

Technical Documentation for Bidders

1. Project Scope & Description:

Georgian Construction Materials Cluster (GCMC) is granted with local subsidy by the project “Digital Transformation of small and medium-sized enterprises (SMEs) in Eastern Partnership countries”.

The local subsidy Program for the Digitalization of Small and Medium enterprises, organized and financed by the German government. The programme is implemented by the German Federal Company Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). This program aims to support and accelerate the digital transformation of small and medium-sized enterprises (SMEs) in Georgia.

- **General information about the project:**

The project Digital Transformation of small and medium-sized enterprises (SMEs) in Eastern Partnership countries (hereafter “the Project”) works on the support of digitalization on the micro, meso, and macro level. SMEs in Georgia, Armenia, Moldova, Ukraine, and Azerbaijan will profit from direct support to digitally upgrade their business models. Intermediary organizations such as business associations or company networks will be supported to work with research organizations, financial institutions and public policy makers to create regional innovation systems conducive for digitalization. Together with its political partners the Project will work on the improvement of national and supranational framework conditions and policies for digital growth of SMEs. Furthermore, statistical authorities will be capacitated to provide reliable information for policy makers and the public discussion on promotion policies. The Project fosters international exchange between the five Eastern Partnership countries mentioned above and with Germany and other European Union member states.

2. **The Georgian Construction Materials Cluster (GCMC)** brings together small and medium-sized enterprises operating in the Georgian construction sector. GCMC provides local companies with access to digitalization, innovation, and new technologies to boost productivity, streamline their management and processes and enhance quality and safety. Cluster member companies are selected based on specific criteria including local ownership, economic potential, and the commitment to the production of innovative, energy-efficient, high-quality products, considering environmentally friendly and smart solutions. The willingness of the member companies to collaborate with other industry players and stakeholders to create added value and achieve win-win results is one of the main strengths of the cluster. Focusing on innovation and quality, the

cluster aims to promote the digitalization of manufacturing processes and the adaptation of smart technologies, as well as provide support for the implementation of quality management systems and strengthening collaboration with local and international laboratories.

3. General information about the project GCMC is going to implement:

Digitalizing export tulls:

This project will enable small and medium-sized companies to take the proper steps towards export development and manage the entire process digitally, which means:

- Choosing the appropriate export country according to the manufactured product
- Determination of all necessary certificates or barriers in advance
- Working in the lead management system

Scope Overview

1. Development of a user-friendly Digital Export Catalogue integrated into GCMC's website.
2. Implementation of a lead management system for efficient user registration and access.
3. Upgrade of website structure, design, and functionality to support the catalogue and management system.
4. Comprehensive testing to ensure functionality, usability, performance, and security.
5. Documentation and training for effective utilization and ongoing maintenance.

This system will help medium and small businesses to prepare for export without spending much time and finances to get all the necessary information digitally, and digitize the sales management process.

6. Technical Specifications that has to be implemented and final version of „Digital Export Catalogue“:

1. Develop Web Structure & Prototypes :
 - Define the overall struture of already existing website (www.gcmc.ge) , including navigation, page hierarchy, and site maps.
 - Determine the technology stack and frameworks that is used for backend and frontend development.
 - Create wireframes and prototypes to visualize the structure and layout of the website, as one button will be added at gcmc’s website header,

that will transfer interested parties to a new page with two search categories: Product name on the first, and Country on the second. Three or four drop-down tabs below the search system, which will be informative topics (laboratory, standards ...)

- Establish guidelines for URL structure, and content organization.

2. Develop Web Design:

- Use already existing brand book to create visual design elements such as color schemes, typography, and imagery that align with the project's branding and objectives. (for the page we're integrating to gcmc's website).
- Design responsive layouts to ensure compatibility across various devices and screen sizes.

3. Develop Website:

- Upgrade or Implement frontend components using HTML, CSS, and JavaScript based on the approved design mockups.
- Upgrade or Develop backend functionality using appropriate programming languages (e.g. A,B,C,D) and appropriate frameworks.
- Implement content management system (CMS) functionality to enable easy content updates and management by non-technical users.

4. Integration of Lead Management System:

- Select an appropriate LMS management system that aligns with the project requirements and objectives.
- Therefore, build registration/authorization system that will enable only registered users to use this management system.
- Registration should consist of four key questions: name of the company, establishment date, name and surname of the user.
- Each user has to be assigned with a unique code to access the system.
- Configure the LMS management system to support features.
- Integrate the LMS management system with the website's backend systems to enable seamless data exchange and synchronization.

5. Test the Website:

- Develop test plans and scenarios to cover functional, usability, performance, and security testing.
- Conduct manual testing to identify and address any bugs, errors, or usability issues.
- Ensure cross-browser compatibility and optimize website performance for fast loading times.
- Perform compatibility testing across different browsers, devices, and operating systems.

Throughout the development process, maintain documentation for all aspects of the project, including code documentation, technical specifications, and user manuals to facilitate ongoing maintenance and support. Regular communication and collaboration with stakeholders will also be essential to ensure that the final product meets the project's objectives and requirements.

Timeline for this assignment:

| Activity | M2 Mar | M3 Apr | M4 May | M5 Jun | M6 Jul | M7 Aug | M8 Sept | M9 Oct | M10 Nov | M11 Dec | M12 Jan |
|---|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|
| Announcement Tender (for web development) | x | | | | | | | | | | |
| Research LMS software | | x | x | | | | | | | | |
| Develop web structure | | x | x | | | | | | | | |
| Develop web design | | x | x | | | | | | | | |
| Develop web site | | | | x | | | | | | | |
| Integration of LMS | | | | x | | | | | | | |
| Test the web site | | | | | | x | | | | | |
| Fill out web page info | | | | | x | x | x | x | | | |
| Creating online trainings for export/sales managers | | | | | | | | | x | | |
| Test the info and page | | | | | | | | | | x | |
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Deadline for Submission: March 31, 2024 / 22:00