



MICE  
Le Voyage



AIRLINE  
TICKETING



HOLIDAY  
PACKAGING



HOTEL  
BOOKING



WORLDWIDE  
VISA ASSISTANCE



CAR  
RENTAL



TRAVEL  
INSURANCE



## Request for Proposal (RFP) for MICE Le Voyage Website Development

### 1. Introduction

MICE Le Voyage is seeking proposals from experienced and skilled website developers for the creation of a dynamic, user-friendly, and visually appealing travel agency website. Our aim is to promote our unique travel packages, cater for a wide range of clients including individuals, groups, and corporate entities, MICE services and provide customizable travel planning experiences.

The bidder is required to suggest the best solution based on their experiences and latest market trends and appeals.

### 2. Company Background

For over a decade, MICE Le Voyage has been the trusted partner of choice for a diverse range of travellers, serving a clientele that includes corporate entities, government organizations, superstars, VVIPs, individuals, and businesses. Our mission remains steadfast: to provide seamless, effortless, and unforgettable journeys.

Think of us as your personal concierge, dedicated to igniting your wanderlust, curating tailor-made trips that precisely suit your needs, and ensuring that every moment spent away is nothing short of exceptional.

We are firm believers in nurturing your travel curiosity and enriching your life through the remarkable journeys you embark upon.

Whether your travel needs are for business or leisure, MICE Le Voyage stands as your unwavering travel advocate, accompanying you wherever your journey leads.

### 3. Project Overview

This project involves the development of a website that enables us to showcase our travel packages, allows visitors to reach out to us for their travel experiences, have a backend system for efficient operation internally, and facilitates direct communication between clients and our travel sales team.

### 4. Project Objectives

- **Promote Travel Packages and destinations:** Effectively showcase a wide range of travel services and packages in order to secure bookings
- **User Customization Tools:** Implement features for users to customize travel packages based on their preferences.
- **Backend Integration:** Ensure the website integrates with CRM systems for managing bookings, client information, and inquiries. note: we currently do not have a CRM system and are looking for the bidder to suggest a user-friendly option that can integrate with the website.
- **Communication Tools:** Provide mechanisms for real-time communication between clients and the sales team.



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## 5. Scope of Work

### Website Features:

- Homepage with engaging visuals (video included) and intuitive navigation.
- Detailed service and package listings with filtering options (split into categories example adventure travel, solo travel, etc.)
- Customizable travel package section with interactive itinerary builder to be shared to the sales rep. (They will not be able to directly book on the platform).
- Integration with CRM and booking systems.
- Live chat support and contact forms for inquiries.
- Responsive design for mobile and tablet compatibility.
- SEO optimized content and structure.

### Backend Requirements:

- Database management for client information, package details, and bookings. we want to create a user id for each new client that way we can send them personalised travel packages based on their preferences and history.
- Automated email responses for inquiries
- Dashboard for the sales team to manage inquiries, booking requests, and client communication.
- Analytics for tracking website traffic, user behaviour, and conversion rates.

## 6. Proposal Submission Requirements

- **Company Profile:** Overview of your company, including years in business, core competencies, and relevant experience.
- **Project Approach:** Detailed description of your approach to website development, including methodologies, technologies, and project management tools.
- **Portfolio:** Examples of previous work, especially in the travel industry or similar sectors.
- **Team Composition:** Information on the project team, including roles, experience, and expertise specific to our project.
- **Timeline:** Proposed project timeline, including major milestones and final delivery date from date of contract signing.
- **Budget:** Detailed budget breakdown, including any options for additional features or services.
- **Design Concepts or Visual Direction Samples:** Examples of preliminary design concepts or visual directions for the website. This could include wireframes, mood boards, or mock-ups to give us an idea of the design thinking and how you plan to bring your website to life visually.

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- Maintenance and Support: Description of post-launch support and maintenance services offered.

## 7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and portfolio quality.
- Understanding of project requirements and proposed solution.
- Cost-effectiveness and value for money.
- Project delivery timeline.
- Quality of post-launch support and maintenance.

## 8. Submission Instructions

Please submit your proposal to Khoder Hawilo by March 22, 2024. Proposals should be comprehensive, addressing all sections outlined in this RFP. Late submissions will not be considered.

## 9. Contact Information

For any inquiries or further information, please contact [khoder.h@miceintl.com](mailto:khoder.h@miceintl.com)



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