Request for Proposal: Website Vendor Needed [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.

Project Overview

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. What we need now is an agency that can help us expand and optimize our online operation.

Our website was last updated in 2018. While we've added new locations since then, the design hasn't been updated nor has the core functionality.

In this next iteration of our online brand, we need a complete overhaul of our website done—from the design to the functionality. Equipping the website with Order Ahead functionality is of particular importance.

We also need a mobile app developed for on-the-go customers who want a more mobile-friendly way to view our menu, find the nearest location, and place an order. The mobile app will also make way for the new rewards program we're launching at the start of 2025.

Project Goals

The purpose of this RFP is to find a web developer who can work with us to implement our plans over the next couple of years.

These are the digital products we need as well as the roadmap to implementation:
- **February 2025:** Rebuild our restaurant website with a more modern look, an interactive menu with nutritional info for each location, geolocation capabilities, Order Ahead and more.
- **October 2025:** Develop a new mobile app and rewards program.

We're seeking developers or agencies who have the ability to create each of these components for us using the Sitefinity CMS. We also use Toast restaurant management software to run most of our operations, so having first-hand experience with this technology is ideal.

Although our IT team will primarily be managing these products 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 developing these products and configuring the backend in a universally user-friendly way is critical.

Scope of Work

We will provide you with our redesigned logo and branding for the 2025 relaunch. We will also provide you with data we've collected from our customers and online users over the last three years.

If there is anything missing from the proposed scope below (which pertains to both the website and mobile app), please include it in your proposal:
- Strategy
- Site map development
- User journey mapping
- Visual design
- Content strategy
- Copywriting
- UX design
- Website development
- Search engine optimization
- User testing
- Responsive testing

- Quality assurance

In addition to the website and mobile app, we'd like to have a design system developed for our brand and all its digital products.

Technical Requirements

We're looking to hire a developer who is proficient in the following:
- Sitefinity CMS
- React
- jQuery
- SQL
- Angular
- Fiddler
- Toast
- Square
- Zoho Sales IQ

We're also specifically looking for a team with restaurant web or app development experience.

Our long-term goal is to make Thrasher's a regional chain and then a national one. So we need to be able to provide our online users with an experience comparable to what they get from techno-savvy, innovative brands like Domino's, MrBeast Burger and Starbucks.

Our existing website has been good enough for now. However, we need a partner who can implement the latest technologies—and anticipate future ones before the market is inundated with them.

Timeline & Budget

The budget for this project—both the website and app—is $100,000. Payments will be made over the course of the project, starting with an upfront fee paid to you upon the signing of the contract.

In your proposal, please provide a recommended timeline with milestone payments for each leg of the project.

Obstacles and Risks

We are currently using a CMS called FoodSystems. However, it 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.

The restaurant industry has had to make a lot of pivots in recent years and we anticipate even more to come. So you'll not only be tasked with overhauling our existing website, but rebuilding it from within the Sitefinity content management system.

Point of Contact

If you have any questions about the information included in this RFP, Carrie White will be your main point of contact. She is the senior project manager for Thrasher's Burgers.

Here is her contact info:
- Email: cwhite@thrashersburgers.com
- Phone: (555) 432-9876

If your proposal is accepted, Carrie will work closely with you throughout the duration of the contract. You'll primarily communicate with her via monday.com, which is our project management system. We also use Google Hangouts to do live video chats as needed.

While you may interact with other team members during the initial kickoff phase as well as during relevant check-in calls, you should always direct your communications to Carrie.

Evaluation Criteria

Above all else, we're looking for a web developer or agency with at least five years of experience developing digital products and omnichannel experiences for the food and service industry. Along with your proposal, you should provide a website and digital portfolio that provides plentiful examples of related work.

As we evaluate the proposals we receive, we'll also be prioritizing the following:

- Developers based in the United States or Canada
- Availability between 8 a.m. and 6 p.m. Monday through Friday for timely communication and check-ins
- Native English fluency
- Agencies with multidisciplinary teams
- Subcontractors are okay, but they need to be involved in relevant discussions (like if you outsource the copywriting to someone else)

We will also be carefully evaluating the budget and timelines you propose. Faster and cheaper do not matter to us. We're looking for developers with a carefully laid out strategy that will ensure the best results at the end of the project.

Client References

Please provide us with at least two client references (restaurant or non-restaurant is fine) that we can contact:

Reference #1:

Organization Name	
Contact Name	
Email Address	
Phone Number	
Service Purchased	
Are they a current client?	

Reference #2:

Organization Name	
Contact Name	
Email Address	
Phone Number	
Service Purchased	
Are they a current client?	

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?

Contact Name	
Role	
Email Address	
Phone Number	

We will make our decision by August 1, 2024. We will reply to everyone who submits 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 Office
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 Website & App Proposal [Your Organization Name]".

A few select contractors will receive a request for a brief, 15-minute phone interview. If chosen, you'll hear from Ms. White to schedule this call some time during the week of July 20.