

**TENDER NO:** [SCCC/CC/2021/02](#)



**UEN Registration No.: 201309577Z**

**TENDER FOR THE PROVISION OF SERVICES FOR WEBSITE DEVELOPMENT AND MAINTENANCE FOR THE PERIOD FROM 1 APRIL 2021 TO 31 MARCH 2022, WITH OPTION TO EXTEND FOR ANOTHER ONE (1) PLUS ONE (1) YEAR**

**TENDER NOTICE**

**Tender No.: SCCC/CC/2021/02**

**INVITATION TO TENDER FOR THE PROVISION OF SERVICES FOR WEBSITE DEVELOPMENT AND MAINTENANCE FOR THE PERIOD FROM 1 APRIL 2021 TO 31 MARCH 2022, WITH OPTION TO EXTEND FOR ANOTHER ONE (1) PLUS ONE (1) YEAR**

1. Singapore Chinese Cultural Centre (SCCC) invites your tender for the provision of services for website development and maintenance for ONE (1) year with an option to extend for another ONE (1) plus ONE (1) year.
2. The following documents that form part of this Tender Document have been prepared to enable prospective vendors to tender for the above mentioned works that would meet the SCCC's requirements and specifications. These forms may be obtained from <http://www.singaporeccc.org.sg/tender>
  - Tender Guidelines
  - Tenderer's Offer (FORM A)
  - Tenderer's Profile (FORM B)
  - Price Schedule (FORM C)
  - Schedule of Rates (FORM D)
  - Major Projects completed by Tenderer within the 3 years (FORM E)
  - Profile of Tenderer's Project Team (FORM F)
3. The Tenderer is required to complete and submit the following documents in sealed envelope, together with all technical data on the equipment and any other supporting data or relevant information, in duplicate, to SCCC before the closing date of tender:
  - Tenderer's Offer (FORM A)
  - Tenderer's Profile (FORM B)
  - Price Schedule (FORM C)
  - Schedule of Rates (FORM D)
  - Major Projects completed by Tenderer within past 3 years (FORM E)
  - Profile of Tenderer's Project Team (FORM F)
  - Detailed samples on:
    - i. Website performance reports; and
    - ii. Outline of webpage development plan for an online exhibition consisting of 2 pages, including timeline, assigned team, SEO strategy, module development, etc.
4. The closing date for submission of tender is **Monday, 18 January 2021, 5.00pm**. Tenders submitted after the stipulated date and time will not be accepted.
5. Tender Offers are to be deposited into the Tender Box located at:  
**Singapore Chinese Cultural Centre**  
**1 Straits Boulevard**  
**Level 1 Lift Lobby**  
**Singapore 018906**

## TENDER GUIDELINES

### 1. SUBMISSION OF TENDER

- 1.1 The tenderer shall complete and sign the Tender's Offer and complete all parts of this Tender Document required to be completed by a tenderer.
- 1.2 The Tenderer shall submit this Tender Document in a sealed envelope by hand into the Tender Box located at SCCC, 1 Straits Boulevard, L1 Lift Lobby, by the stipulated date and time. Tenders submitted after the stipulated date and time will not be accepted.
- 1.3 The tenderer shall mark the top left hand corner of the envelope with the **Tender No: SCCC/CC/2021/02**.
- 1.4 The Tenderer shall also submit samples of the goods and/or packages if SCCC so requests.
  - Such samples shall be delivered at the site and by the time stipulated in the Invitation to Tender and should be marked clearly with the Tender number, item number and the name of the tenderer. Failure to provide the required samples at the stipulated time may render the tender liable to be disqualified.
  - The tenderer shall indicate whether he wishes the samples to be returned. If no indication is given, SCCC shall not be obliged to return any samples to the tenderer.
  - All cost, including but not limited to all shipping and transportation duties incurred in providing and delivering such samples to SCCC shall be borne by the Tenderer.
- 1.5 Tenderers shall submit the tender and supporting brochures/handbooks in the number of sets as specified in the Invitation to Tender. One set is to be marked "original" and the other set is to be marked "copy".
- 1.6 All expenses incurred in the preparation of this tender shall be borne by the Tenderer.

### 2. GOODS AND SERVICES TAX (GST)

- 2.1 The tenderer shall not include any Goods and Services Tax (GST) in the Price Schedule and Schedule of Rates of Tender's Offer.
- 2.2 The tenderer shall declare his GST status in his tender. He shall clearly indicate whether he is, or whether he will be a taxable person under the GST Act. He shall, if available, furnish the GST registration number to SCCC.
- 2.3 If the Tenderer is a taxable person under the Singapore GST Act, SCCC will pay the Tenderer, in addition to the rates and prices proposed, the GST chargeable on the supply of Goods and Services provided pursuant to this tender.
- 2.4 A Tenderer who declares himself to be a non-taxable person under the GST Act but who becomes a taxable person after the award of the tender shall forthwith inform SCCC of his change in GST status. He shall be entitled to claim from SCCC any GST charged on the supply of the Goods or Services made by him after his change in GST status.

### 3. QUERIES

- 3.1 Any queries in respect of this Tender Document or any matter related thereto may be submitted in writing to [justinewong@singaporeccc.org.sg](mailto:justinewong@singaporeccc.org.sg) before **Wednesday, 13 January 2021, 5.00pm**.
- 3.2 SCCC reserves the absolute right not to entertain or respond to any query, which, in the SCCC's opinion, is inappropriate or improper.
- 3.3 On submitting his tender, the Tenderer shall be deemed to have examined this Tender Document and site conditions and satisfied himself with regard to any query on this Tender Document.

### 4. PRESENTATION

- 4.1 The Tenderer shall, on the request of SCCC, make a presentation on such aspects of his tender as may be required by SCCC.

### 5. VALIDITY PERIOD

- 5.1 Tenders submitted shall remain valid for acceptance for a period of **60 days** commencing on the closing date. This validity period may be extended by mutual consent in writing of SCCC and the Tenderer.

### 6. AWARD

- 6.1 SCCC shall be under no obligation to accept the lowest or any tender.
- 6.2 SCCC shall normally not enter into correspondence with any tenderer regarding the reasons for non-acceptance of a tender.
- 6.3 SCCC reserves the right to accept the whole or any part(s) of the Tender Offer as it may decide, unless the Tenderer expressly stipulates in its Tender Offer that certain parts of the Tender Offer are to be treated as indivisible. The prices shall be adjusted in accordance with the schedules of prices set out in the Tender Offer.
- 6.4 The Letter of Acceptance issued by SCCC shall create a binding contract on the part of the tenderer to supply to SCCC the goods and/or services offered in the tender.
- 6.5 The Contract shall be governed by the Conditions of Contract.
- 6.6 SCCC shall notify a successful tenderer of its acceptance of his tender, whether in whole or in part, by sending a purchase order or letter of acceptance by post to that tenderer and the posting of the purchase order or the letter of acceptance shall be deemed good service of such notice.
- 6.7 SCCC may at its discretion require the tenderer to sign a written agreement.
- 6.8 Tenderer may submit an alternative offer to the tender specifications, however SCCC reserves the right not to accept the alternative offer.

6.9 SCCC is the sole copyright owner of any creatives artworks produced as a result of this project, prior written permission from SCCC is required for any use of the creatives in whole or in part.

## **7. VARIATIONS**

7.1 SCCC reserves the right to negotiate with the tenderer, where exceptional circumstances so necessitate, to vary any provision or part of this Tender Document without reference to any other party. Any such variation shall be subject to the mutual consent in writing of SCCC and the Tenderer.

## REQUIREMENT SPECIFICATIONS

### 1. PROJECT SCOPE

#### 1.1 Webpage(s) and module development

1.1.1. The appointed vendor will conduct monthly webpage(s) and modules enhancement to the website based on content from SCCC including but not limited to the following:

- a) Webpages design and development for up to 40 pages.
- b) Copywriting and copyediting in English and Chinese for up to 80 pages in accordance to the tonality and style of the website based on raw content provided by SCCC.
- c) All materials are to be bilingual (English and Chinese) and the appointed Tenderer is required to use SCCC's panel of translators to develop the copies.
- d) Development of up to 30 graphics, charts or other illustrations required to complement the information.
- e) Development of Listings, Forms, Booking System and EDMs for any new webpages when required.
- f) Scroller function for multiple images on webpage(s) or advanced image gallery.
- g) Integrate content with SCCC's social media platforms.
- h) Provide staging sites for review and approval before webpages go live.
- i) Maintain the event listing page as needed. Events will be submitted and checked for accuracy by SCCC staff.

#### 1.2 Website performance and reports

1.2.1. The appointed vendor is obligated to implement strategies to optimize website's performance including but not limited to:

- a) Produce and execute SEO strategy to maximize search engine results and ensure that the website is ranked in the top ten listings on google.com against keywords determined to achieve an average of at least 30,000 users (based on Google Analytics formula) every 3 months.
- b) Implementing SEO related inputs (Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame etc.) for the website.
- c) Provide SEO strategies to enhance website traffic for adhoc webpages pertaining to SCCC's programmes.
- d) Provide detailed analytics and web traffic report per month within 7 days from the last day of the month.
  - i. Reports should include SEO health overview, keyword rankings, click-through rate, backlink profile, industry comparison, competitor ranking data, and SEM integration.

- ii. Reports to indicate performance for these adhoc webpages are to be provided to SCCC within 3 days from the programme's end date or otherwise stated.

### 1.3 **Maintenance, backend and technical structure**

1.3.1. The appointed vendor will provide maintenance and backend including but not limited to the following:

- a) Periodically develop, upgrade and update the Content Management System (CMS) for updating the content and putting up new content.
- b) All the content posted on the website/microsites should survive updates i.e. when new content is added, old content should not be deleted; it should be made inactive and kept in the database for records.
- c) Test site functionality, ease of use and load time; to sustain a minimum of 30GB bandwidth to be able to handle an average of 10,000 visits on a weekly basis with quick load time on a standard connection; to upgrade and update bandwidth when required to accommodate large amount of online content.
- d) Perform frequent editing / modifications / updates etc. to pages which should be identified accordingly and a monthly review will be done for them at the end of every month throughout the contract period. Any changes, modifications, updates, upgrades will be carried out accordingly by the bidder. Any discrepancies found during the audit should be complied within 2 days or otherwise stated.
- e) Backup Management including weekly site backup and maintenance of the Staging Environment.
- f) Statistics Hit Counter on webpage visitors count and provide monthly website performance report which include number of users, sessions, pageviews, users profiles (country, new users/returning users), bounce rate etc.
- g) Hosting of domain names. SCCC shall be the owner of the domain name.
- h) Selected tenderer is required to prepare a schedule for maintenance activity and carry them out regularly. Maintenance activity to be carried out at midnight to avoid visitor inconvenience.
- i) Ensure that all content and images uploaded on the website are fully compliant with the latest version of Web Interface Standards (WIS) or other standards that the website is required to meet.
- j) Ensure that all dimensions and interface are compatible with laptops and mobile devices.
- k) Function to allow pages to be shared on users' social media accounts.
- l) Design and prototype the information architecture and wire frames.
- m) Provide designs and wireframes into workable and implementable pages. The code should not contain security loopholes, and must be easily managed and understood by

webmasters who have to maintain the pages. Tenderer shall update the website CMS manual whenever there are new changes made.

- n) Deployment of external microsites and contents onto the main website and conduct the necessary security scannings and tests including but not limited to OWASP Top 10 Security Scan, Penetration Testing, Open Source Intelligence (OSINT) Testing.

#### 1.4 **Website Security and Performance**

1.4.1. The vendor should comply with, but not limited to, the following security requirements:

- a) Conduct application security testing before production launch, annually and after any changes;
- b) Establish and implement application security standards and policies;
- c) Implement Web Application Firewall (WAF);
- d) Establish and implement application security standards and policies;
- e) Conduct comprehensive application security testing frequently (recommended at least twice a year) and after any significant changes;
- f) Provide web-application security awareness and technical training for user and staff that have access to the system;
- g) Include the formulation of Notification, Escalation procedures and SOP for threats and Website interruption and maintenance;
- h) Implement Patch Management solution to improve patch management and simplify process of patch maintenance across SCCC's information system, ensure availability of test-bed environment for critical systems and ensure use of up to date software libraries and packages;
- i) Perform regular scans of public IP addresses to identify any unnecessary open ports (services). It is also required to implement automated scanning of public IP networks to identify and report any important changes such as new open TCP port on Internet connected server. Such monitoring could effectively detect any unauthorized Internet services and detect and report vulnerabilities on Internet servers. If such incident arises, the vendor should follow the escalation process and implement the SOP specified;
- j) Establish and implement application security standards and policies, develop security hardening baseline and conduct comprehensive security testing of application server;
- k) Conduct monthly HTTPS scan and also to attain minimum overall rating of A grade for the SSL scan and provide reports to SCCC staff;
- l) Establish the Return Time Objective (RTO) and Return Point Objective (RPO) for the website, its Data and information back up and Data Recovery (DR) procedures.
- m) Periodic vulnerability assessment (VA) scanning of website security (at least once a year);
- n) Website security loopholes detected during VA scanning are shared with SCCC based on the Escalation Procedures, addressed immediately and SCCC updated on the status;



- o) Establish Cyber Security Incident Reporting Structure;
- p) Criticality of SCCC's websites (if more than 1 web site is required/ developed) should also be identified and declared; and
- q) Critical website should comply with additional security measures as specified but not limited to the above clause.
- r) Application and Vulnerability Security Testing including but not limited to OWASP Top 10 Security Scan, Penetration Testing, Open Source Intelligence (OSINT) Testing and Consolidated Report and Recommendations to fix for all new content and microsites to be deployed onto the website.

## **2. RESOURCES**

2.1 Tenderer must ensure adequate manpower resources are allocated for each project. The appointed tenderer should at least deploy the following manpower resources for monthly maintenance and other projects:

- a) Account Servicing Director.
- b) Project manager with a minimum experience of 3 years in Project Management and Planning of similar nature.
- c) Technical Team Lead with 4+ years experience as a programmer in website design and development and independent handling of projects using technologies including but not limited to .NET technologies, SQL server, Oracle, open source technologies.
- d) Senior Programmer Experience of 3+ years experience as a programmer in website design and development using technologies including but not limited to .NET technologies, SQL server, Oracle, open source technologies.
- e) Programmer with minimum experience of 2+ years as a programmer in website design and development using technologies including but not limited to .NET technologies, SQL server, Oracle, open source technologies.
- f) Web Designer / Content Manager with minimum experience of 3+ years in content management of websites of reputed organizations.

2.2 For adhoc development project that requires between 10 webpages, the vendor is expected to assign at least 1 Team Lead, 1 Senior Programmer, 2 Programmers and 1 Web Designer / Content Manager to the project. The appointed tenderer shall be responsible in meeting designated deadlines provided by SCCC for adhoc projects and shall assign additional manpower resources for adhoc projects when required.

2.3 Tenderer must submit the CVs of the Account Servicing Team during the tender submission.

2.4 SCCC reserves the right to change the Director or any member of the Account Service Team prior to appointment of the tender or at any point during the contract period.

### **3. SUBMISSION REQUIREMENTS**

3.1 The following items are mandatory:

- a) Tenderer's Offer (FORM A)
- b) Tenderer's Profile (FORM B)
- c) Price Schedule (FORM C)
- d) Schedule of Rates (FORM D)
- e) Major Projects completed by Tenderer within past 3 financial years. Vendors with relevant track record in the last 3 years in the arts & cultural sector, experience in past projects of similar nature, and accolades, if any, are to be included (FORM E)
- f) Profile of Tenderer's Project Team (FORM F)
- g) Detailed samples on:
  - i. Website performance reports; and
  - ii. Outline of webpage development plan for an online exhibition consisting of 2 pages, including timeline, assigned team, SEO strategy, module development, etc.

### **4 EVALUATION CRITERIA**

4.1 The Tenders will be evaluated based on the following:

- a) Sound understanding of SCCC's work (30%).
- b) Appropriateness of proposed approaches outlined in the Samples provided by Tenderers should comply with the requirements and scope specified (30%).
- c) Relevant experiences and manpower resources (20%).
- d) Price (20%).

### **5 ENQUIRIES**

5.1 For enquiries, please contact us Ms Justine Wong  
Email: [justinewong@singaporeccc.org.sg](mailto:justinewong@singaporeccc.org.sg)