

July 11, 2010

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor for implementation of market development activity

Activity: Consultant or company to implement CFAB Japanese language website.

CFAB seeks proposals from qualified contractors to provide technical assistance in the development of the CFAB Japanese language website.

- Review of current website and recommendations for improvement and steps for development. (provided in plan and site map).
- Implementation of re-design of Japan website.
- Translation of site content into Japanese language.
- Ongoing changes to site news section.

Qualifications:

- Contractor must: have extensive experience in website design and implementation.
- Ability to work publish in business Japanese.
- Ability to initiate regular changes in rapid manner for the CFAB marketing staff.

Deliverables/Scope of Work:

- All pages of current Japan web are reworked and improved.
- Ten new pages published.
- Five page updates per month.

Submissions:

Contractor will provide a statement of qualifications, a detailed proposal of implementation of this activity. Contractors are encouraged to provide recommendations for strategies and implementation. Award will be made in a fixed cost manner covering all time and production expenses.

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: July 11, 2010 and submissions must be received by CFAB by July 31, 2010. The successful contractor(s) will be notified of selection within two weeks of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.