The American Chamber
of Commerce in Jordan

The American Chamber of Commerce in Jordan
(AmCham – Jordan)
REQUEST FOR PROPOSALS (RFP)
Within the scope of
The Informal Livelihoods Advancement Activity (Iqlaa)
funded by the United States Government

RFP #	**8/2026**
Name:	Request for Proposals: E-Commerce Platform Development for Three Pre-Selected Aggregators
RFP Date of Issuance:	Thursday, November 5th, 2026
Bidder Type	Jordan-registered companies only
Deadline to receive Questions:	Monday, November 9th, 2026
Deadline to answer Questions:	Wednesday, November 11th, 2026
Closing Date/Time for Submitting the Proposals:	Wednesday, November 18th, 2026, 4:00PM (Amman time) Technical and financial offers with respect to this RFP should be sent in separate attachments by email to amcham@amcham.jo.
Proposals Submission Method:	Interested service providers are encouraged to submit their technical and financial proposals as per the details provided in this RFP with the requested attachments. Interested candidates shall provide: ▪ A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used. Maximum number of pages for the Technical proposal is 10 pages/ font size 11 and in PDF format. ▪ Proposals are to be submitted in English. ▪ A financial proposal in JOD to be submitted in a separate document. ▪ Mandatory Annexes must provide the supporting documents requested in the RFP, and should be organized for easy reference. (see the "Mandatory Annexes" section) To be sent by email to: amcham@amcham.jo with the subject line: RFP – "E-Commerce Platform Development for Three Pre-Selected

	Aggregators" The 10-page limit applies to the main technical proposal only and excludes the cover page, signed cover letter, work plan, CVs, portfolio evidence, financial proposal, and other mandatory annexes.
Date for Opening Proposals:	Thursday, November 19th, 2026
Anticipated Date for final selection:	Thursday, November 26th, 2026
Contract Duration	10-week implementation period. Warranty and technical support shall begin at each platform's launch and continue for at least six months after formal written acceptance of that platform by AmCham-Jordan following validation by the relevant aggregator.

Important Note: *Issuance of this RFP under the Iqlaa Program does not constitute an award commitment by AmCham-Jordan or an obligation to reimburse any cost incurred in preparing or submitting a proposal. AmCham-Jordan reserves the right to accept or reject any or all proposals, cancel or amend the solicitation, request clarifications, or negotiate with one or more bidders, in accordance with applicable procedures. Proposals are submitted at the bidder's own risk and expense.*

I. INTRODUCTION:

The American Chamber of Commerce in Jordan (AmCham-Jordan) is a non-profit, member-based organization established in 1999, representing over 250 members, 90% of which are SMEs. It has contributed to Jordan's sustainable economic development by supporting business growth and strengthening Jordanian American economic relations. AmCham-Jordan is affiliated with the U.S. Chamber of Commerce in Washington, D.C. and is a member of the AmCham MENA Regional Council.

AmCham-Jordan is one of the implementation partners of the Informal Livelihoods Advancement Activity (Iqlaa), funded by the United States Government. Iqlaa is a five-year program that started in May 2022 and aims to support Jordan's micro and small Enterprise (MSEs) & Home-Based Businesses (HBBs) to grow, transform, and become resilient to future challenges. Iqlaa's approach explores new ways of doing business and improving access to finance, markets, and services. It focuses on four sectors: agriculture, tourism and hospitality, manufacturing, and services, with a special focus on technology development and implementation. The program encourages and supports the participation of all micro and small business owner segments.

II. CONTEXT OF CONSULTANCY:

As part of the implementation phase of the Aggregator Accelerator Program, AmCham-Jordan seeks proposals from qualified Jordanian companies covering the design, development, testing, launch, training, handover, and post-launch technical support of three separate e-commerce platforms for three pre-selected aggregators.

The three pre-selected aggregators are already engaged in the AmCham-Jordan Aggregator Accelerator Program. Their platform requirements will be confirmed individually during inception, in accordance with the allocations in Table 1.

The assignment aims to strengthen the aggregators' online sales capabilities and improve their ability to reach customers and support the MSEs/HBBs they source from.

The core deliverables and minimum functions for each platform are defined in this RFP. The selected service provider shall refine the detailed specifications during inception phase.

The assignment shall be implemented within 10 weeks. Warranty and technical support shall begin at each platform's launch and continue for at least six months after its formal written acceptance by AmCham-Jordan following validation by the relevant aggregator.

III. SERVICE ALLOCATION

E-Commerce Platform Development: Design, development, testing, launch, training, handover, and post-launch technical support for three separate e-commerce platforms.

Bidders must submit proposals covering all three platforms and demonstrate the team, experience, and capacity required to deliver the complete scope. Partial bids covering fewer than three platforms will not be accepted.

Table 1 E-commerce Platform Matrix:

Aggregator	Sector	E-commerce platform	Number of Products to be Uploaded	Language	Market
1	Handicrafts & Jewelry	Open source platform[1]	Minimum of 30	English and Arabic	Local & International
2	Furniture & Home Décor	Shopify platform	Minimum of 30	English and Arabic	Local & International
3	Cultural Artifacts, Handicrafts	Shopify platform	60	English	U.S

[1] Open source platform is an established, maintainable open-source e-commerce solution.

IV. SCOPE OF WORK:

Task 1 Inception Assessments and Work Plan
Timing: Weeks 1-2

Activities:

- Hold a kick-off meeting with AmCham-Jordan to confirm RFP requirements, milestones, expected deliverables.
- Conduct an individual platform-specific needs assessment with each aggregator. Needs assessment should cover required functions, and available brand assets and product content, platform requirements, product structure, languages, payment and shipping needs, integrations, hosting, domains, access requirements, priorities, dependencies, and cost implications hence feasibility along with existing platform if any.
- Prepare a consolidated 10-week master work plan and a clear schedule for each aggregator, showing activities, dependencies, approval dates, development milestones, testing, launch, training, risks, and required inputs.

Deliverables:

- A consolidated inception report and master 10-week work plan.
- Three individual assessment briefs, including the platform requirements for each aggregator.

Task 2 E-Commerce Platform Development
Timing: Weeks 2-8
The company shall develop three separate, responsive, scalable and commercially ready e-commerce platforms in accordance with (Table 1) and the approved requirements briefs in (Task 1). Aggregator 1 requires an open-source e-commerce platform; Aggregators 2 and 3 require Shopify. This will require from the service provider to upload the content provided by the aggregator.

2.1 Discovery UX/UI and Platform Design

- Prepare the site map, information architecture, customer journey, product-category structure, wireframes, and approved responsive UX/UI design for each platform as required.
- Align each platform with the aggregator's existing approved brand assets and ensure compatibility across desktop, tablet, and mobile devices. New branding or visual identity development is outside this scope.
- Confirm the data format, user roles, payment and delivery methods, integrations, hosting, domain, third-party services, and other technical dependencies.
- Confirm the specification of products that the aggregator would like to include in the platform, as specifications will differ from one aggregator to another.

- Document the approved functions, priorities, dependencies, assumptions, and costs for each platform in its requirements brief before development begins.

2.2 Common Platform Functions

The base price for each platform shall include all functions listed below, with language coverage and initial product quantities as specified in Table 1. Detailed configurations shall be confirmed in the approved requirements brief. Bidders shall identify the subscriptions, applications, and integrations needed to deliver these functions and disclose any technical limitations in their technical proposals.

- Content management system, standard information pages, product catalogue, search, categories, filters, product variations, image galleries, related products, pricing, and stock status, taking into account the sectors mentioned in table 1.
- Shopping cart, secure and guest checkout, customer accounts, order notifications, and customer, order, and inventory administration.
- Discount codes, promotions, loyalty or bundle offers, enquiry and contact forms, newsletter and social media links, SEO integration, and analytics.
- Payment-gateway integration, delivery areas and rates, pickup options, and other approved delivery rules. The platform's technical and operational specifications, should include international payment options, multi-currency support, shipping and logistics, and customs and tax requirements. To ensure that the platform can accommodate different export markets and adapt to changing regulations and requirements.
- Language functionality in accordance with Table 1, secure administrator access, SSL, backups, recovery arrangements, scalable architecture, and properly licensed technology.
- Copywriting and translation of FAQs, shipping policy, return policy, about us pages. using information supplied by each aggregator. All copy shall be approved by the relevant aggregator before publication.

The final specifications for the mandatory functions shall be confirmed during assessment and documented in each approved requirements brief. Additional functions, reductions in scope, or related cost changes require prior written approval by AmCham-Jordan.

The base price shall include all platform design and development costs, together with the platform subscriptions, hosting, domains, and necessary third-party licenses required for the first year from each platform's launch.

2.3 Testing Launch Training and Support

- Upload and configure the initial products in the quantities agreed with each aggregator, using approved product information, text, images, and other content supplied by the relevant aggregator. Confirm content requirements, formats, and submission dates during inception.

- Conduct functional, usability, responsiveness, performance, security, browser, checkout, payment, integration, backup, and recovery testing.
- Facilitate user acceptance testing with AmCham-Jordan and the relevant aggregator, and resolve all approved issues before launch.
- Launch each platform and provide at least four hours of practical administrator training, a written administration manual for future reference, followed by the post-launch technical support.
- Provide a minimum six-month post-launch warranty and technical support period covering defects, configuration errors, implemented integrations, critical launch issues, and reasonable remote administrator support without additional professional fees beyond the contractual period with AmCham-Jordan.

E-commerce deliverables:

- Three tested and operational e-commerce platforms (two Shopify, one open source platform).
- Quality assurance, user acceptance testing, and launch records.
- Complete training and handover package, including manuals, recordings, source and configuration files, credentials, licenses, backups, ownership documentation, and warranty and support arrangements.
- End-to-end order tests for each payment method, including refunds where supported; testing across an agreed device/browser matrix, including low-end Android devices; security scan results; multi-factor authentication for administrator accounts; and a launch-readiness checklist formally approved by AmCham-Jordan and the relevant aggregator.

The base price shall include all implementation, configuration, data migration, testing, training, launch, handover, and warranty/support costs, as well as all required software subscriptions, user licenses, hosting, integrations, and third-party services for the first year from each platform's launch.

Task 3 Handover and Final Report
Timing: Ongoing; final completion in Weeks 9-10

Activities:

- Prepare an organized handover folder for each aggregator containing all final outputs, editable and source files, account access, credentials, ownership and licensing records, and relevant technical documentation.
- Submit a completion report summarizing the delivered outputs, results, outstanding dependencies, support arrangements, and recommendations for each aggregator.

Deliverables:

- Organized handover package containing all final and editable files, access credentials, ownership records, and supporting documentation.
- Final report.

V. DELIVERABLES, SEQUENCE, AND ACCEPTANCE

The bidder shall follow the stated sequence for each platform. Later development stages may begin once the relevant preceding output for that platform is approved. Work across different aggregators may proceed in parallel under the approved master work plan. AmCham-Jordan may authorize other parallel activities in writing.

All deliverables require written acceptance by AmCham-Jordan following validation by the relevant aggregator. Platform UX/UI design deliverables shall include up to three consolidated revision rounds. All agreed defects identified through testing shall be resolved before launch. Review periods and approval dates shall be agreed in the inception work plan.

VI. ROLES AND RESPONSIBILITIES

AmCham-Jordan

- Manage the contracting process and overall coordination of the assignment.
- Serve as the formal communication channel between the service provider, aggregators, and Iqlaa.
- Review and approve work plans, progress, deliverables, and change requests in consultation with the relevant parties.
- Monitor contractual compliance, quality, risks, and adherence to the 10-week timeframe.
- Issue formal acceptance of deliverables and process milestone payments.

Selected Bidder

- Appoint a project manager and provide the qualified team required to deliver the complete scope.
- Implement the assignment according to the approved work plan, requirements, and schedule.
- Maintain the deliverable tracker, and provide concise progress updates.
- Obtain written approval before major platform decisions, platform launches, scope changes, or additional costs.
- Protect all business, customer, platform, and account data and comply with confidentiality and access-control requirements.
- Promptly report any delays, missing inputs, risks, or third-party dependencies affecting

delivery.

Aggregators

- Appoint a focal point and participate in assessments, sessions, reviews, testing, training, and approvals.
- Provide the required brand assets, company and product information, content, legal documents, and other necessary inputs as relevant.
- Provide or authorize timely access to relevant platforms, accounts, domains, hosting, payment systems, and other required services as relevant.
- Submit consolidated feedback and approvals within the agreed review periods.

VII. REQUIRED QUALIFICATIONS

- At least five years of relevant experience in e-commerce platform design, development, implementation, or closely related services.
- Successful completion of at least two comparable e-commerce assignments, supported by work samples and three client references. The portfolio shall demonstrate experience with Shopify and open source e-commerce platforms.
- A qualified team covering UX/UI design, Shopify implementation, custom web development, payment and delivery integrations, quality assurance, administrator training, and project management.
- Ability to manage several beneficiaries and deliver approved outputs within fixed timelines.

Participation Enablement:

*Kindly go through the participation enablement guiding framework attached to ensure that MSEs/HBBs owned by vulnerable women, men, youth and PLWDs needs are catered for in the event that they are part of the intervention whether testing the platform or feeding in to the needs of the aggregators, and that you as a bidder adapt implementation as needed accordingly.

VIII. TIMING & LEVEL OF EFFORT:

The implementation period shall be ten (10) weeks from the contract start date. Warranty and technical support shall begin at each platform's launch and continue for at least six months after formal written acceptance of that platform, as specified under Task 2.3.

IX. COMMUNICATIONS, BRANDING AND MARKING:

As a condition of this RFP, the contracted bidder is required to comply with the Mercy Corps and Iqlaa Branding and Marking requirements.

Any public material developed within this scope of work should be shared with the

Iqlaa communications team for branding, marking, and messaging review and approval.

Mercy Corps is rebranding to - Prosper Global - in January 2027. An amended Communications, Branding and Marking Annex reflecting the new identity will be shared in due course.

X. MANAGEMENT & REPORTING:

The bidder will report contractually to AmCham-Jordan through its designated project and contract-management team and coordinate technical implementation with each aggregator's authorized focal point.

The bidder shall submit concise progress updates at the frequency agreed in the inception report and promptly identify any issue that may affect scope, cost, quality or schedule. All deliverables shall be submitted electronically in English and in editable formats, in addition to PDF versions where requested.

XI. TENDER EVALUATION METHOD:

Proposals will be evaluated according to the following criteria:

Criteria	Weight
Technical Weight	**80 pt.**
Technical Approach, Methodology and Understanding of the Assignment	30 pt.
Bidder Technical Expertise & Key Team	30 pt.
Relevant experience and portfolio	20 pt.
Financial Weight	**20 pt.**

Only proposals achieving a minimum technical score of 60 points out of 80 will proceed to the financial evaluation. All bidders will be evaluated against the complete e-commerce scope for all three aggregators. AmCham-Jordan may request clarification, verify references, or invite shortlisted bidders to present their approach and demonstrate relevant platforms or work samples.

XII. GENERAL TERMS AND CONDITIONS:

Interested bidders should consider the following terms when preparing and submitting their proposals:

GENERAL TERMS AND CONDITIONS

- AmCham-Jordan may invite shortlisted bidders to present their methodology and proposed implementation approach.
- Award is based on best value, not necessarily the lowest price.
- Prices shall remain valid for at least 90 days and include all professional costs required for the stated scope, except clearly identified exclusions.
- Assignment information is confidential and may be used only for the contracted work. Actual or potential conflicts of interest must be disclosed.
- All paid custom work and deliverables, including platform designs, source files, platform configuration, custom code, documentation, accounts, and access, shall be handed over to the relevant authorized party.
- No platform, domain, hosting account, source file, or essential credential may remain exclusively controlled by the bidder after handover.
- The selected bidder shall not incur extra costs, activate paid subscriptions, or change scope without prior written approval.
- All prices shall be quoted exclusive of sales tax, as the project is sales tax-exempt. AmCham-Jordan will provide the applicable tax exemption letter upon signing the contract.
- Payments will be milestone-based and subject to approval of the relevant deliverables. Bidders shall propose a payment schedule aligned with the stages in the Deliverables Sequence and Acceptance section; the final payment schedule will be agreed during contracting.
- The proposal must include all the above requirements in addition to the signed conflict of interest letter provided with this RFP.
- Bidders who fail to submit all mandatory documents are automatically disqualified from the evaluation process.

XIII. Mandatory Documents & Annexes:

- A technical proposal in English, in PDF format with a maximum of 10 pages and font size 11. The 10-page limit applies to the main technical proposal only and excludes the cover page, signed cover letter, work plan, CVs, portfolio evidence, and mandatory annexes.
- A separate financial proposal shall be submitted separately in JOD. Costs shall be itemized by aggregator under the categories below. The mandatory base total shall cover all three platforms.

Budget Item	Aggregator 1 Open Source Platform (JOD)	Aggregator 2 Shopify (JOD)	Aggregator 3 Shopify (JOD)
Implementation: One-time design, development, customization, configuration, initial data migration,			

and integration professional fees, excluding the categories below.			
Subscriptions and Licenses: All subscription fees, software licenses, hosting, domains, integrations, and other third-party costs. Bidders shall clearly identify first-year costs and provide a separate schedule specifying all recurring costs applicable from the second year onward.			
Testing, Launch, Training, Support, and Handover: All costs associated with testing, launch, user training, technical support, documentation, and project handover, excluding fees already listed above.			
Total Per Aggregator JOD			

- The technical proposal must include the following clearly labelled annexes:
  - Portfolio/two comparable assignments, three references
  - Bidder/company registration and legal-status documents.
  - Brief CVs of the proposed key personnel.
  - Signed eligibility and conflict-of-interest letter.
  - Warranty and support detailed description and anticipated start and end dates.
  - Proposed content management systems/platforms: an established open-source e-commerce platform for Aggregator 1 and Shopify for Aggregators 2 and 3. Provide the rationale and the following details for each:
    - ✓ Proposed Technology
    - ✓ Licenses
    - ✓ Dependencies
    - ✓ Customization Approach.
    - ✓ Aggregator-controlled repository options to be utilized if a source code is needed, and rationale for putting those forwards.
    - ✓ Proposed checkout systems and the rationale for their selection.
    - ✓ Suggested integrations list with rationale for putting those forwards.
    - ✓ Proposed payment methods and providers for each platform, identifying compatibility and availability for the aggregators, and disclosing gateway charges, platform third-party transaction fees where applicable and if required, and any other setup or recurring costs.
  - The separate financial proposal shall include an itemized recurring-cost schedule per aggregator covering platform subscriptions, paid applications, hosting, domain renewal, SSL certificates where separately charged, payment-provider charges, transaction fees, security services, maintenance, and other third-party renewals. Identify costs that vary with sales volume.