

**LAKEWOOD DEVELOPMENT CORPORATION REQUEST FOR PROPOSAL
FOR WORKFORCE DEVELOPMENT PROGRAM - ECOMMERCE**

**LAKEWOOD DEVELOPMENT CORPORATION
PUBLIC NOTICE**

PLEASE TAKE NOTICE that the Lakewood Development Corporation (LDC) hereby solicits proposals for the below listed legal and professional services.

Sealed proposals must be submitted to the Lakewood Development Corporation's Executive Director by **Friday April 25, 2025, on or before 2:00 PM**. Proposals may be submitted in person at the 231 Third Street, Lakewood Municipal Building, Room 12, or mailed to the Attention of the Executive Director, Lakewood Development Corporation, 231 Third Street, Lakewood, NJ 08701. All proposals must be contained in a sealed envelope with the name and address of the party submitting the proposal and marked "**sealed proposal**". Please provide two (2) copies of proposals.

Any person having questions or to obtain further information should visit www.lakewoodnj.gov or e-mail UEZ@lakewoodnj.gov, or phone (732) 364-2500 x 5260, or mail to 231 Third Street, Lakewood, New Jersey 08701.

Proposal for the below listed services are being solicited through a fair and open process in accordance with N.J.S.A. 19:44A-20.5 et seq. The following criteria are being utilized as the basis for the award of services:

- A. Experience and reputation in the field
- B. Knowledge of non-profit corporations, the Township of Lakewood and the subject matter to be addressed under the contract.
- C. Availability to accommodate any required meetings of the Corporation.
- D. Such other factors demonstrated to be in the best interest of the Corporation, as contained in the detailed specifications for each position listed below.

In addition, the Lakewood Development Corporation reserves the right to consider the following other factors:

- A. Past performance;
- B. Whether the vendor's proposal demonstrated a clear understanding of the scope of work and related objectives;
- C. Whether the vendor's proposal is complete and responsive to the public notice and specifications;
- D. Whether the vendor's past performance of the same or similar services has been documented;
- E. History and experience of the vendor in performing the work, including whether the vendor is able to document a record of reliability;
- F. Whether the vendor has a record of honesty and moral integrity;
- G. Availability of the vendor's personnel, facilities and other resources, including proximity to Lakewood;
- H. The qualifications and experience of the vendor's staff;
- I. Whether the vendor provides a full explanation of its billing for goods and services, including a breakdown of specific tasks;
- J. The vendor's financial stability and strength.
- K. Fee Schedule/Method of Billing

Description:

This initiative aims to address a critical shortage of skilled employees in the e-commerce sector by recruiting and training individuals from the UEZ community. The e-commerce industry has reported an urgent need for more qualified workers to sustain their operations and support growth. This project is designed to meet this demand by preparing participants for diverse roles within e-commerce, including warehousing, logistics, customer service, and sales.

The following are specifications for project requirements:

Objectives

1. Recruitment:

- Target Audience: The recruitment strategy should focus on individuals from diverse backgrounds, especially those who are unemployed or underemployed with an aim to reach individuals who may not have previously considered a career in e-commerce but possess the potential to succeed in this sector.
- Outreach Strategies: A multi-faceted outreach strategy should be implemented that includes collaborations with local community organizations, targeted social media campaigns, and direct engagement with underserved communities. This approach should be designed to maximize outreach and inclusivity.

2. Training:

- Curriculum Development: An extensive training program should be developed to address the e-commerce industry's needs. The curriculum should cover essential skills such as inventory management, order fulfillment, customer service, and sales techniques. A structured program should be designed to meet industry standards and best practices.
- Training Materials: To support effective learning, high-quality training materials and manuals should be produced. The materials should be crafted to reflect current industry practices and provide practical insights.

3. Work Experience:

- Practical Experience: Each participant should receive paid work experience following their training period, offering them the opportunity to apply their newly acquired skills in a real-world business setting. This hands-on experience should be crucial in reinforcing their training and preparing them for the demands of the e-commerce sector. Additionally, local e-commerce business owners, who have expressed a clear need for qualified workers, should be invited to engage with the participants.

These industry professionals should provide valuable insights, offer practical tips, and share their expertise to further enhance the trainees' readiness for the workforce.

- Mentorship: Each trainee should be paired with a mentor. This mentorship should provide guidance, feedback, and support, enhancing the trainees' professional development and integration into the workforce.

Program Graduates should be prepared for the following:

1. Receiving: Handling incoming inventory, inspecting and logging products, and ensuring proper storage.
 2. Testing: Evaluating products to verify their functionality and quality before they are listed for sale.
 3. Locations: Managing inventory placement and organization within the warehouse to optimize efficiency and accessibility.
 4. eBay Listing: Creating and managing product listings on eBay, including writing descriptions, setting prices, and uploading images.
 5. Amazon Listing/Shipping: Listing products on Amazon, managing inventory, and handling shipping processes to ensure timely delivery.
 6. Shipping: Packing and dispatching orders, coordinating with shipping carriers, and ensuring accurate and timely delivery of products.
 7. Customer Service: Addressing customer inquiries, resolving issues, and providing support to enhance the customer experience.
 8. Basic Sales: Engaging with customers, understanding their needs, and facilitating sales transactions in various e-commerce contexts.
4. Placement into positions serving UEZ E-Commerce businesses in need of employment support:

Upon completion of the training and work experience phases, a top priority should be to place trainees within e-commerce businesses in the UEZ that have urgent staffing needs. The placement process should be streamlined and efficient due to already established relationships within the UEZ e-Commerce business community. Applicant should leverage these connections and be experienced in resume building, interview preparation, and targeted job matching, to ensure that qualified candidates are quickly and effectively placed in roles where they can immediately address the businesses' workforce requirements.

5. Expected Deliverables:

- 50 - Participants to be trained
- 40 - Businesses recruited to place program graduates in e-commerce positions
- 35 - Job placements (minimum)