Procurement of E Commerce Platform for Naturaw Pet food Limited

Summary

This tender seeks proposals for the implementation of upgraded E-Commerce platforms for Naturaw Pet Food Limited, a rapidly growing UK manufacturer and online retailer of Raw Dog Food. The objective is to significantly upgrade capability and user experience for online purchasing across all sales channels, and support continued UK growth. The anticipated project start is **July 2025**, with completion expected by **October 2025.**

Overview

Naturaw is a manufacturer and both B2B and direct-to-consumer brand, supplying natural raw dog food and natural treats via trade stockists across the UK via both dedicated trade and consumer websites. Naturaw provides a variety of products via the current WordPress website, with subscriptions available to customers via WooCommerce + WooCommerce subscriptions as well as a variety of other plugins that enhance the base functionality of WordPress and WooCommerce.

There is a desire to improve the currently provided subscription functionality via a new website and mobile app to include more features. A key roadblock currently faced is whether the current platform remains suitable and scalable enough to provide this new required functionality as well as enough headroom for growth.

Replatforming to Shopify provides a brand-new store with a new, refreshed theme providing an improved e-commerce experience and providing new subscription features and functionality. Additionally, utilising tried-and-tested Shopify apps allows for the bespoke subscription models that cater to a wider audience.

Key Goals

• Migrate from WordPress/WooCommerce to Shopify.
• Enhance subscriptions: better UX, new features (view/modify upcoming, one-off add-ons).
• Custom theme design/build: improve UX, especially subscription journey.
• Implement new features: B2B, loyalty, feeding calculator, upsell.
• Minimize customer/subscription disruption.

Methodology

We expect suppliers to outline a delivery methodology that includes:

- Business needs analysis and process mapping
- Ethical considerations in handling customer and financial data
- Technical integration with our existing platforms and systems
- A collaborative approach to building, testing, configuration, migration, and go-live support
- Clear documentation of the implementation plan and contingency measures

Outputs/Deliverables

Expected project outputs include the following features:

- **E-Commerce:** Standard Shopify functionality.
- **Bespoke Theme:** Custom, component-driven Shopify theme.
- **B2B/B2C:** Differentiated products/pricing for B2B (invite-only access).
- **Subscriptions/Recurring Orders:** Flexible recurring purchase plans.
- **Subscription Management:** Customers can easily alter, pause, or add one-off products to subscriptions.
- **Product Bundles/Build-a-Box:** Purchase/subscribe to pre-defined or custom product bundles.
- **Product Upsells & Cross-sells:** Present related products during shopping or for upcoming subscriptions.
- **Flexible Delivery Options:** Customers select delivery dates for all orders; postcode-based delivery limits.
- **Flexible Promotions:** Create and manage promotions for standard and subscription products (e.g., 5% off subscriptions).
- **Promotional Messaging:** Clear communication of promotions (e.g., "add X for Y% off," "order by X for tomorrow's delivery").
- **Customer Loyalty:** Rewards for purchases/subscriptions to incentivize repeat orders (points, order count).
- **Feeding Calculator:** Custom component for product quantity guidelines based on dog info.
- **Subscription Box Wizard:** Custom component integrating feeding calculator and filters for subscription product bundles.
- **Content Management System:** Create, edit, and manage site content (pages, blog posts).
- **Media Upload & Management:** Embed video (YouTube, Vimeo), upload/manage images and documents.
- **Dynamic Forms & Form Builder:** Create and embed forms with protection (e.g., reCAPTCHA).
- **Search Engine Optimization:** Pages optimized with markup, schemas, and sitemap.
- **Third-party Integrations:** Add integrations (CRM, accounting, analytics, etc.) via Shopify apps, GTM, or direct embed.

Contract Management

- Project Start: July 2025
- Completion Deadline: October 2025
- Contract Manager: Mr C Broadbent, Director
- Payments will be milestone-based and defined in the project contract.
- A service-level agreement (SLA) for post-launch support will be required.

Award Criteria

Proposals will be assessed using an evaluation matrix and scored based on:

- Demonstrated understanding of E Commerce Wed build
- Experience with Shopify App and other platforms in similar industries
- Value for money and total cost of Build/Migration
- Implementation timeline and risk management plan
- Support, training, and future-proofing of the system

Procurement Process

- Proposal submission deadline: 25th July 2025
- Notification of procurement decision: August 2025
- Submission format: PDF, sent to chris@naturaw.co.uk with subject line "E Commerce Platform Tender Proposal"

Note to Suppliers

This tender brief outlines our expectations and project scope. Suppliers are advised to submit comprehensive responses addressing all deliverables, timelines, and requirements. Incomplete submissions or deviations from the specified format may result in exclusion from the evaluation process.

We look forward to receiving your proposals and selecting a partner to support Naturaws' next stage of growth.

#ECommerce #Shopify #DigitalTransformation #Manufacturing #BusinessGrowth