



## **EXPRESSION OF INTEREST (EOI) FOR THE CONSULTATION FOR THE DEVELOPMENT OF A SMART MARKETING PLATFORM BASED ON E-AUCTIONING TO CATER TO AGRI-FOOD SECTOR VALUE CHAIN ACTORS AT UNIVERSITY OF PERADENIYA**

### **Introduction:**

Department of Manufacturing and Industrial Engineering, Faculty of Engineering, University of Peradeniya is conducting a project titled “Design and Development of a Smart Marketing Platform based on e-Auctioning to cater to Agri-Food Sector Value Chain Actors” funded by the University of Peradeniya. The aim is to develop E-marketing platform through e-Auctioning, as a farmer-customer-focused solution that improves integration between farmer and customer thereby resulting in less intermediary involvement and shorter supply chains with increased visibility. By developing an online platform, an opportunity is given to farmers to market products at their intended price and also to negotiate until it reaches an equilibrium value for both parties. As such, the platform helps to market and host auctioning and bidding in a way that enhances visibility and communication between farmers and consumers effectively for fair trading while enhancing food security.

The E-marketing platform should be capable of providing an interaction platform for both farmers and buyers to upload daily production and bid for multiple harvests. Farmer can mention their preferred price which will not be seen by the buyers. The total bidding duration is split into multiple time periods. At the end of each time period, submitted bids are evaluated and check whether bids are higher than the farmer’s preferred price. If so, depending on the consent of the farmer, bids are closed. If the bids are lower than the farmer's price, depending on the farmer’s preference bidding cycles will be continued or terminated.

The university invites Expression of Interest (EOI) from qualified and experienced applicants to design a Smart Marketing Platform based on e-Auctioning to cater to Agri-Food Sector Value Chain Actors according to the requirement of a research project funded by the University of Peradeniya.

### **Scope of Work**

The selected applicant will be responsible for:

1. Development of the decision support system based on the provided system framework.
2. Purchase of the required facilities such as cloud web server, database server, Domain (.com), and email and SMS service subject to reimbursement.
3. Delivering all the functional requirements in the given timeline.
4. Setting up regular meetings to discuss about the progress.
5. Discussing and getting approval for any alterations of functional requirements before proceeding
6. Delivering the final product within the provided timeline.

### **Requirement for Submission**

Interested applicants are required to submit an Expression of Interest (EOI) that includes the following details;

1. **Curriculum Vitae** - One page CV indicating your educational background, related experience in the field and contact details
2. **Quotation** – Price quotation for the required system with attached functional requirements.
3. **Proof of past projects** – Git-Hub links/URLs for past projects.
4. **Proposed operational plan** - An outline of the suggested development approach with estimated times of arrivals (ETA).



### **Evaluation Criteria**

The EOIs will be evaluated based on the following Technical and Financial criteria.

#### **Technical Criteria**

1. Experience and capacity of the applicant. Priority will be given to candidates with more than 2 years industry experience.
2. Quality and feasibility of the suggested solution approach
3. Past projects, coding disciplines
4. Competitive Quotation strategy
5. Alignment with the main objectives of the system

#### **Financial Criteria**

1. The quotation should be within the allocated amount.
- Both technical and financial criteria will be evaluated for selection.

### **General Information**

1. The contract period will be not more than three months, until the delivery date of the system.
2. Interested applicants are requested to submit their Expression of Interest, along with all the required documents, no later than November 12<sup>th</sup>, 2024.
3. The EOI should submit by proposal in a sealed envelope with the top left-hand corner marked as 'EOI for consultation for development a Smart Marketing Platform to cater to Agri-Food Sector at university of Peradeniya' addressed to the Registrar, University of Peradeniya on or before the deadline.
4. The EOI is valid for 120 days from the date of submission deadline.
5. Detailed quotation documents will be issued to the short-listed applicants in accordance with the procurement guidelines.

**The University of Peradeniya reserves the right to reject any or all submissions without assigning any reasons.**

We look forward to receiving your submissions and working together to create a high-quality decision support system to reconfigure our existing vegetable supply chain to enhance sustainability.