



**LAGOS STATE GOVERNMENT**

**LAGOS STATE EMPLOYMENT TRUST FUND (LSETF)**

**REQUEST FOR PROPOSALS  
LSETF/COMMS/1/26**

**REQUEST FOR PROPOSALS: ENGAGEMENT OF A BUSINESS AND TECHNOLOGY CONSULTANT  
TO REVAMP THE LSETF's WEBSITE**

**FEBRUARY 2026**

**Deadline for Submission: 9<sup>th</sup> March 2026**

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**SECTION I - REQUEST FOR PROPOSAL****REQUEST FOR PROPOSALS: ENGAGEMENT OF A BUSINESS AND TECHNOLOGY CONSULTANT TO REVAMP THE LSETF's WEBSITE**

Lagos State Employment Trust Fund, LSETF, was established by the Lagos State Employment Trust Fund Law of 2016 to drive initiatives that tackle unemployment and enable wealth creation for all Lagos residents. LSETF provides entrepreneurship and employment opportunities through the acquisition of skills to get better jobs, improving access to finance and strengthening the institutional capacity of micro, small, and medium enterprises, and formulating policies designed to improve the business environment in Lagos State. In addition, LSETF develops programmes designed to train and place unemployed residents of Lagos in jobs.

LSETF's website is functional but outdated. Users struggle with navigation; the site lacks modern design and multimedia integration, and staff spend hours on repetitive manual tasks such as application tracking. We are not visible to search engines or international audiences. It is essential to modernize the website with intuitive navigation, multimedia integration (YouTube and social media embedded content), process automation, and SEO optimization to reach international audiences and improve user experience.

LSETF is soliciting proposals from qualified consultants with extensive experience in website revamp projects.

In this Request for Proposal document, you will find detailed instructions relating to the submission of your proposal; **you are requested to strictly follow the instructions and provide the mandatory documents for your proposal to be considered for the Consultant Pre-qualification exercise.**

Please submit your Proposal titled "Engagement of a Business and Technology Consultant to Revamp LSETF's Website" no later than close of business (4:00 p.m.) on **Monday, 9<sup>th</sup> March 2026** through: <https://lsetf.ng/tenders>

Requests for clarification can be made to the below email address, on or before **Monday, 2<sup>nd</sup> March 2026**: [procurementunit@lsetf.ng](mailto:procurementunit@lsetf.ng)

This RFP is solely for preparing and submitting a Proposal and confirmation of your ability to provide the required services. All information, both written and oral, which is obtained or provided in connection with this RFP is confidential.

Kindly note that submission of a proposal does not guarantee engagement. Applicants selected to work with the LSETF will be notified via email, alongside necessary information to continue with the selection process.

Those not selected will also be notified via email; LSETF is under no obligation to disclose the reason for rejection.

LSETF is NDPR compliant. By submitting your information and documents to us, you are agreeing to the storage and usage of your data by LSETF, in accordance with our privacy policy.

Yours truly,

Feyisayo Alayande  
Executive Secretary

## SECTION II – INSTRUCTIONS TO CONSULTANTS

### A. INTRODUCTION

<p><b>1. General</b></p>	<p>This RFP is issued for submission of proposal for the <u>Engagement of a Business and Technology Consultant to revamp the LSETF's Website.</u></p>
<p><b>2. Definitions</b></p>	<p>«<b>Day</b>» means calendar day;</p> <p>«<b>LSETF</b>» means the Lagos State Employment Trust Fund;</p> <p>«<b>NDPR</b>» means National Data Protection Regulations;</p> <p>«<b>Project Name</b>» means “<u>Request for Proposal - Engagement of a Business and Technology Consultant to revamp the LSETF's Website</u>”</p> <p>«<b>Proposal</b>» means a Proposal submitted by a Consulting firm, pursuant to this RFP;</p> <p>«<b>RFP</b>» means this Request for Proposal;</p> <p>«<b>TOR</b>» means the Terms of Reference, setting out the detailed scope of work required from the consulting firm.</p>

### B. REQUEST FOR PROPOSAL

<p><b>3. Contents of the Request for Proposal</b></p>	<p>3.1. This RFP describes the procedure, terms, qualifications, requirements, and conditions for the submission of a Proposal. This RFP consists of the following:</p> <ul style="list-style-type: none"> <li>❖ The Letter of Request for Proposal</li> <li>❖ Instructions to Bidders</li> <li>❖ The Terms of Reference</li> </ul>
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- 3.2. The Consultant shall examine the instructions, sample documents and requirements provided in this RFP and adhere to all instructions and requirements herein, in submitting a Proposal.
4. **Amendment of RFP**
- 4.1. At any time prior to the deadline for submission of Proposals, the LSETF, may for any reason at its own initiative or in response to a clarification requested by a consultant, modify the RFP.
- 4.2. All Firms that have received/access the RFP will be notified in writing or by standard electronic means of any amendments to the RFP.
- 4.3. In order to afford the firms reasonable time in which to take the amendments into account in preparing their Proposals, following a request for clarification LSETF may, at its discretion, extend the deadline for submission of Proposals.

### C. PREPARATION OF PROPOSAL

5. <b>Language</b>	The Proposal and all related correspondence shall be in English.
6. <b>Contents of Proposal</b>	<p>6.1. The Proposal shall comprise of the Technical Proposal and the Financial Proposal.</p> <p>6.2. The Financial Proposal shall consist of the following documents:</p> <ul style="list-style-type: none"> <li>❖ A written letter signed by the authorized representative of the Firm; and</li> <li>❖ The <b>detailed breakdown</b> of the estimated cost i.e. summary of cost and breakdown of prices</li> </ul> <p>6.3. The Technical Proposal shall consist of the following documents:</p> <ul style="list-style-type: none"> <li>❖ The Profile of the Firm, setting out its organizational structure, relevant experience in leading or providing advisory on labour market, employment and policies to public or private organizations, its resource plan and the proposed methodology, work plan and team composition clearly indicating the team leader, and other key experts.</li> </ul>

	<p>❖ Any other information which the firm reasonably believes is necessary, having reference to the contents of the TOR.</p> <p>6.4. The <b>Technical Proposal shall not</b> contain <b>any pricing</b> information whatsoever. Pricing information shall be separated and only contained in the Financial Proposal.</p> <p>6.5. Any information which the Firm considers confidential shall be clearly marked as such and shall be treated accordingly.</p>
<b>7. Currency of the Proposal</b>	The prices in the <b>Financial Proposal</b> should be quoted in <b>Naira</b> . Payment will be budgeted and disbursed as Naira.
<b>8. Validity of the Proposal</b>	The validity period of the Proposal shall be <b>30 days</b> .
<b>9. Cost of Preparation of Proposal</b>	The Firm shall bear all costs associated with the preparation and submission of its Proposal. LSETF shall in no case be responsible or liable for any costs associated with submitting Proposals, regardless of its conduct or the outcome of the Proposal. The LSETF reserves the right to annul the Proposal process at any time prior to awarding the contract, without thereby incurring any liability to the Firm.

#### D. SUBMISSION OF PROPOSAL

- 10. Sealing and marking of Proposal** The Firm shall place the Technical Proposal (and its supporting documents), and the Financial proposal (and its supporting documents) in **separate documents**, marked as such.
- 10.1 The documents shall indicate the name and address of your **Organization**, the **name and address of LSETF**, the **Project Name** and **reference number of the Proposal** as indicated in the Letter of Proposal.
- 10.2 **The supporting documents required are:**
1. Evidence of registration with Corporate Affairs Commission (CAC)
  2. Tax Clearance Certificate for the preceding 3 (three) years 2022-2024 from the Lagos Internal Revenue service (LIRS)
  3. Evidence of registration/renewal as a consultant with the Lagos State Public Procurement Agency (LASPPA) for the current year (2026)
  4. Audited Financial Statement for the last 3 (three) years (2023-2025)
  5. Corporate profile of the company services and affiliations
  6. Curriculum Vitae of at least 3 key professional staff
  7. An affidavit that all documents submitted are genuine and verifiable

- 11. Deadline for the Submission of Proposal.**
- 11.1. Proposals must be received through the link specified in above on or before the close of business on **Monday 9<sup>th</sup> March 2026**.
- 11.2. Any Proposal received by LSETF after the deadline for the submission specified in paragraph 11.1 shall be returned unopened to the Firm
- 11.3. LSETF may, at their sole discretion, extend the deadline for the submission of Proposals by amending this RFP in accordance with the terms and conditions hereof.
- 12. Clarifications**
- 12.1 A Firm requiring additional clarification of any part of this RFP may notify the LSETF via the contact details provided above. The LSETF will respond in writing, or by standard electronic means to any request for **clarification of the RFP that it receives no later than Monday, 2nd of March 2026**, and may send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Firms. If LSETF deem it necessary to amend the RFP because of a clarification, it shall notify any firm that has submitted a Proposal prior to such amendment.
- 13. Modification/ Withdrawal of Proposal:**
- 13.1. A Firm may withdraw its Proposal after the submission, provided that written notice of the withdrawal is received by LSETF prior to the deadline prescribed for submission of Proposals.
- 13.2. No Proposal may be modified subsequent to the deadline for submission of Proposals without prior approval from the point of contact specified above.

**E. OPENING AND EVALUATION OF PROPOSAL**

- 14. Opening of Proposals**
- 14.1 The LSETF shall only open Proposals received after the submission deadline with the Evaluation Committee only in attendance. **The Technical Proposals shall be open and evaluated prior to the opening of the Financial Proposals.**

**15. Evaluation of Proposals**

15.1 The Evaluation Committee shall evaluate and compare the Proposals as follows:

- ❖ Pre-Qualification exercise to determine that all requested documents were submitted and in the required format.
- ❖ Examination of the Technical Proposal in order to confirm conformity with specifications contained in the RFP and the substantial responsiveness of each Technical Proposal to the RFP. For this purpose, a substantially responsive Proposal is one that conforms to all terms and conditions of the RFP without material deviations. LSETF's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without any recourse to extrinsic evidence.
- ❖ Upon examination of the Technical Proposals, the Evaluation Committee shall select the Technical Proposals that are substantially responsive and examine the Financial Proposals submitted with such Technical Proposals. In examining the Financial Proposals, the Evaluation Committee shall verify any arithmetical errors. For example, if the Proposal in figures is different from the Proposal in words, the amount in words shall prevail. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.

**16. Fraud and Corruption:**

16.1. The LSETF and the consulting firm shall hold the highest ethical standards, both during the selection process and principle, and shall abstain at all times from corruption or fraudulent practices. Corruption and fraudulent practices are defined as follows:

- a) "*corrupt practice*" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process;
- b) "*fraudulent practice*" means a misrepresentation or omission of facts in order to influence a selection process;
- c) "*collusive practices*" means a scheme or arrangement between two or more Consultants with or without the knowledge of the LSETF, designed to establish prices at artificial, non-competitive levels;

- d) “*coercive practice*” means harming or threatening to harm, directly or indirectly, persons or their property to influence the selection process or affect the execution of a training program.

The LSETF shall reject a proposal for award if it determines that the firm recommended for contract award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in applying for the proposal.

## **SECTION III – TERMS OF REFERENCE**

### **Engagement of a Business and Technology Consultant to Revamp the LSETF's Website**

#### **1. Executive Summary**

LSETF's website is functional but outdated. Users struggle with navigation; the site lacks modern design and multimedia integration, and staff spend hours on repetitive manual tasks such as application tracking.

We are not visible to search engines or international audiences.

Modernizing the website with intuitive navigation, multimedia integration (YouTube and social media embedded content), process automation, and SEO optimization to reach international audiences and improve user experience.

#### **Expected Outcomes:**

- Intuitive user experience (easy navigation, modern design, mobile-friendly)
- Improved inclusiveness: Ensure the website is accessible to all users, including People living with Disability (PWD), Non-IT Savvy people.
- Enhanced Online visibility (Google SEO, YouTube integration, reach for donors and international partners)
- Operational efficiency (automated and optimized processes)
- Enhanced credibility (world-class digital presence that drives thought leadership focus)

#### **Scope:**

- Website redesign & development (modern, intuitive, accessible)
- YouTube & Social Media integration (beneficiary stories, masterclasses, impact videos)
- CMS and process automation
- Staff training & 60-day post-launch support Timeline: 12 weeks

**Investment Impact:** A modernized website that improves user engagement, attracts international donors and partners, improves staff efficiency, and positions LSETF as a leading digital-first organization in the employment and skills sector.

To achieve this, LSETF is engaging a qualified Information Technology Consultant with expertise in digital transformation, UI/UX, and website development.

Aspect	AS-IS (Current)	TO-BE (After Modernization)
Navigation (Visitor's movement across all platforms on the website)	<p>Confusing, it's hard to find information seamlessly.</p> <p>Example: Menu Bar overrides information needed</p> <p>difficult to locate liaison offices through a direct navigation</p>	<p>Intuitive, user-friendly structure. Example: A menu bar that is collapsible and a visible push button that let visitors interact directly with very important information, like liaison office's locations</p>
Product Applications & Feedback Processes	<p>Multiple Forms across different touch points E.g. LSESP Application</p>	<p>Centralized automated application &amp; feedback tracking and submission (including easy and seamless integrations and plug ins to other internal systems as required).</p>
Design	<p>Outdated and not mobile-responsive and optimal. Example: The menu list affects visibility of critical information</p>	<p>Modern, clean, responsive across all devices regardless of O.S of the device</p> <p>A menu list that is collapsible</p>
Accessibility	<p>Limited accessibility for PWD, non-IT Savvy individuals</p>	<p>WCAG compliant, fully accessible to all users (e.g. PWD, non-IT-Savvy)</p>
Multimedia	<p>Static text only, no popups, no dynamism of videos, gifs, images and texts</p>	<p>Embedded YouTube &amp; Social Media videos integration (beneficiary stories, masterclasses), thought</p>
		<p>leadership publications and newsletters</p>
SEO Visibility	<p>Invisible to both AI and website search engines</p>	<p>High Google SEO ranking, discoverable by international audience and frequently pops up in AI searches</p>
Technology	<p>Outdated 2018 technology used in building the website</p>	<p>Most up to date, relevant and best practice (including ease of integration to recently deployed tools e.g payment gateways for donor funding)</p>
Credibility	<p>Reflects as an outdated organization</p>	<p>Positions LSETF as a worldclass, forward-thinking organization and is an enabler to achieving the fund's key objectives for 2026 such as visibility to influence</p>

## 2. VALUE PROPOSITION

**Intuitive User Experience** – Modern design with seamless navigation. Users can easily apply for programmes, register for training, and find information without confusion or frustration.

**Improved Inclusiveness** – Mobile-friendly, fully accessible design for all users, including those with disabilities.

**Enhanced Online Visibility & Discoverability** – Embedded video integration (YouTube and social media channels with beneficiary stories, free masterclasses, program highlights) boosts Google SEO ranking and AI Visibility. Donors, international partners, and prospective beneficiaries can discover LSETF organically, which means our impact becomes visible to the world.

**Operational Efficiency & Cost Savings** – Automation of repetitive tasks (application tracking, email responses, job postings) reduces manual staff workload and frees resources for strategic work.

**Enhanced Credibility** – Modern website Positions LSETF as a world-class, forward-thinking organisation and an enabler to achieving the fund's key objectives for 2026 such as  
visibility to influence

## 3. OBJECTIVES

The primary objective is to transform LSETF's digital presence from a static information repository into a dynamic, engaging platform that:

- Delivers a seamless user experience (intuitive, responsive across all devices)
- Tells LSETF's impact story through embedded multimedia (videos, beneficiary testimonials, masterclass recordings)
- Positions LSETF as a credible, innovative leader in employment and skills development across Africa.
- Automates administrative processes to reduce staff burden and improve efficiency
- Ensures inclusive access for all users, regardless of ability or device

## 4. SCOPE OF WORK

Phase 1: Website Audit & Planning (Weeks 1-2)

- Audit current website, identify key pain points
- Define requirements based on staff feedback
- Create project plan with clear deliverables

Phase 2: Website Redesign & Development (Weeks 3-8)

- Modernize design with clean, user-friendly interface
- Implement intuitive navigation
- Ensure mobile responsiveness
- Build security features

Phase 3: Automation & Integration (Weeks 9-10)

- Integrate simple CMS (easy for staff to manage)

- Automate application tracking and basic inquiries
- Set up job postings automation

#### Phase 4: Testing & Launch (Weeks 11-12)

- Test across devices, browsers and users of varying IT abilities and PWDs
- Train staff on new system
- Launch website

### **5. DELIVERABLES**

- Modern, functional website
- Staff training on CMS
- Post-launch support (60 days)

### **6. TIMELINE**

Total duration: 12 weeks

- Weeks 1-2: Audit & Planning
- Weeks 3-8: Design & Development
- Weeks 9-10: Automation & Integration
- Weeks 11-12: Testing & Launch

### **7. QUALIFICATIONS**

- Minimum 3 years' experience in website design/development
- Expertise in modern web design and UX
- Experience with CMS and automation
- Good Strategic Communication Skills
- Government or nonprofit experience is a plus

### **8. REPORTING**

**Consultant reports to: Head, Communications & Promotions (primary contact)**

**Coordination with: Head, IT and Communications Team**

**Payment & Budget:** Payment terms will be structured based on milestone achievements as follows:

- 20% upon submission of audit & requirements report.
- 40% upon completion of website redesign and development.
- 40% upon full deployment and staff training.