

Request for Expression of Interest

I. Summary

Marbletrend is requesting expressions of interest from suitably qualified web design and development agencies to host, support and maintain the current Marbletrend website – www.marbletrend.com.au.

I.1 Background of business

Marbletrend is a leading Australian designer, manufacturer and importer of quality bathroomware – including vanities, showers, baths and sanitaryware.

Their stylish range of bathroom products is available through major Australian retail outlets including Bunnings, Reece, Tradelink, Mitre 10, Plumbtec, Plumbing Plus and many independent hardware and plumbing outlets.

Marbletrend is listed on the Australian Stock Exchange (ASX:MBD).

Today Marbletrend is a national business with its head office in Victoria and branches in New South Wales, Queensland, South Australia and Western Australia.

Their Victorian manufacturing and warehousing plants contain state of the art equipment that enables Marbletrend to manufacture and supply quality bathroom products throughout Australia and internationally.

2. Expression of Interest Guidelines and Requirements

Expressions of interest (EOI) must be submitted by 30 April 2013.

Any EOIs received after the closing date will not be considered.

Pricing should be inclusive of all costs. If your price excludes certain fees or charges, please provide a list of excluded fees including an explanation of the nature of those fees.

Provisions of this EOI and the contents of the successful responses are considered available for inclusion in final contractual obligations.

2.1 Contract terms

Marbletrend will negotiate contract terms upon selection. All contracts are subject to review by Marbletrend legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

2.2 Description

The current Marbletrend website has been developed in Drupal, and requires a service provider to update with new features, as well as provide a long-term hosting, support and maintenance solution.

Marbletrend will require full access to the website content maintenance and administration. All content, coding, graphics and design will remain the sole property of Marbletrend.

To be considered, candidates must be able to:

- Be able to implement new features in Drupal
- Be able to bug fix any current issues
- Host the server on a secure and stable server
- Be able to provide around the clock support for Marbletrend's marketing team
- Maintain and update the Drupal framework and modules

2.2.1. What we are providing the service provider with:

- a. Website code
- b. Design assets
- c. Wireframes

3. Additional Information

3.1 Budget

The budget must encompass all on-going rates and costs for all design, development and maintenance necessary for support of the website.

List pricing for:

- Development of new features
- Bug fixing current features
- Hosting, support and maintenance

3.1.1. Audience

Primary:

- Consumers
- Direct customers (retailers such as Bunnings, Reece, Mitre 10 etc.)
- Trade such as builders, developers, architects, designers etc.
- Shareholders, brokers and analysts

Secondary:

- Potential shareholders
- Employees

4. Qualifications

- List the three web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted and only sites that are live will qualify during evaluation.
- Briefly describe your company's organisational capacity to maintain and support our website (i.e. staff, equipment, software, office location, etc.)
- Provide a company profile, length of time in business and core competencies.
- Include a brief background summary for each key staff member assigned to this project. What type of team will be assigned to this project? What will each person's role be?
- Briefly describe your company's project management process.
- Explain your business model.

- Please discuss any IPO's, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your Service Level Agreement (SLA) structure.
- Terms and conditions.

5. Evaluation Criteria

The following criteria will form the basis upon which Marbletrent and Michael Field will evaluate EOIs. The mandatory criteria must be met and include:

Deliver EOIs to the attention of:

Michael Field

Michael Field Pty Ltd

GPO Box 1683 Sydney NSW 2001

EOIs will be evaluated with the following criteria:

- Suitability – the EOI meets the needs and criteria set forth in the request.
- Candidate Experience – candidate has had successful experience with similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – the price is commensurate with the value offered by the proposer.
- Proposal Presentation – the information is presented in a clear, logical manner and is well organised.
- Demonstrated commitment to high Service Level Agreements (SLA).

5.1 Format for EOI

Please use the following as a guideline to format your EOI:

Title Page:

Marbletrent Website Support and Maintenance, your company name, address, web site address, telephone number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorised to sign on behalf of the company.

Proposal:

Discuss the proposed solution and support offerings.

Additional information requests should be directed to

Michael Field
General Manager – Michael Field Pty Ltd

info@michaelfield.com

02 9299 8883

or

Jason Gieng

jason@michaelfield.com

02 8239 8405