



REQUEST FOR PROPOSALS

Development of E-Commerce Portal for Customer Patronization of Reading Terminal Market

Proposal Deadline May 1st, 2018

Introduction: Reading Terminal Market Corporation (RTMC) is a 501c3 non-profit organization tasked with maintaining the architectural and historical character and function of the Reading Terminal Market (also referred to as the “Market”) as a public market providing a wide variety of fresh and prepared foods. RTMC is seeking the development of an e-commerce portal that allows the customer to patronize multiple participating Reading Terminal Market merchants, through an online/mobile system, in a consolidated order for pick up in the Market, and potentially for delivery.

The Opportunity

The RTMC is interested in providing e-commerce options to its customers. The market is operating in an increasingly competitive environment for fresh food (produce, meats, seafood, etc.) sales and it is pursuing initiatives to make the Market more accessible. The Market is interested in pursuing an e-commerce solution that, in part, allows the Market to reach customers who cannot physically access the building during ordinary operating hours. However, unlike traditional retail locations, the Reading Terminal Market is home to nearly 80 individual, small businesses that offer a mix of fresh and prepared foods. Moreover, the product options (and pricing) on any given day change and the e-commerce system must be designed such that those product/pricing changes can be reflected consistently. The system must be designed to meet the unique needs of the following four user groups (a full requirements grid delineating the features that each user group must be able to utilize is attached):

- 1) **Market Management:** The RTMC will be the central administrator of the system. RTMC will be responsible for aggregating the customer’s order such that it is completed and ready for pick-up/delivery. Additionally, the Market management will be responsible for making functional changes to the e-commerce platform, promoting it and responding to customer assistance requests. The Shopper (referenced below) will be an RTMC employee/agent and will be supervised by RTMC staff;
- 2) **Merchant:** RTMC intends to make this system available to all RTM merchants, with an emphasis on fresh foods and/or non-perishable foods. Merchants may elect to only make certain products/menu items available via on-line ordering. However, the system should be easy for

merchants to access and update product offerings and pricing on a daily basis. Additionally, the merchants should be notified of the order when submitted such that they can complete fulfillment before the Shopper stops at their store to aggregate the customer's order. Ideally, the e-commerce platform should integrate with existing Merchant Point of Sale (POS) systems such that when the product list/pricing is updated in the POS, it is automatically updated in the e-commerce platform;

- 3) **Shopper:** The Shopper will be an RTMC employee/agent who is responsible for completing the customer's order, by picking up the items from each merchant, and preparing it for pick-up or delivery. The Shopper must be able to interface with the e-commerce platform and communicate directly with the Customer if questions arise about the order or if a merchant does not have sufficient quantity of a certain item. The Shopper should be able to notify the Customer that the order fulfillment is completed and ready for pick-up/delivery;
- 4) **Customer:** the Customer is the RTM patron who wishes to use a web and/or mobile tool to submit their electronic order. The customer should be able to make one payment, irrespective of how many merchants are included in the order, utilize all major credit cards as well as Electronic Benefits Transfer (EBT) for the Supplemental Nutritional Assistance Program (SNAP). The Customer should be able to see product photos (when loaded by the Merchant) as well as potential nutritional information. Additionally, the customer should be able to designate a pick-up/delivery time range and re-access their order to make changes (provided that fulfillment is not complete).

The following matrix provides a complete list of user group requirements:

ONLINE SHOPPING & PICKUP PLATFORM FEATURES

	MANAGER	MERCHANT	SHOPPER	CUSTOMER
INDIVIDUAL ACCOUNTS & GUEST CHECKOUT OPTION THE INDIVIDUAL ACCOUNT IS IMPORTANT FOR THE CUSTOMER TO BUILD A PROFILE, USE PREVIOUS ORDERS, HAVE THE ABILITY TO SAVE THEIR PAYMENT INFO FOR A FASTER CHECKOUT. GUEST CHECKOUT IS IMPORTANT FOR THOSE THAT DON'T WANT THEIR INFORMATION SAVED IN A DATABASE, AND WANT TO TRY THE SERVICE BEFORE MAKING A COMMITMENT.	X	X	X	X
AUTO PRICING CALCULATOR ALLOWS FOR ACCURATE PRICING FOR EACH MERCHANT AND IS EASILY ADJUSTED IF THE MERCHANT CHOOSES TO CHANGE THE QUANTITY IN WHICH THE PRODUCT IS SOLD AND/OR HAS TO ADJUST PRICING OFTEN.	X			
FLEXIBLE PRICING DISPLAY	X	X		
GENERATE PRODUCT LISTS FOR UPDATING INVENTORY	X	X		
SEARCH FUNCTION KEY FOR SHOPPERS WHO MAY BE LESS FAMILIAR WITH THE MARKET OR TEND TO NAVIGATE THE MARKET BY HABIT VS. BY MERCHANT. PRODUCTS, MERCHANT NAMES & CATEGORIES SHOULD ALL BE INCLUDED.	X			X
PHOTO & VIDEO CONTENT: HIGH RESOLUTION + OPTIMIZED FOR PAGE LOAD CONSUMERS ARE ACCUSTOMED TO NAVIGATING PLATFORMS VISUALLY, ESPECIALLY WHEN IT COMES TO FOOD. PROPOSALS SHOULD INCLUDE COST FOR PHOTOGRAPHY AND VIDEOGRAPHY.	X			X
RELATED ITEMS COLUMN TO ENCOURAGE CUSTOMERS TO PURCHASE MOST OF THEIR GROCERIES FROM ONE PLACE. IT IS AN OPPORTUNITY TO SHOWCASE PRODUCTS FROM MERCHANTS THEY MAY HAVE NEVER VISITED BEFORE AND CAN BE USED AS A HEALTH EDUCATIONAL TOOL.				X
OPTION TO SHOP BY CATEGORY OR BY MERCHANT SHOPPER: TO FILL THE ORDER IN THE MOST EFFICIENT ROUTE AND PRIORITIZE WHICH MERCHANTS TO PICKUP FROM FIRST BASED ON VARIED HOURS. CUSTOMER: CAN MAKE NAVIGATION OF THE SITE EASIER AND ALLOW THEM TO SEE PRODUCTS THAT THEY MAY NOT HAVE SEEN IF THEY SEARCHED BY PRODUCT VS. BY CATEGORY OR MERCHANT.			X	X
OPTIONS IF PRODUCT IS NOT AVAILABLE	X		X	X
BUILT IN PICKUP OPTION WITH DAYTIME, LOCATION, MODE, PERSON PICKING UP	X			X
ENABLE ORDERING DURING HOURS OF OPERATION OF THE MERCHANT				X
PRODUCT NOTES & DETAILS INCLUDED IN FINAL ORDER NOTIFICATION	X	X	X	
GENERATE E-MAILS FOR DIFFERENT STAGES OF ORDERING PROCESS	X			X
NOTIFICATION OF ORDER ORGANIZED BY PICKUP DAY AND TIME	X	X	X	
ACCEPT SEVERAL PAYMENT OPTIONS (CARDS, APPLE PAY, PAYPAL, EBT)			X	
SECURITY: SSL, TWO-FACTOR AUTHENTICATION, FIREWALL, PRIVACY POLICY	X	X		X
MOBILE & TABLET FRIENDLY		X	X	X

Process Flow:

This tool should allow the customer to access as much of the Reading Terminal shopping experience as possible from their mobile device or computer. For example, many regular Market shoppers do not necessarily know the names of the merchants they frequent, but they know where to find their favorite products. The e-commerce portal should offer similar user flexibility. Once the user enters the portal, whether they select products by product search, merchant search or both, they should only engage in one total transaction. The transaction should inform the user when their order will be ready for pick-up or delivery.

Once the order has been processed, each merchant included in the order should receive notification via a tablet or other integrated device (similar to how Grubhub operates with its delivery orders), the RTMC employed Shopper will receive it and begin fulfillment. Fulfillment would consist of the Shopper stopping at each merchant selected on the Customer's order and picking up their portion of the total order which has already been selected and packaged. The Merchant(s) were able to prepare their portion of the order prior to the Shopper's arrival because they received notice of the order through a tablet or other integrated device.

Once the shopper has assembled the full order, the Customer is notified via email or text that the order is ready for pick-up/delivery (depending upon the back-end selection). The Customer would pick-up/receive the order in a selected time range via the e-commerce platform. Once picked-up/delivered, the shopper would close out the order.

Qualifications

The responding firm(s) must demonstrate the following capacity/expertise in their submission:

- 1) Experience working with public institutions that need to reach a diverse clientele;
- 2) Where partnering with one or more firms to meet the scope of work requirements, a demonstrated ability to coordinate partner and/or subcontracted firms to produce the client's desired results;
- 3) A track record of working with or on behalf of food-industry related clients;
- 4) A local presence that will allow for frequent interaction with Market staff and merchant owners/employees;
- 5) Experience with technology build-outs that incorporate diverse stakeholder input;
- 6) Demonstrated experience with ensuring customer financial information privacy in e-commerce transactions.

The RTMC reserves the right to accept or reject any or all parts of the responding firm(s)'s proposal. RTMC is not required to accept the lowest responsible bidder.

Bidder Conference:

RTMC will host a question and answer session on April 13th at 3PM. All interested bidders are required to attend. The session will be held at: Reading Terminal Market, Market Office Conference Room (located behind the Flying Monkey Bakery), 1136 Arch Street, Philadelphia, PA 19107. Please notify Layla El Tannir by April 6th (I-eltannir@readingterminalmarket.org) of your intention to attend and how many representatives will be in attendance.

Response Requirements:

At a minimum, the response should include the following elements:

- 1) Cost estimate, with a guaranteed maximum price for the project. The applicant should indicate how much each stage of the project will cost and if the e-commerce platform can be designed in a manner that would allow some of the user requirements to be staged as future additions;
- 2) Examples of other e-commerce platforms developed that are web and mobile friendly and are utilized by several different user groups;
- 3) Project timeline and proposed work-plan;
- 4) At least two client references from similarly structured projects.

About The Reading Terminal Market

One of America's largest and oldest public food markets, Reading Terminal Market serves as a public trust providing a venue for independent local businesses to showcase the Philadelphia region's culinary bounty and cultural diversity. Founded in 1892, the Market is located in downtown Philadelphia on the ground floor of a National Historic Landmark former railway terminal. It covers an entire city block. A large portion of its approximately 80 local independent merchants offer fresh produce, meat, fish, and groceries, while others sell prepared and served foods such as breakfast, lunch, desserts and snacks. A few merchants offer flowers, handicrafts, books and other merchandise. The Market is now the most visited site in Philadelphia with over 7 million visitors annually. The Market is managed by a not-for-profit management company that is a tenant of the Pennsylvania Convention Center Authority, owner of the historic Reading Terminal since 1990. The Market is open seven days a week from 8:00 AM until 6:00 PM.

To apply, send proposals to Layla El Tannir at l-eltannir@readingterminalmarket.org

Layla El Tannir
Reading Terminal Market
51 North 12th Street
Philadelphia PA 19107

Include a statement of your relevant experience; your ideas on how to fulfill the objectives that are detailed above; and a portfolio of work that demonstrates your ability to meet the Reading Terminal's above stated needs.

Deadline for submittals is May 1st, 2018