

RFP

WEBSITE DEVELOPMENT



Company Overview

About JMMB Express Finance (JEF)

JMMB Express Finance, a dynamic, client focused company within the Trinidad & Tobago financial sector. Affectionately referred to as JEF by our team members and clients, first opened it's doors to the public on Sept 12th 2018.

Born from the overarching vision of Joan Duncan, founder of the JMMB group, JEF prides itself on providing consumer financing that surpasses other existing market offerings. Our strength and focus is on client care; quick turnaround time and no fees or penalties. Serving the public that is in need of quick funds anywhere from \$2,500.00 to \$50,000.00. JEF's vision is to create an easy, enjoyable and empowering experience for all clients that are traditionally underserved by the conservative financial market. We will ultimately help our valued clients to meet their needs and improve their quality of life.

Current Website links:

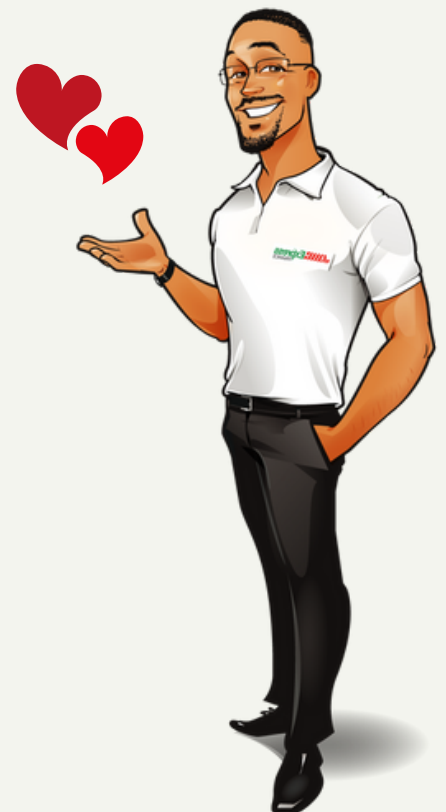
<https://tt.jmmb.com/expressfinance>

<https://expressloan.jmmbtt.com/Lending#/>

<https://www.fygaro.com/en/pb/f9fe6d27-1191-4486-8920-97c73a1c57a8/>

Project Goals

- High Quality client experience
- Improve client satisfaction through efficient and effective service
- Generate higher quality qualifying leads.
- Support sales team by ensuring efficient communication channels to CSR's are easily accessible.
- Drive traffic to online sales team, engage prospects and re-engage existing clients through the showcasing of JEF social media and Corporate Social Responsibility initiatives.



Proposal Guidelines

Important to Note

Proposal Deadline: 10th August 2023 4:30pm

Project Completion Deadline: Monday 11th September 2023

- All costs must be itemized and include detailed breakdown of fees.
- Costs for Design and Development to be provided.
- Costs should be stated with indicators of Non- recurring or Monthly recurring.
- Project phase timeline to be provided, based on JEF deadline stated above.
- Two client references & links to respective websites should be provided.

Submission of Proposals:

Andrea_Forgenie@jmmb.com & Chantal_Pereira@jmmb.com

Website Functionality

Website Functionality Should Include

- Should be fully integrated/ linked to our existing online service platforms. Turnkey: client application/ account creation/ login/ view loan status.& Figaro: online payment portal.

- Free to use loan calculator available to all public.
(visual design similar to Carilend) scale bar could be vertical and the indicator could be a red heart.

<https://www.carilend.com/index.php?country=jamaica>

- Clickable icons indicating types of loans that take clients to online application

- Contact Us:
takes clients to whatsapp, phone and email options

- About Us:
Company Profile
Mission, Vission, Core Values
Leadership Profiles

- Click through to Strategic Retail Partner websites (where applicable)

- Chatbot/ Live Chat enabled (for launch a later date)

- Website adaptability to use on any device. ie. mobile, tablet, pc

- User data capture

- Social Media Optimized (Sync JEF's TikTok, Instagram & Facebook)

- Search Responsive

- Cross browser compatibility

Website Elements

Look & Feel

- Sleek modern feel (similar to that of LightStream)

<https://www.lightstream.com/>

- Engaging Landing Page

- Colour scheme: Green with red and white elements

- Advertising banner at top of page (to be utilized by Strategic Retail Partners)

- Information banner at bottom of page.

Legal Notices

Privacy Policy

Site Disclaimer

Terms

- Presence of Social media content

- Customer reviews to be featured

- CSR/ Community initiatives to be featured

Clickable Icon to " JEF Corporate Social Responsibility projects"

JEF Scholarship Annual Competition:

Criteria

Submissions portal (only active during June - August annually)

*Thank
You*

