireframes of a website, which should possess the final navigation, a visual representation of the user interface.
* Description of the elements that will be added to the page and their location.
* After approving the wireframe, UI design should be provided. It should include pieces of content that the final web page will display.

The new look and feel should be adapted to homepage, sections, subsections and the all components of the site. Base on the debriefing session and this TOR, the company will develop a design concept for the site. Output should be high-fidelity prototypes created using Figma, XD or Invision  | **30** | **October – November 2020** |
| 5.    Meetings for design discussion | Presenting the architectural and UI/UX design concept to GIZ;Comments and approval of the final version by GIZ and VWFA | **5**  |  |
| **6. Progress report** | Description of already accomplished deliverables drafted and submitted to GIZ | **3** | **November 2020** |
| 6. HTML coding | Provision of a fully responsive, valid (W3C Compliant) and optimised coding of approved UI design. | ***15*** | December 2021 |
| 7. Relevant software development | Development of the programming systems focusing on databases, scripting, and the architecture of the product | ***35*** | December - January 2021 |
| 8. Testing, Review, and Launch  | Complete **testing** (the final debugging) of a **web**-based system before going live. The website should be compliant with OWASP rules as well as GIZ guidelines for external websites | ***10*** | January 2021 |
| 9.    Training of the relevant staff for using CMS | ***Two employees of the company one from IT and******one from marketing will be trained on using the CMS.******Develop training material and conduct******trainings and workshops on the deployed system.*** | ***1*** | **January 2021** |
| 10. Final report  | Final report drafted and submitted to GIZ  | **5** |   |

\*One-year maintenance of the platform is envisaged after the development of the website in the scope of this ToR. Please include this in the price offer.

**3.3. Coordination and communication**

* The hired company shall report to PSD TVET Programme Team Leader Armenia and closely cooperate with PR and develoPPP Projects Coordinator.
* All the tasks will also be coordinated with and approved by Vine and Wine Foundation of Armenia.
* The hired company shall comply with GIZ regulations for procurement and/or service provision.
* All reports should be provided to GIZ in English via email and/or in an external hardware, if required;
* The final product should be in line with GIZ regulations for developing partners websites: (to be provided after the contracting process).

**3.4. Submission Requirements**

The hired company should meet the following requirements:

* Over 5 years of experience in the relevant field;
* Proven expertise in development of over 5 e-commerce websites both for the local and international market
* Development of at least one international e-commerce solution
* Primary and secondary data collection experience
* Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation.
* Prior experience working with international organisations and state agencies is a must
* Fluency in English and Armenian;
* Excellent communication and interpersonal skills
* Flexibility and ability to meet tight deadlines
* Experience in implementation of projects for the wine sector will be regarded as an asset

The company should submit the following documentation in the technical offer:

* Portfolio and CVs of key experts for the assignment, brief portfolio (s) of the company or companies (in case you apply as part of a consortium)
* Samples of similar developed e-commerce websites
* Brief summary/ concept design and development tools and solutions
* At least 2 recommendations from international and/or organisations
* Other documents that might be relevant to the assignment

**3.5. Other provisions**

* Please note that the selection of all the subcontractors if any should be agreed with GIZ.
* All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.