TERMS OF REFERENCE

Appointment of Service Providers for the Online Presence and Marketing Scheme at SME Mauritius Ltd.

A. Background

SME Mauritius Ltd. is seeking to enlist professional service providers who are registered as SMEs in order to assist small and medium enterprises in establishing an online presence. The service providers will be required to undertake domain name registration, website design and development, social media strategising and management.

B. Scope of Work

The service provider shall provide all necessary assistance to SMEs and satisfy the following requirements:

1. Domain Name
   a) Domain name registration (for a minimum of 1 year)
   b) Branded Email registration (for a minimum of 1 year)

2. Website design and development
   a) Website design and publishing and Content Management System (CMS)
   b) Web hosting (for a minimum of 1 year)
   c) Responsiveness to digital devices
   d) Photo gallery and online contact form

3. Social Media presence
   Devising of a social media strategy for the applicant in form of a report and creation of a Facebook, LinkedIn, Instagram profile.

4. Troubleshooting (For a minimum of one year)

C. Profile of the service provider

- Service Provider should be a duly registered SME.
- Ability to code and program websites and web pages.
- Experience in building and adjusting WordPress websites.
- Solid Knowledge of HTML, CSS, JavaScript, PHP.
- Strong marketing thinking and skills.
- Understanding of security practices.
- Experience of working with entrepreneurs.
- Proven work experience in similar projects with at least 3 client references (It is mandatory to provide links to websites created over the last 12 months).

Quotations in sealed envelopes, must reach SME Mauritius Ltd, Head Office by latest 2nd of August 2019.

i. SME Mauritius Ltd reserves the right not to proceed with this exercise.
ii. The details of only the best service providers will be published on SME Mauritius Ltd. website.