

General information

Project: Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries

a. Brief information

The Georgian Apparel and Fashion Association was created with the support of the clusters4development project funded by the European Union and the German Government and implemented by GIZ.

The vision for GAFA is to develop a cooperative and innovative space where fashion, technology, sustainability, and knowledge meet – a space in which different stakeholders within Georgia’s apparel industry support and collaborate with each other, to build a strong image of Georgia’s apparel and fashion industry – at local, regional and international level.

The mission of GAFA is to represent, promote and support Georgian apparel and fashion companies while increasing their competitiveness on the markets and to furnish apparel producers, independent brands and designers with the tools and skills to be competitive in terms of sustainable production, product quality, fashion design, skilled labour and international branding.

This tender is announced within the project “digitalisation of GAFA”. The project is supported by The "Digital Transformation of SMEs in Eastern Partnership Countries" project, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ, operates in Armenia, Azerbaijan, Georgia, Moldova, and Ukraine from 03.2023 to 02.2026. It focuses on aiding SMEs directly and through intermediaries like business associations and research organizations. The project aims to enhance regional innovation systems, improve framework conditions, and boost cooperation in digital ecosystems to facilitate SMEs' digital transformation. It also aims to enhance SMEs' capacity to adopt digital solutions. The project promotes exchange between Eastern Partnership countries, Germany, and other EU member states.

Objective:

Georgian Apparel and Fashion Association (GAFA) is embarking on a digitalization journey to streamline its operations and enhance efficiency. In line with this objective, GAFA seeks proposals from competent IT service providers to implement Software as a Service (SaaS) solutions across various functional areas.

b. Scope of Work

The selected vendor will be responsible for the implementation of SaaS solutions on the following tools:

1. Sales Forecast Tools (Zoho):

- Implementation of Zoho's Sales Forecasting module to analyze historical sales data, identify trends, and generate accurate sales forecasts.
- Configuration of Zoho CRM integration to synchronize sales data and facilitate seamless forecasting processes.
- Customization of forecasting models to accommodate GAFA's unique business requirements and product categories.
- Training sessions for GAFA staff on utilizing the Sales Forecasting tools effectively for informed decision-making.

2. Dashboards (Power BI):

- Development of interactive dashboards using Power BI to visualize key performance indicators (KPIs) and operational metrics.
- Integration of data sources including sales, inventory, and customer data to provide comprehensive insights into GAFA's operations.
- Designing customizable dashboards for different user roles within GAFA, ensuring relevant information is accessible to stakeholders.
- Implementation of real-time data refresh schedules to maintain up-to-date dashboards reflecting the latest data.

3. CRM Systems (Sales Manago, Sales Force):

- Integration of Sales Manago and Sales Force CRM systems to centralize customer data and enhance engagement strategies.
- Customization of CRM workflows to automate lead management, sales pipeline tracking, and customer communication processes.
- Configuration of personalized marketing campaigns based on customer segmentation and behavioral analysis.
- Implementation of data synchronization processes to ensure consistency between CRM systems and other integrated platforms.

4. HR Module (Sage HR):

- Deployment of Sage HR's HR Module to digitize human resource management processes within GAFA.
- Configuration of employee profiles, organizational structures, and leave management workflows.

- Integration with payroll systems for seamless payroll processing and compliance with regulatory requirements.

- Implementation of self-service portals for employees to access HR information, submit requests, and track their leave balances.

5. E-commerce Personalization (Sales Manago, Sales Force):

- Utilization of Sales Manago and Sales Force platforms for personalized e-commerce experiences tailored to individual customer preferences.

- Implementation of recommendation engines to suggest products based on past purchases, browsing history, and demographic data.

- Configuration of dynamic content delivery mechanisms for targeted promotions, discounts, and product recommendations.

- Integration with e-commerce platforms to track customer interactions and behavior across multiple touchpoints.

6. Online Accounting System (Zoho):

- Deployment of Zoho's Online Accounting System to streamline financial management processes within GAFA.

- Configuration of chart of accounts, financial reporting templates, and automated transaction processing rules.

- Integration with bank feeds for real-time transaction reconciliation and cash flow management.

- Training sessions for finance personnel on utilizing Zoho Accounting tools for expense tracking, invoicing, and financial reporting.

7. Warehouse, Shipping, and Order Management (Shipedge):

- Integration of Shipedge platform for efficient management of GAFA's warehouse operations, shipping logistics, and order fulfillment processes.

- Configuration of warehouse layouts, inventory tracking systems, and pick-pack-ship workflows.

- Implementation of barcode scanning technology for inventory accuracy and order processing efficiency.

- Integration with e-commerce platforms and courier services for seamless order fulfillment and shipment tracking..

c. Technical description and Implementation:

Phase 1: Planning and Analysis

Project Kickoff Meeting:

- Schedule a kickoff meeting with GAFA stakeholders to discuss project objectives, scope, and get timelines.

Solution Design:

- Develop a comprehensive solution design document outlining the architecture, data flows, and integration points for each SaaS tool.
- Present the design document to GAFA for review and approval before proceeding to implementation.

Phase 2: Configuration and Customization

SaaS Tool Setup

- Configure and provision the required SaaS tools (Zoho, Power BI, Sales Manago, Sales Force, Sage HR, Shipedge) according to the approved solution design.
- Customize each tool to align with GAFA's specific business processes and requirements.

Phase 3: Testing

User Acceptance Testing (UAT)

- Conduct UAT sessions with GAFA stakeholders to validate the functionality and usability of each SaaS tool.
- Address any identified issues or discrepancies and make necessary adjustments based on user feedback.
- Test the integrations thoroughly to verify data accuracy, integrity, and consistency.

Phase 4: Deployment and Go-Live

- Coordinate the deployment of the digitalization solutions across GAFA's operations, including software installation, configuration, and user setup.
- Provide ongoing post-implementation support to address any issues or concerns and ensure a smooth transition to the new digital environment.
- Monitor the performance and usage of each SaaS tool to identify areas for optimization and improvement.
- Provide post-implementation support and assistance during the transition period to ensure a seamless handover of responsibilities.

Deadline of Submitting work above outlined Deliverables 15th of September

Submission Requirements:

Interested vendors are required to submit their proposals, including the following (find assessment grid):

- Company profile and relevant experience in implementing SaaS solutions for similar projects.
- Detailed implementation plan outlining the approach, timeline, and milestones.
- Cost proposal with a breakdown of expenses including licensing, implementation, and support.

Deadline for Submission: 30th of March, 2024