



TERMS OF REFERENCE FOR DEVELOPMENT OF FREIGHT LOGISTICS MAGAZINE WEBISTE

1. Background

Freight Logistics is East Africa's leading logistics publication. Doing its 15th edition end of 2018, the magazine is published quarterly by the Federation of East African Freight Forwarders Associations (FEAFFA), the regional umbrella body for clearing and forwarding agents in Eastern Africa.

The magazine provides in-depth coverage of the region's freight logistics and transport sector keeping industry stakeholders abreast with key issues, trends and developments in the region and beyond.

Freight Logistics is circulated for free to all logistics players in the five East African countries due to the support we get from industry stakeholders through advertisement support. The countries include Kenya, Uganda and Tanzania, Rwanda, Burundi and Zanzibar.

In an attempt to reach out to all customs agents, freight forwarders, shippers and the entire industry players, FEAFFA aims to develop a modern, dynamic, robust and responsive online magazine that will accommodate all features that are vital in executing the functions and providing necessary services to its targeted audience.

The Federation is therefore seeking services of a Website Developer and Designer to develop the online magazine.

2. Objective of the consultancy

To develop a modern, dynamic, robust and responsive online magazine that will accommodate all features that are vital in executing the functions and providing necessary services to the targeted audience.

3. Tasks to be undertaken by the Consultant

The Consultancy will undertake the following key tasks;

- a. In collaboration with FEAFFA ICT manager, agree on the features to be included on the new design and generate a sketch of the new proposed design
- b. Develop a template of the agreed upon design with all proposed features included. This includes making the website responsive.
- c. Transfer all the files and documents from the old website to the newly developed website
- d. Carry out a comprehensive Search Engine Optimization (SEO) to ensure the website is light enough when being accessed by users

- e. Incorporate all the feedback from users after the website launched.

4. Reporting

FEAFFA is the recipient of this project; the Consultancy Firm will report to FEAFFA's ICT Manager. Contract management issues will be handled by the FEAFFA Accountant.

5. Schedule

The assignment will run for 1 month as follows:

Major activity	Estimated time
Inception meeting with FEAFFA	1 day
Develop a template of the agreed upon design with all proposed features included	14 days
Transfer documents from the old website to the newly developed website.	3 days
Incorporate feedback from users	5 day
Carry out Search Engine Optimization (SEO)	7 days
Total	30 days

6. Profile of the Consultancy Firm

The website designer must have at least 3 years' experience in developing and designing dynamic and responsive websites with at least 3 similar project successfully implemented

7. Submission of proposals

Interested firms are expected to submit their brief proposals to FEAFFA not later than 26th November, 2018 1400 hours East African Standard Time through info@feaffa.com

Or physically at

9 The Crescent,
The Crescent Rd,
Off Parklands Road, Opp. MP Shah Hospital (after Kalson Towers)
P.O. Box 22694 - 00400,
Nairobi, Kenya.