



Chester's International, LLC Web Development Request For Qualifications

Company Overview

Chester's is an emerging leader of quick serve restaurant-in-store (QSR) concepts with more than 1,700 Chester Fried licensed and Chester's franchised locations. Chester's offers high quality, great tasting products, flexible size and store layout options, training and support. Chester's uses only chicken that is specially marinated and double-breaded using a proprietary family recipe and offers bone-in, tenders and potato wedges as well as sandwiches, wraps, salads, breakfast and sides.

Chester's is looking for a web development team with a proven track record in the following areas of expertise:

- Consumer oriented website- design & programming
- Corporate (internal) website- design & programming
- E-commerce
- Relevant experience to our segment (food service, QSR, multi-unit retail, c-stores, truck stops, supermarkets)
- In-house design and programming capabilities
- High-end web presence
- Well-structured, scaleable sites

Project Scope

1. Redesign International Consumer Site (Public) in order to add functionality, update content and give a more sophisticated online image to today's modern customer
www.ChestersInternational.com
 - Interactive applications (menu, nutrition, news, giveaways, about us, locations)
 - Size 20+ pages
 - Social media components & applications
 - Online sign-up (e-marketing, "join our club")Potential Franchisee site (Public) in order to give information to new franchisees & allow leads to submit forms electronically, upload pics, etc.
2. Develop Internal Site (Corporate, franchisees, development) in order to fulfill all online operational capabilities
 - Download forms and submit requests/orders
 - E-commerce

Project Timeline

RFQ due to Chester's March 8, 2010

RFP released to respective companies March 15, 2010

RFP due to Chester's April 5, 2010

RFP finalists meetings/presentations with Chester's April 19-30, 2010

Final decision will be made by May 7, 2010

Public Project launch July 16, 2010 (10 weeks)

Private Project launch September 1, 2010 (16 weeks)

Contact Information

Please direct all questions you may have, as well as electronically submit the RFQ response to:

Courtney Johnson
courtneyj@chestersinternational.com

CLIENTS

1. Please list your top five accounts:

Client 1 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

Client 2 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

Client 3 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

Client 4 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

Client 5 Name:

Client Address:
Key Contact:
Key Contact Title:

Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

2. Please list three accounts that you have gained in the last two years and provide comment on why your company was chosen.

Client 1 Name:
Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:
Comment:

Client 2 Name:
Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:
Comment:

Client 3 Name:
Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:

Comment:

3. Please list three accounts that you have lost or resigned in the last two years and provide comment on why your company lost or resigned these accounts.

Client 1 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:
Comment:

Client 2 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:
Comment:

Client 3 Name:

Client Address:
Key Contact:
Key Contact Title:
Business Phone:
Mobile Phone:
Email Address:
Client Web URL:
Industry:
Tenure:
Annual Spending:
Comment:

BILLINGS

1. Please provide us with your last three years gross billings.

2009:

2008:

2007:

2. Please provide a percentage breakdown of office billings by type (annually).

Web Development:

Content Management System:

Ecommerce:

Business to Business Applications:

Customer Relationship Management Development:

E-mail Marketing/Newsletter Management:

Web Portals & Intranet Web Development:

Blog Web Development:

Web Hosting:

Website Security Analysis:

Other:

3. Describe your company's capabilities in:

Web Development:

Content Management System:

Ecommerce:

Business to Business Applications:

Customer Relationship Management Development:

E-mail Marketing/Newsletter Management:

Web Portals & Intranet Web Development:

Blog Web Development:

Other:

4. What are your company's three proudest achievements over the past two years?

5. What is your company least proud of in the past two years (do not leave blank)?

STRATEGIC PLANNING

1. Describe your approach for determining which web strategies are most effective for your clients.

2. Describe your company's experience with growth-orientated businesses.

3. Define the measurements for evaluating the impact of a website redesign.

4. What is your experience in integrating an existing brand image with a new website?

10. What relevant experience does your company have in the food service (restaurant/c-store) industry?

11. If you were introducing your company (as if it were a person) to a friend, what three personality characteristics would you mention?

12. Please describe in one page the strengths/weaknesses of Chester's website and how you would address each of these in a redesign.

13. Do you have any pending litigations or arbitrations? If yes, please explain.

14. What attributes do you think makes a site user-friendly and interactive to the public?