



May 19, 2011

RE: Construction Junction Request for Proposal (RFP)

To Whom It May Concern,

Construction Junction (CJ) is an eleven year old nonprofit retailer that acquires and resells used and surplus building materials in an effort to divert them from the landfill. Think of a thrift store filled with used building materials! We generate the vast majority of our operating expenses through the sale of 10s of thousands of donated items (doors, windows, hardware, etc.) from thousands of individual and business donors. A general summary of our business process follows on page three. CJ is seeking proposals to develop a unified system to manage donors, donation acquisitions, logistics, inventory, point-of-sale (POS), e-commerce and social marketing built on, or integrated with, the Force.com platform.

We are seeking proposals for the implementation of Salesforce.com as the primary system to address this organizational need. To be successful, Salesforce.com must be the hub that seamlessly integrates with tools we regularly use including POS (currently QuickBooks Point-of-Sale), e-blasting software (currently Vertical Response) and www.constructionjunction.org as well as provide various points of entry including office computers, touch screen terminals and mobile units (including mobile POS). Although not specifically addressed in our RFP documentation, CJ is also interested in exploring and possibly migrating to additional on demand services such as Google Apps.

To date, CJ has implemented basic constituent, donation acquisition and documentation functionality using Salesforce.com (Enterprise Edition with 10 user licenses) with remaining functionality to be completed as outlined in the RFP documents (Software Requirements Specification, Software Architecture Document, Wireframes and current Object Model for our Salesforce.com instance).

Additionally, to assist with project completion, CJ has acquired Conga Merge by AppExtremes and DemandTools, PeopleImport and DupeBlocker by CRMfusion.



Remaining functionality is primarily focused around development of an inventory management application, integration with POS, data migration and integration with CJ's website and other e-marketing channels including e-blasting services.

In general, the inventory management system should allow CJ staff to create, maintain and view the contents and value of its inventory of items in a categorized way. It should also facilitate the process of receiving items into inventory via drop-off, pick-up and deconstruction donation acquisition processes so that items can be traced from donation through sale. The inventory management system must be accessible by CJ's POS application, customer and staff, and external marketing channels such as the CJ website and weekly e-blast.

Successful implementation will achieve the following broad project goals:

- Create one unified information management system
- Increase efficiency and improve ability to measure, report and analyze operations
- Improve internal communication
- Expand marketing effectiveness and ultimately revenue
- Provide the potential to share this solution with similar nonprofits across the country

RFP documents can be found on our website at <http://constructionjunction.org/pages/volunteer-space-rental>. Quotes should be broken down by priority with cost to implement high, medium and low priorities, as outlined in the Software Requirements Specification document, provided separately. The deadline for submission is June 30, 2011. Please do not hesitate to contact us with any questions. Thank you in advance for your interest.

Sincerely,

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Broad Overview of Construction Junction's Business Process

CJ operates a 72,000 square foot retail warehouse where we sell to the general public seven days a week, 365 days a year. Because of this, even though we're a nonprofit, we operate very much like a traditional retail business. The bulk of our activities involve material handling and we receive our inventory from donors via:

- drop off at our warehouse,
- our free pick up service, or
- our deconstruction crew which strips out salvageable materials from buildings prior to renovation or demolition.

At times we consign or purchase inventory outright as a strategy to acquire higher end merchandise and stabilize our inventory levels.

Construction Junction's business process starts with the knowledge that used or salvaged building materials are available from a new or repeat donor. We learn of these opportunities through many channels most of which are unsolicited.

As a first step, donor information, including the donation address, is entered into Salesforce.com. Then we review the items being offered and assess whether or not we should pursue acquiring the materials. Donors offering low value or 'hard to acquire' items are asked to bring those items to our warehouse anytime during our normal operating hours. These are called 'Drop Off' donations.

If the value of the donation warrants then our donation coordinator will schedule CJ's box truck to 'Pick Up' the items. If the donation involves items that must be removed from a building then the donation is forwarded to our 'Decon' crew.

Donations are recorded in a custom Salesforce Items object to the extent possible, but often the description is as general as "a garage full of stuff". Ultimately, some items don't pan out and other new ones filter in. Usually multiple pickups are scheduled in one area of town while decon jobs are executed without regard to geographical location.

Consigned inventory is either dropped off or picked up, but not typically deconstructed. Consigned items have a cost associated with them that is tracked as a percentage. CJ purchases items on occasion and this is done through QuickBooks POS.



Incoming donations (via all acquisition methods) are received at our loading dock, priced and moved to the retail sales floor. Customers purchase items through our QuickBooks POS system and can store items onsite for seven days until they can make arrangements for transport.

Specific items are promoted through a weekly e-Blast and our website although actual sale of items online is not currently offered. Customers have thirty days to return items and receive store credit only.

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