Website Brief: James Hare Ltd. Website Redevelopment

Organisation: James Hare Ltd., a leading UK-based textile brand with a strong international presence.

Project Title: Phased Redevelopment of Corporate Website

Purpose:
The project will modernise the company's website to strengthen customer experience, expand e-commerce capabilities for trade and public users, and integrate seamlessly with internal ERP/CRM systems.

Objectives:

- Replace and modernise the existing site while retaining brand identity.

- Enable robust fabric and sample ordering functions.

- Provide tailored experiences for trade, public, and agents.

- Deliver real-time stock visibility, shipment tracking, and pricing/discount logic.

- Improve scalability, SEO, and user experience.

Planned Approach:
The redevelopment will be delivered in four phases:

1. **Discovery & Planning** – requirements gathering, wireframes, SEO/content input.

2. **Design & Specification** – UI design, user journeys, API and technical specification.

3. **Development & Testing** – frontend/backend build, ERP/logistics integration, user acceptance testing.

4. **Launch & Support** – deployment, training, documentation, post-launch support.

Expected Impact:

- Stronger digital platform to support international growth.

- Improved efficiency through ERP integration and real-time stock/ordering.

- Enhanced customer journey for trade, agents, and consumers.

- Scalable platform supporting future innovation and market expansion.

Contract Management

- Project Start: Sept 2025

- Completion Deadline: January 2026

- Contract Manager: Mrs Laura Jowett, Head of Finance

- 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 the evaluation matrix (available on request) and scored based on:

- Demonstrated understanding of manufacturing and retail ERP challenges

- Experience with Shopify in similar industries

- Value for money and total cost of ownership

- Implementation timeline and risk management plan

- Support, training, and future-proofing of the system

Procurement Process

- Proposal submission deadline: September 26th 2025

- Clarification meetings: End September 2025

- Notification of procurement decision: End September 2025

- Submission format: PDF, sent to laura.jowett@james-hare.com "Website - redevelopment (Shopify E-Commerce)"