Request for Proposal: CMS Replacement [Template]

About Thrasher's Burgers

Thrasher's Burgers began as a family-owned food truck business in 2012. Today, it's the fastest-growing burger chain in the Mid-Atlantic region. With 11 locations in Delaware, Maryland, New Jersey, Pennsylvania, and Virginia, Thrasher's is a much-loved brand by locals and visitors alike.

The Thrasher's mission is the same today as it was back in 2012:

Create good, clean, wholesome food at an affordable price. We also strive to make fast food a personal experience. Customers have the ability to use the drive-thru for fast, convenient service or walk up to our open-air order window and dine at one of our many shaded picnic tables.

CMS Goals

The purpose of this RFP is to find a new content management system to:
- Rebuild our restaurant website with a more modern look, an interactive menu with nutritional info for each location, geolocation capabilities and Order Ahead. (By January 2025.)
- Develop a new mobile app and rewards program. (By July 2025.)
- Create an intranet so that management can more effectively run their stores, train team members, and maintain consistency across locations. (By January 2026.)

We're seeking CMS vendors who will enable us to develop these platforms in a timely fashion and ensure that they all work together for maximized efficiency. We also need these technologies to be scalable as we plan on adding new locations and expanding our menu offering starting January 1, 2026.

Although our IT team will primarily be managing these technologies going forward, we want them developed in a way so that other teams can easily use them. Our marketers, for instance, will regularly update the mobile app and website with the latest deals and coupon codes. So the backend of our CMS must be accessible and usable for any kind of user, regardless of technological know-how.

Challenges

Thrasher's is experiencing unprecedented growth at the moment. We have 11 locations, but the overwhelming demand for our service leaves employees feeling stressed and burned out. While we've added more staff to each location to handle the non-stop flow of customers, the ideal solution is to add more locations. Customer surveys and direct feedback support this plan.

Building physical locations and hiring staff is not a problem. That said, we've encountered major challenges with expanding our operation online.

Our current CMS doesn't handle the addition of new locations very well. It takes a lot of work-arounds to get a single location onto the site and connected to our CRM. If we try to build a mobile app with the way things are now, we know these slowdowns will only get worse.

Another issue is that our business model has stagnated compared to leading burger chains like McDonald's, Burger King and Wendy's. The most glaring issue is that our CMS doesn't support new technologies and services like Order Ahead. This failure to innovate has cost us the ability to reach a greater part of the market.

Our roadmap for 2025 and 2026 includes plans to add Order Ahead functionality and to modernize our website (and future mobile app). So it's vital that we find a CMS that will support us in this mission.

The restaurant industry has had to make a lot of pivots in recent years and we anticipate more to come. While we recognize a current need for Order Ahead capabilities, we also need a CMS that will adapt just as quickly to the changing market and any new features or functionality that come with it.

Technical Requirements

CMS Infrastructure:
- Traditional CMS
- Cloud-native infrastructure
- Low-code page building
- React
- Customizable and scalable storage and bandwidth
- 99.99% uptime
- SSL
- CDN
- WAF

- Daily backups
- 24/7 server monitoring
- Built-in analytics
- Integrate with Toast, Square, and Postmates
- Level AAA Accessibility
- 24/7 customer support
- Collaboration tools

<u>Technical Requirements:</u>
- Omnichannel experience management
- Multi-site development
- Mobile app development
- Multilingual (English and Spanish)
- Template creation for new locations
- Online ordering
- Interactive menu
- Personalized experience for logged-in customers
- Ordering form with condition logic
- AI chatbot
- Geolocation
- Analytics
- Toast restaurant management software integration
- Customer account creation
- Rewards program
- Push notifications
- Secure payment processing
- GDPR consent

Budget & Timeframe

The budget for our CMS is $5,000 a month. This includes software as well as ongoing maintenance and support.

Our projected website relaunch date is March 2025, so we'd like the new content management system to be in place and our teams fully trained up on it by October 2024 at the latest. We're willing to be flexible for the right CMS solution if more time is needed for onboarding.

Vendor Information

Vendor Information

What is the name of your CMS?	
What is the history of your company?	
What is your unique value proposition?	
Who are your top three competitors? What makes your product different?	
Is your CMS developed for specific industries or use cases?	
Do you have any high-profile or otherwise recognizable clients and testimonials?	
Does your CMS have any special certifications?	
Has your company or CMS won any recent awards?	
What does your product roadmap look like for the next 10 years?	
Briefly explain your pricing model.	
Include a list of the features or services included in each package.	
Include a list of any features or services that cost extra.	
Please provide us with a package recommendation as well as upfront and ongoing costs.	
Explain why you believe this recommendation will best suit our particular CMS needs.	

CMS Information

Provide information on the following technical requirements:

- Hosting (including CDN and SSL)	
- Cloud-based or on-premise CMS	
- Security (including how you secure	

your server facilities as well as cloud storage)	
- Performance	
- Uptime guarantee	
- Accessibility	
- Support and maintenance	
- Migration assistance	
- Data loss policy	
- Staging environment	
- User management	
- Supported frontend technologies	
- Supported third-party integrations	
- Page editing tools	
- Form builder	
- Version control	
- Marketing tools	
- Social media integration	
- Personalization	
- SEO tools (including metadata, structured data, etc.)	
- Template creation	
- Content management tools	
- Content scheduling	
- Digital asset management	
- Ecommerce capabilities	
- Push notifications	

- Rewards program and customer portal	
- Compatible payment processors	
- Toast (or other restaurant software) integration	
- Responsive testing	
- A/B testing	
- Training and documentation	
- Customer support	
- Contract terms and conditions	
- Other (please add any other details that would be valuable for us to have about your CMS)	

CMS Implementation

Explain your approach to implementing and integrating the CMS with our current framework:

Resources you'll need from the client (Thrasher's Burgers)	

Phases of implementation	
Estimated duration	

Customer References

Please provide us with at least two customer references that we can contact:

Reference #1:

Organization Name	
Contact Name	
Email Address	
Phone Number	
Product/Service Purchased	
Are they a current user?	

Reference #2:

Organization Name	
Contact Name	
Email Address	
Phone Number	
Product/Service Purchased	
Are they a current user?	

Submission Info

We have sent this request for proposal to you on June 10, 2024. **Your proposal is due by July 10, 2024.**

If we have any questions regarding your response, who may we contact?

CMS Contact

Contact Name	
Role	
Email Address	
Phone Number	

We will make our decision by August 1, 2024. We will reply to all vendors who submit their responses on time regardless of selection, so expect to hear from us either way by that date.

When preparing your proposal, please email it to the following:

Thrasher's Burgers Contact

Contact Name	Carrie White
Role	Chief Operating Officer
Email Address	cwhite@thrashersburgers.com
Phone Number	(555) 432-9876

Please do not send the proposal in the body of the email. Send it in PDF format. Make the subject line of your email: "Thrasher's Burgers CMS Proposal [Vendor Name]".

A few select vendors will receive a request for a live CMS demo. If chosen, you'll hear from Ms. White to schedule this call sometime during the week of July 20.