

NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

REQUEST FOR PROPOSALS FOR RFP E-commerce/Digital Marketing Services (Reference RFP #2022-RFP-130)

ADDENDUM #2

The following constitutes an Addendum, which can be a Clarification and/or Modification to the above-referenced solicitation. This Addendum is divided as follows:

- Part 1: Answers to Questions Submitted
- Part 2: Additions, Deletions, Clarifications and Modifications to the RFP

Part 1: Answers to Questions Submitted		
No.	Question	Answer
1.	Section 1.1 Purpose and Intent "Up to three (3) responsible Proposers in each of three (3) geographic regions identified herein..." Does this mean NJEDA may select a total of 9 Proposers; three for each identified geographic region?	Yes. The Authority may award a total of nine (9) contracts, with three (3) in each region.
2.	Section 1.1 Purpose and Intent "The Authority may provide a limited number of leads to the awarded contractors, based on the contractor's awarded region." 1. Are the Proposers responsible for getting clients or will the NJEDA provide all of the leads?	The Awarded vendors are responsible for getting the leads. The Authority may provide a limited number of leads. This is not guaranteed. The Authority expects the awarded contractors to proactively find and approach businesses in need.
3.	Can the Proposer identify targeted businesses who may need the described services?	Yes.
4.	Who won this RFP last year?	Three (3) vendors were awarded Purchase Orders as a result of 2020 RFQ #2020-RFQ-108. In alphabetical order they are: Hudson Integrated, Inc., Positive Solutions, LLC and Suasion Communications.
5.	Will you accept electronic signatures for the required forms?	Yes, electronic signature are accepted.

6.	The turn around time on the previously awarded contract was 5-7 weeks, this RFP states completion in 4 weeks. Most small businesses cannot work this quickly, can this be expanded to a maximum of 8 weeks to complete.	Four (4) weeks is a recommendation, and we understand that some businesses may take longer than others.
7.	After meeting with a potential small business to determine if you can assist them with their e-commerce needs are you allowed to decline them if you feel you cannot complete the project in the perimeters established or that they are not a good fit for the agency?	Contractors shall not decline clients under any circumstances. If a Contractor feels it cannot meet a client's needs within the parameters established in the SOW, they should contact the Authority's Designated Contract Manager immediately. The Authority, in its sole discretion, shall make the final determination as to whether a client shall receive assistance. In the event a client cannot be provided services, the Authority's Designated Contract Manager will notify the client and the Contractor accordingly.
8.	We have a built-in e-commerce product developed with [] technology; shall we use our product to customize the required business services since in the RFP states some other technologies as well?	No specific platform is required. Recommendations should be tailored to meet the needs of each individual client, and pre-approval for any project is required as set forth in Section 3.6, D.
9.	Can we give a proposal for single/particular services, or must we have to give a proposal for all services mentioned in section 3.7?	Services provided and hours expended by the Contractor shall be tailored to meet the needs of each individual client. Not all clients will receive every service. Refer to the "Note" beneath the table in RFP Section 3.7.
10.	Are all customization hours fixed or extendable?	Hours of work for each service provided must fall within the Not To Exceed Maximum Hours indicated in the table in RFP Section 3.7.

Part 2: Additions, Deletions, Clarifications & Modifications to the RFP

1.	RFP Section 1.3.4 PROJECTED MILESTONE DATES	The Authority has pushed the Proposal due date to Monday, October 3, 2022, on or before 1:00 p.m. ET.
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