



CALL FOR TENDERS

Design and Development of the New Website for the International French School of Tanzania

Date of publication: November 13, 2025

Deadline for submission: November 27, 2025

1. Background

The International French School in Tanzania (IFST), established in 1967, and registered as The French School Society in 1993, is an international school specialized in languages (French, English, Spanish, Swahili, German and Italian) that welcomes around **500 students from over 40 nationalities from Nursery to grade 12**, including approximately **one-third Tanzanian students**. The school is a proud member of the **AEFE (Agency for French Education Abroad) network**, which ensures academic excellence and international standards in French education worldwide. This network is composed by around 600 schools in 138 countries.

2. Objective of the Tender

The IFST seeks to engage a **qualified and certified communications and marketing company** to design and develop a new website in English and French that reflects the school's identity, values, and international character.

The new website will consist of **one modern scrolling page** integrating the following key elements:

- A short presentation of the school and its key strengths including an attractive photo presentation.
- Integration of a WhatsApp chatbot button for user interaction and inquiries with an option to contact directly the school, request a tour or make a registration.
- An automated estimated pro forma invoice tool allowing prospective families to estimate school fees and related expenses (with configurable options such as grade, canteen, and extracurricular activities), including the global packages options (see [Current fee structure](#))
- A registration form.
- A tour request form to visit the school.
- A Google Maps location module.
- A simple social networks module showing the latest publications.
- A contact detail section for direct communication with the school.

The website must facilitate navigation and provide information in two languages: English and French.



3. Eligibility Criteria

Participation in this call for tenders is open exclusively to companies that meet the following requirements:

- **Certified companies** with a valid business license in communications and marketing or IT.
- Demonstrated **proven experience in website design and development**, with examples of previous work.

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Price
2. Proven records and relevant experience
3. Innovative and creative solutions (easy navigation, immersive visual experience)
4. Technical capacity and reliability (mobile first-design, SEO optimization, analytics integration, dark mode)

5. Submission Guidelines

Interested companies are invited to submit their technical and financial proposals in electronic format (PDF preferred) to the following address: communication@frenchschooltanzania.org

Deadline for submission: November 27, 2025, 23:59 EAT

Late submissions will not be considered.

6. Confidentiality

All documents, information, and data shared as part of this tender process are to be treated as confidential and used solely for the purposes of preparing a proposal.

Contact Information

For any questions or clarifications regarding this call for tenders, please contact:
communication@frenchschooltanzania.org