

Request for Proposal

New Chrysal International BV Website | 2035-aligned draft

Purpose of this RFP

Chrysal International BV is seeking a digital/web partner to translate an agreed strategic direction into a premium, scalable and future-ready website. The selected partner should combine strategic digital thinking, UX, visual design, content architecture and technical delivery, while helping Chrysal make the right implementation choices.

1. Project context

Chrysal is transitioning from a predominantly product-focused business towards an integrated solutions model in which products remain important but are increasingly combined with expertise, services, digital capabilities and knowledge.

The new website should support that transition. It must perform strongly for the established flower-care business while providing a scalable digital foundation for strategic growth domains such as potted plants, selected fruit applications and future propositions.

Strategic role

The website should become Chrysal’s digital front door: combining brand/corporate, knowledge/authority and commercial/solutions roles, while providing a gateway to future digital services and customer interactions.

2. Project objectives

Objective	Required outcome
Represent Chrysal’s future direction	Present Chrysal as an integrated solutions partner rather than only a product supplier.
Serve current + future business	Support established flower-care markets and enable new domains without fundamental redesign.
Make expertise discoverable	Establish Chrysal as an authoritative source for customers, search engines and AI-driven discovery.
Help customers solve relevant challenges	Enable intent-led journeys from questions and needs towards knowledge, proof, solutions and support.
Create commercial value	Support appropriate conversion and lead qualification without turning the whole experience into a sales funnel.
Elevate the brand experience	Deliver a premium, inspiring and visually engaging digital experience that reflects market leadership.
Improve editorial independence	Enable a small Chrysal editorial team to evolve content, visuals and page layouts without routine developer support.
Create a scalable foundation	Support future propositions, integrations, AI capabilities and growth without re-platforming.

3. Audiences and growth domains

Audience priorities

The website serves several professional audiences. The following tiers guide prioritisation but should not be interpreted as a prescribed navigation model.

Tier	Audiences
Tier 1 — Core professional	Growers; Bouquet makers; Retailers
Tier 2 — Trade / professional	Wholesalers; Florists; Other relevant professional partners
Tier 3 — Supporting	Consumers; Potential employees; Corporate, media and other stakeholders

Growth domains

The platform should support the established flower-care business as well as potted plants, selected fruit applications and other future growth domains. We ask partners to explain how their proposed architecture can accommodate new markets and proposition types without creating fragmented site structures.

4. Priority customer journeys

Journey	Indicative intent
Help me solve a problem	Challenge / desired outcome → guidance → evidence → relevant solution → assistance.
Help me find the right solution	Need / application → suitable product, service or proposition → detail → next step.
I need technical information	Search → credible technical information → evidence / documentation → expert support.
Prove that this works	Claim → research / trials / cases → measurable evidence → relevant proposition.
I want to work with Chrysal	Location + organisation + need → right local contact, distributor or expert.
I want to understand Chrysal	Expertise → innovation → sustainability → integrated solutions direction → relationship/contact.

These journeys are strategic inputs, not prescribed page flows. The selected partner should translate them into the strongest information architecture and UX.

5. Content and proposition model

Domain	Requirement
Solutions	Support products, services, expertise-enabled propositions and digital solutions. The model must be extensible to future proposition types.
Knowledge, Challenges & Insights	Support customer challenges, desired outcomes, practical guidance and expert knowledge.
Proof & Cases	Support research, trials, data, customer examples, certifications and measurable outcomes.
Expertise & Innovation	Demonstrate Chrysal's technical authority, R&D and innovation capability.
Company & Sustainability	Represent Chrysal's brand, strategy, people, sustainability and market leadership.

These domains should be connected where useful but must remain independently accessible. We expect the partner to recommend taxonomy, content relationships, page types, search/filtering and related-content logic.

6. Mandatory digital brand experience

The new website must provide a premium, contemporary and visually engaging brand experience that reflects Chrysal's position as an international market leader and supports visual storytelling.

- Recognisably Chrysal, but a meaningful digital evolution rather than a literal translation of existing templates.
- Strong visual storytelling through people, products, applications, proof, innovation and customer value.
- A balance of technical credibility and human accessibility consistent with Chrysal's Sage and Caregiver brand roles.
- A reusable digital design system that maintains consistency while giving editors flexibility.

The proposal should explain how the agency would evolve the Chrysal brand for digital use and how the design system would remain manageable over time.

7. Mandatory SEO and GEO leadership

Requirement

Chrysal aims to become one of the most authoritative and discoverable digital sources in its areas of expertise across both conventional search engines and generative/AI-driven discovery environments.

The solution must therefore include:

- Strong technical SEO foundations.
- AI-readable, semantically structured information architecture.
- Clear taxonomy, entities, relationships and internal linking.
- Structured data where appropriate.
- Support for authoritative, evidence-based and clearly sourced expert content.
- A practical approach to measuring traditional SEO and emerging GEO / AI visibility.
- Post-launch optimisation recommendations.

Partners should explain what GEO means in practical terms for this project, how they would measure it and which activities are technical, content-related or ongoing.

8. Search and AI functionality

AI functionality is not automatically required at launch. A chatbot remains a possible solution, but Chrysal is more interested in the problem being solved than in prescribing a specific interface.

Partners should recommend whether conventional search, enhanced search, AI-assisted discovery, conversational search or other approaches would add genuine value.

- Any AI-generated or AI-assisted answers must be grounded in approved Chrysal content.
- Technical accuracy and appropriate human escalation are essential.
- Partners should distinguish launch requirements from future opportunities.
- AI should augment Chrysal expertise, not impersonate it.

9. Global/local architecture

Global core	Controlled local relevance
Brand and digital design system	Language
Core platform and architecture	Local contacts and distributors
Core propositions and knowledge framework	Locally available solutions
Corporate and sustainability content	Relevant local cases
Master product/proposition principles	Market-specific calls to action
Shared UX and reusable components	Selected market-specific content

The selected partner should recommend the CMS, localisation model, permissions and governance approach that best supports this structure.

10. Mandatory CMS and editor autonomy

The website is operated by a small editorial group. International and Benelux are managed centrally by Marketing; local markets are managed by a local marketer where available. Subject-matter experts provide and validate content but do not routinely edit the website.

Mandatory requirement

Designated editors must be able to create and evolve pages, update content and visuals, manage imagery/media, combine reusable components, adapt layouts within approved design guardrails and manage local variations without routine developer support.

The CMS proposal should address:

- Ease of use for non-technical editors.
- Reusable, flexible page components.
- Layout flexibility without compromising design consistency.
- Media and image management.
- Multilingual/local content management.
- Structured content and content relationships.

- Preview, versioning and publishing controls.
- Permissions appropriate to central and local editors.
- Licence, hosting and operational implications.
- Long-term maintainability and upgrade path.

11. Conversion and measurement

The website should support different levels of visitor intent, from knowledge discovery through to qualified commercial interaction.

Level	Examples
Authority & reach	SEO visibility, GEO/AI visibility, relevant traffic and topic authority.
Engagement	Knowledge consumption, proposition discovery, search usage and progression through relevant content.
Intent	Downloads, distributor/contact searches, technical enquiries, repeat visits and deeper proposition exploration.
Commercial contribution	Qualified enquiries, consultations, relevant samples and resulting opportunities.
Editorial adoption	Publishing efficiency, local adoption and reduced reliance on developers for routine updates.

The selected partner should recommend an analytics and reporting approach that can support these measures and connect to commercial systems where practical.

12. Mandatory SEO/GEO migration

The migration must be planned and executed with the explicit goal of protecting and, where possible, improving existing search authority and AI-discovery visibility.

- Baseline measurement before migration.
- Content and URL inventory.
- SEO-value assessment and retain/consolidate/rewrite/retire decisions.
- Redirect mapping.
- Metadata and structured-data migration.
- Technical crawl and indexation validation.
- Launch monitoring and rapid resolution of migration-related losses.
- Post-launch optimisation period.
- Proposed approach to monitoring GEO / AI visibility before and after launch.

13. Technical and non-functional requirements

Area	Requirement
Responsive & performance	High-quality experience across desktop, tablet and mobile; strong performance / Core Web Vitals discipline.
Accessibility	Accessible implementation using an appropriate recognised standard proposed by the partner.
Privacy & GDPR	Compliant handling of personal data, forms, cookies, tracking and consent.
Security	Secure development, hosting, CMS access, dependencies, forms and permissions.
Maintainability	Clean, documented, supportable implementation with manageable dependencies.
Integrations	Assess relevant CRM, analytics, marketing, product-data, DAM, recruitment and distributor/location systems; integrate only where value justifies complexity.
Backups & continuity	Appropriate backup, recovery and continuity arrangements.
Quality assurance	Cross-device/browser, functional, accessibility, performance, integration and content testing.

At RFP stage, Chrysal does not intend to define every technical integration upfront. Partners should identify the information needed during discovery, the integrations worth investigating and the architecture decisions that materially affect scope or cost. This should explicitly include the option to integrate regional ecommerce / webshop capabilities where relevant. Ecommerce is not assumed to be part of the initial launch scope, but the proposed architecture should allow regional ecommerce to be implemented either at launch or in a future phase without requiring fundamental re-platforming.

14. Mandatory training, adoption and handover

Successful adoption by the editorial team is part of project scope, not an optional extra.

- Editor training.
- Administrator training where relevant.
- CMS and content-management documentation.
- Guidance on reusable components and layout guardrails.
- SEO/GEO publishing guidance.
- Recorded training material where useful.
- Technical documentation and knowledge transfer.
- Post-launch support and onboarding material for future editors.

15. Project scope and phasing

Chrysal wants a strong, scalable core platform but does not assume every ambition must be implemented at launch.

Core / launch scope	Optional / future depending on business case
Information architecture and UX	Advanced AI functionality
Premium responsive digital design system	Personalisation
Scalable CMS + editor autonomy	Deep integrations beyond launch needs
Global/local and multilingual setup	Regional ecommerce / webshop integration; advanced self-service / portal functionality
Core content/proposition types	Automation
Search, conversion and measurement foundations	Other future digital services
SEO/GEO foundations and migration	

Partners should recommend the launch scope they consider necessary to achieve the strategic foundation and clearly separate optional/future functionality.

16. Budget and commercial approach

Chrysal has not defined a fixed project budget for this RFP. One objective of the RFP process is to establish a realistic market view of the investment required, the scope agencies recommend for launch and the implementation options available.

To support an objective comparison, proposals should provide three clearly distinguished scope and investment scenarios:

- Core launch scope — the minimum scope you recommend to establish a strong, scalable foundation and meet the essential strategic and operational requirements.
- Recommended scope — the scope you believe provides the best balance between strategic ambition, user value, future readiness and investment.
- Optional future enhancements — functionality or capabilities that can be added later without compromising the core platform, with indicative investment levels where possible.

For each scenario, please make the corresponding investment level, assumptions and material trade-offs clear.

Pricing should also distinguish, where relevant:

- Discovery, UX and design.
- Development and CMS implementation.
- Content and SEO/GEO migration.
- Integrations, including any regional ecommerce / webshop implementation options.
- Hosting and licences.
- Recurring third-party costs.
- Maintenance, support and SLA costs.
- Optional/future functionality.
- Assumptions and exclusions.

Final scope and investment will be determined after evaluation of the proposals and in the context of Chrysal's wider strategic investment priorities and internal budget approval.

17. Post-launch service and SLA

Post-launch service should be priced explicitly and should provide a practical service level comparable to Chrysal's current arrangement without disproportionate increase in recurring cost.

Please provide:

- Support hours and channels.
- Response and resolution targets by severity.
- Escalation arrangements.
- Security, updates and maintenance responsibilities.
- Included support/retainer hours where applicable.
- Annual recurring cost and additional/usage-based charges.
- Recommended warranty/stabilisation period after launch.

Details of the current service arrangement can be shared during the clarification process where needed.

18. Expected project approach and 2027 roadmap

Chrysal expects the selected partner to move from collaborative discovery into design, development, migration, training, launch and optimisation during 2027, subject to budget approval.

Phase	Expected focus
Partner selection	RFP, clarification, proposals, working sessions and preferred-partner selection.
Discovery	Validate IA, journeys, content/proposition model, technical architecture, CMS, scope, investment and delivery plan.
UX & design	User flows, wireframes/prototypes, premium visual design and component system.
Development	CMS configuration, front-/back-end implementation, integrations, search, analytics and technical SEO/GEO foundations.
Content & migration	Content preparation, migration, redirects and SEO/GEO transition.
Training & UAT	Editor training, knowledge transfer, user acceptance testing and final content validation.
Launch	Production go-live, monitoring and issue resolution.
Stabilisation & optimisation	Post-launch support, SEO/GEO monitoring and agreed optimisation.

Proposals must include an indicative 2027 roadmap with duration, milestones, dependencies, decision gates, required Chrysal involvement, content deadlines, training timing, UAT period, proposed go-live window and post-launch optimisation period.

19. Expected deliverables

Stage	Indicative deliverables
Discovery	Validated IA/sitemap, key user flows, content/proposition model, technical architecture, CMS/localisation approach, prioritised scope, roadmap and finalised project plan.
UX & design	Wireframes/prototypes, final responsive UI, digital design system/component library and editorial guardrails.
Development	Configured CMS, front-/back-end implementation, integrations, search, forms, analytics and SEO/GEO foundations.
Migration	Content migration support, redirect plan, SEO/GEO migration, technical validation and launch baseline.
Training & QA	Testing results, editor/admin training, documentation and knowledge transfer.
Launch & optimisation	Production launch, stabilisation support, monitoring, issue resolution and agreed optimisation activity.

20. Proposal requirements

Please keep proposals focused and specific. We prefer clear recommendations and evidence over generic agency credentials.

- 1. Executive summary** — Your understanding of the strategic challenge and recommended overall approach.
- 2. Strategic response** — How your approach supports Chrysal's transition towards an integrated solutions model, current + future growth domains and the digital-front-door role.
- 3. UX, content and brand approach** — How you would address key journeys, proposition/content relationships, technical content and the premium visual ambition.
- 4. SEO, GEO, search and AI** — Your recommended approach, what is mandatory at launch, what is optional and how success would be measured.
- 5. CMS and technical recommendation** — Platform/stack, rationale, global/local architecture, editor autonomy, integrations, scalability and hosting.
- 6. Migration and adoption** — SEO/GEO migration, content migration, training, knowledge transfer and launch support.
- 7. Relevant experience and team** — 2–4 relevant international/B2B/multi-market projects plus the proposed team and actual involvement.
- 8. Roadmap and governance** — 2027 delivery plan, dependencies, Chrysal involvement, decision-making and project management.
- 9. Commercial proposal** — Provide pricing for a core launch scope, your recommended scope and optional future enhancements, including migration, integrations, regional ecommerce options where relevant, recurring costs, SLA/support, assumptions and exclusions.
- 10. Risks and challenges** — Key risks, trade-offs and assumptions you would challenge.

21. Questions for potential partners

In addition to the proposal structure above, please respond explicitly to the following questions so we can compare strategic thinking, UX approach and technical judgement.

1. How would you translate Chrysal's transition towards an integrated solutions partner into a website without over-engineering the 2027 launch?
2. How would your architecture support both the established flower-care business and future domains such as potted plants and selected fruit applications?
3. How would you connect knowledge, challenges, products, services, digital propositions and proof without forcing them into one rigid structure?
4. How would you elevate Chrysal's digital brand experience while keeping it practical for a small editorial team to manage?
5. What CMS/component approach would you recommend to maximise editor autonomy without losing design consistency?
6. What does GEO leadership mean in practical terms for Chrysal, and how would you measure and improve it?
7. How would you protect SEO and GEO visibility during migration?
8. What role, if any, should AI-assisted search or conversational functionality play at launch?
9. Which parts of the current ambition would you prioritise if investment constraints require phasing?
10. What do you see as the biggest delivery and organisational risks, and which assumptions would you challenge?
11. How could your proposed solution support regional ecommerce / webshop integration, either at launch or in a future phase, and what architectural or platform choices would this require?

22. Evaluation criteria

Criterion	Weight
Strategic understanding & 2035 alignment	20%
UX, content architecture & premium brand experience	20%
Technical solution, CMS & editor autonomy	20%
SEO/GEO, migration & measurement approach	15%
Relevant experience, team & collaboration	10%
Commercial proposal, SLA & value for money	15%

Final scoring can be confirmed before issue. Chrysal will place particular emphasis on quality of thinking, ability to simplify complexity, practical implementation, editorial fit, future scalability and transparent commercial assumptions.

23. Selection process

1. Chrysal identifies and shortlists suitable partners.
2. The RFP is issued to selected partners.
3. Partners may submit clarification questions.
4. Partners submit proposals.
5. Chrysal evaluates proposals and invites the strongest candidates to a presentation / working session.
6. A preferred partner is selected, subject to internal investment and budget approval.
7. The selected partner begins collaborative discovery.

24. Additional information and assumptions

Chrysal will provide shortlisted partners with additional operational or technical information where it is relevant to preparing a meaningful proposal. More detailed information can be addressed during clarification or collaborative discovery.

Where assumptions are necessary at proposal stage, please state them clearly and explain whether they materially affect scope, architecture, timing or price.

Final principle

Be clear on outcomes, open on solutions. Chrysal has defined the strategic role, mandatory requirements and operating realities of the future website. We expect the selected partner to use that clarity to propose the strongest practical solution — not simply execute a predetermined sitemap, and not restart the strategy from scratch.