



## *TERMS OF REFERENCE*

*“Consultancy to Design, Develop and Implement a mobile application to provide real time information on shipping and logistics to end users”*

# TERMS OF REFERENCE

## **1. BACKGROUND INFORMATION**

### **1.1. Beneficiary country**

Saint Lucia

### **1.2. Contracting Authority**

Export Saint Lucia

### **1.3. Relevant Project Background**

Export Saint Lucia is an affiliated agency of the Ministry of Commerce, International Trade, Investment, Enterprise Development & Consumer Affairs mandated by the Government of Saint Lucia to spearhead the export agenda for Saint Lucia. In this capacity, the Agency works closely with exporters to facilitate export market research, explore export opportunities towards accessing and expanding in international markets. It is the Agency for coordinating and spearheading all activities related to export promotion through advocacy, dissemination of information, marketing and promotion at both the national and international level.

A very important element of Export Saint Lucia's functions is assisting clients and/or exporters with the fulfilment of their export process. This assistance may be in the form of trade information and/or export facilitation (i.e. assisting firms to overcome export barriers/hurdles and to ensure excellence in the delivery of trade facilitation services). Export Saint Lucia provides exporters and organisations involved in the export process with the information and tools necessary to improve their export capability and to ensure their long-term sustainability.

Critical to any successful export function is the medium of movement of the manufactured goods. The shipment of the export to its intended export market via air or sea has over the period been a concern for many exporters. The access to information in real time on the service delivery, availability and scheduling of vessels/aircrafts traversing the required routes to markets has overtime been a challenge for clients and exporters. The perennial question of who goes where, when and how, has perplexed and frustrated the ardent exporter, much less the emerging and potential ones.

As part of the push to enshrine accountability, knowledge sharing, efficiency and networking, Export Saint Lucia aims to adopt next generation platform by translating its resources into a mobile platform. The proposed Export Saint Lucia mobile platform/app will not only enlarge Export Saint Lucia's reach but provide instant information to end users in dire need on information on shipping and logistics to their intended export markets.

### **1.4. Related programmes and other donor activities:**

Via the implementation of this initiative, Export Saint Lucia anticipates expounding on the information provided on related shipping and logistics matters and the capabilities of its Trade portal/website. It intends to integrate the services of Export Saint Lucia and that of the shipping agents/facilitators we transact with regularly. In addition, the initiative is intended to create a linkage with other activities under Export Saint Lucia work programme that is pertinent to exporting/trade.

## **2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

### **2.1. Overall objective**

To design, develop and implement a mobile application that will enable Export Saint Lucia to disseminate information on shipping and logistics matters. The initiative will also contribute to the growth and development of Export Saint Lucia's tools for trade information service delivery of its Trade portal/website.

### **2.2. Purpose**

The purposes of this consultancy are as follows:

- To contribute to an increasing movement of goods/cargo from Saint Lucia;
- To provide an avenue for existing and potential exporters to monitor and secure mediums of transportation for exporting;
- To create a mobile presence to allow end users (existing and potential exporters) to view options for shipping;
- To provide a platform for the hosting and dissemination of export and trade related shipping information to the business community;
- To support ongoing efforts aimed at increased efficiency and improved synergies with exporters; shipping agents and other stakeholders;
- To develop a platform that can seamlessly gather information on vessel logistics including shipment time, estimated arrival, location and cost.

### **2.3. Results to be achieved by the Consultant**

The contracted consultant should develop interactive, multi-functional, user friendly mobile application providing information on shipping and logistics to end users in real time.

## **3. ASSUMPTIONS & RISKS**

### **3.1. Assumptions underlying the project intervention**

- Stakeholders will support and participate to the fullest extent in the process of consultation required to generate the required/intended information and outcomes.
- The general public will embrace and utilize the application as a means for obtaining, monitoring and scheduling shipping arrangements.
- Information on the Export Saint Lucia App will be clear and concise and will benefit the end user.
- Suitably qualified Consultants are identified and contracted to undertake this assignment and satisfactorily complete the required tasks within the given time-frame.
- Scope of Work for this assignment has been adequately defined and consultant (s) are aware and agree to the scope of work

### **3.2. Risks**

The associated risk is that the mentioned assumptions are not realized and as a consequence the overall objectives and results are not realized.

#### **4. SCOPE OF THE WORK**

##### **4.1. General**

###### **4.1.1. Project description**

The task of the service provider will be to design, develop and launch a user friendly mobile application focused on filling the void within the shipping sector. The mobile application will provide additional information on availability, routes and requirements for shipments. It will be linked to the existing web-based platforms, such as Export Saint Lucia website ([www.exportsaintlucia.org](http://www.exportsaintlucia.org)) as well as other websites. It will also feature data specifically developed for this app.

While not exhaustive, the following basic requirements for the app has been identified (the list of features will be expanded based on the findings resulting from the consultation phase):

- The mobile app should be accessible on multiple platforms (i.e. android, IOS and Windows)
- The data displayed on the app from existing sources should update automatically,
- A Content Management System to enable Export Saint Lucia staff to upload, update and tag new content display multimedia content,
- The applications interface will be designed for English,
- Focus on simplicity, great performance and attractive design,

Expected outputs and estimated timeframe:

- Consultation with Export Saint Lucia to enable the harvesting of data/information from its website and other sources;
- Consultation with pertinent stakeholders inclusive of: Saint Lucia Air & Sea Port Authority (SLASPA), Shipping Association of Saint Lucia, Shipping Agents,
- Mobile platform research for best practises, medium for the application,
- Development of the design (at least 3 options to be submitted for review);
- Quality, security and performance testing and fix;
- Full implementation and delivery of the features and design of the app (Beta version);
- Finalization, including final quality testing and approval;
- Training for the technical staff of Export Saint Lucia including an informational video on how to use the application
- Support for the application process and launch of the app in the various stores.

###### **4.1.2. Geographical area to be covered**

Saint Lucia

#### **4.1.3. Target groups**

- Existing and Potential Exporters
- Business Support Organizations (BSOs)
- Private Sector
- Entrepreneurs
- General populace

#### **4.2. Specific activities**

##### **PRELIMINARY**

- Comment on the Terms of Reference suggesting potential refinements where necessary.
- Submit a detailed work-plan including task, schedule and budget for the successful completion of this consultancy
- Review all relevant documentation pertinent to the conduct of this assignment.

#### **4.3. Project management**

##### **4.3.1. Responsible body**

This assignment is being undertaken as part of the proposed activities under Export Saint Lucia's work programme. Programme Management for this project resides with Export Saint Lucia.

##### **4.3.2. Management structure**

The responsible officer from Export Saint Lucia will be accountable for the proper conduct of this assignment and will report on all aspects of the intervention under the Terms of Reference (TOR).

The Consultant(s) is accountable to Export Saint Lucia for the proper conduct of this assignment and compliance with the terms and conditions of the assigned TOR. The Consultant shall work under and report to Export Saint Lucia concerning all aspects of the professional services to be rendered under the signed contract.

#### **5. LOGISTICS AND TIMING**

##### **5.1. Location**

The project will be executed in Saint Lucia.

##### **5.2. Commencement date & Period of execution**

The intended commencement date is **February 15<sup>th</sup>, 2021** and the period of execution is eight (8) weeks from this date.

## **6. REQUIREMENTS**

The consultant or consulting firm should be knowledgeable and experienced in the field of App and Web development. Completion of work of a similar nature would be an asset.

Qualifications, Skills and professional experience:

- BA/B.Sc. in Computer Science or equivalent,
- a minimum of five (5) years working experience in the required field,
- Proven web, database and App development experience,
  - Experience in Windows, IOS and Android app development
- Skills in the design of Apps, data instruments; data generation/collection; analyses and presentation of data
- Experience with search engine analytics platform
- Extreme attention to detail
- Excellent computer and report writing skills

## **7. REPORTS**

### **7.1. Reporting requirements**

The consultants are required to submit the following reports:

1. **An Inception Report** - should be submitted one (1) week after the start of the consultancy. This report must include a detailed schedule of the work to be executed. The report should inter alia indicate any differences in the work plan, which may have resulted owing to differences between actual conditions and what had been anticipated, and any recommended modifications to the Terms of Reference to improve the quality and utility of the assignment and work output.
2. **Progress Report** - to be submitted two (2) weeks after the commencement of the assignment, outlining the progress in the attainment of the objectives and the scope of works, as well as reporting on any difficulties encountered that may negatively affect the intended aims and objectives of the project.
3. **Draft Final Report** to be submitted containing a complete account of the work performed and progress in coordination efforts in implementing the agreed application. Mock/dry run of the App to be undertaken.
4. **Final Report** to be submitted upon completion of the project containing a complete account of the work performed justifying all conclusions and recommendations and containing the various work outputs identified above. The Final shipping and logistics App.

## **8. MONITORING AND EVALUATION**

## **8.1. Definition of indicators**

Monitoring and Evaluation will be conducted by Export Saint Lucia and will be based on the following:

- Timely delivery of reports;
- Ability to meet deadlines;
- Functionality of the App
- Quality of reports

## **9. EXPRESSION OF INTEREST (EOI)**

Interested and suitably qualified consultants are required to apply to Export Saint Lucia for the conduct of this assignment.

## **10. DEADLINE**

The deadline for submission of Tenders for the conduct of this consultancy is **Friday, February 5<sup>th</sup>, 2021.**