

TO ACQUIRE AN ONLINE PORTAL/PLATFORM TO CREATE ONLINE TRADESHOWS/FAIRS, ROAD SHOWS, WEBINARS, ROUND TABLE DISCUSSIONS AND MEETINGS AND TRAININGS FOR A PERIOD OF 1 YEAR

RFP NUMBER: (IUL)MMPRC-PRO/MMPRC/2020/31

REQUEST FOR PROPOSALS (RFP)

FOR THE PURPOSE OF ACQUIRING AN ONLINE PORTAL/PLATFORM TO CREATE ONLINE TRADESHOWS/FAIRS, ROAD SHOWS, WEBINARS, ROUND TABLE DISCUSSIONS AND MEETINGS AND TRAININGS

05th September 2020

1. BID PROCESS SCHEDULE

The indicative schedule of the submitting Bid Proposal in accordance with this RFP is as set out herein below;

#	Event Description	Deadline (Date & Time)
1	ACQUIRING AN ONLINE PORTAL/PLATFORM TO CREATE ONLINE TRADESHOWS/FAIRS, ROAD SHOWS, WEBINARS, ROUND TABLE DISCUSSIONS AND MEETINGS AND TRAININGS	20 th September 2020 via E-Mail, before 1500 hours (LOCAL TIME)

Note: The above Bid Process Schedule is indicative and is subject to change at the sole discretion of Maldives Marketing and Public Relations Corporation (MMPRC); and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

2. INTRODUCTION

2.1. This RFP is an invitation for interested eligible Parties to submit Bids for the purpose of hiring a Party who can develop an Online Portal/Platform to create Online Tradeshows/Fairs, Roadshows, Webinars, Round Table Discussions, Meetings and Trainings as per the scope of work set out in Appendix 2 of this RFP.

2.1.1 MMPRC is the national tourism office of Maldives responsible for carrying out promotional and marketing activities to become the most preferred island destination in the world under the slogan of 'Maldives... *the sunny side of life*'; whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.

2.2 The winning party is required to develop an Online Portal/Platform to create Online Tradeshows/Fairs, Roadshows, Webinars, Round Table Discussions, Meetings and Trainings to position Maldives as preferred tourist destination for MMPRC.

2.3 MMPRC reserves the right to, without limitation, without incurring any obligation or liability vis-à-vis any Bidder and without expressing any cause or reason thereof, at any time before the Bid Due Date and at its sole discretion, to amend RFP and/or the Bid Process including but not limited to the dates or other terms and conditions relating thereto, and/or suspend or cancel the Bid Process, and/or reject all of the Bids.

2.4 MMPRC reserves the right to verify any or all statements made by a Bidder in response to the RFP to establish to its satisfaction about the Bidder's capacity to perform.

2.5 A Bidder, including the respective members/ shareholders officers, employees, agents or its advisers shall not engage in collusive bidding, anti-competitive conduct or any other similar conduct, in any form or manner, with any other person or in relation to.

2.6 The Bidder shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Bid. The Bidder shall not have any commercial mutual benefits with other Bidder(s) submitting the Bids on the date of submission of the Bid.

2.7 This RFP does not bind MMPRC to a Bidder with respect to the subject matter of the RFP; and MMPRC shall not under any circumstances be responsible for any costs incurred by any Bidder,

including the respective members/ shareholders officers, employees, agents and advisers of the Bidder in participating in the Bid Process.

- 2.8 The Bidder shall be responsible for all of the costs associated with the preparation of its Bid and its participation in the Bid Process. MMPRC will not be responsible or in any way liable for any costs, expenses and charges incurred by any Bidder in connection with the preparation and submission of its Bid or the Bid Process in any manner whatsoever, regardless of the conduct or outcome of the Bid Process including cancellation of the Bid Process by MMPRC.
- 2.9 Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the Bid Process shall be addressed by any Bidder to MMPRC, by e-mail or in writing and shall be delivered in person, or by courier or by certified or registered mail, postage prepaid, at the address as set out hereunder, or such other address as may be informed by MMPRC from time to time;
- 2.10 Interested parties must submit an expression of interest along with a written statement of qualification within the proposal. Upon evaluation of all submittals, MMPRC may select various Bidders/respondents to provide an oral presentation for further evaluation of a Bidder/respondent's ability to assist MMPRC towards achieving the expected results of this solicitation as outlined in this RFP. However, MMPRC may select a Bidder based on written proposals alone.

Ms. FathimathRaheel
Director, Procurement
Maldives Marketing and Public Relations Corporation
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Republic of Maldives
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procurement@visitmaldives.com

- 2.11 This RFP and all the entities participating in the Bid Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts at Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Bid Process or any other aspect in relation thereto.
- 2.12 The total budget allocated for the project is USD54,000 (Fifty Four Thousand) of which 70% is allocated for the development of the portal and 30% is allocated for the monthly retainer which includes maintaining and providing technical assistance for a period of one year. The bidder shall also give MMPRC sole ownership of the actual portal/platform from commencement of the project. If the fee quoted by the bidder exceeds allocated budget, MMPRC Evaluation Committee has the discretion to disqualify the proposal during evaluation.
- 2.13 The contract period for the maintenance and providing technical assistance will be 01 year with possibility of extension, if the work conducted by the selected party meets the expectations of MMPRC.

3. ELIGIBILITY CRITERIA

- 3.1. This RFP is open to all Interested Parties meeting the eligibility criteria stipulated below. Proposals are to be prepared taking into account the Eligibility criteria stipulated below and presented in a manner consistent with the checklist in Appendix 4.
 - 3.1.1. The Bidder/Respondent should be a registered company or a partnership or a registered subsidiary of a parent company (Refer to 4.8.2 and 4.8.3);
 - 3.1.2. The Bidder/Respondent should be familiar with Maldives as a tourist destination;
 - 3.1.3. The Bidder/Respondent should have current knowledge, expertise and experience in developing virtual platforms/portals;
 - 3.1.4. Bidder/Respondent should have the experience and ability to provide technical assistance when required;
 - 3.1.5. Sound financial background (Refer to 4.8.5 and 7.4);

4. SUBMISSION AND WITHDRAWAL

- 4.1. **Proposal Specifications**
All communications, responses and documentations must be in English language and all costs quoted in US Dollar currency. All responses must be submitted electronically. An original hardcopy may need to be submitted via post upon request.
- 4.2. **Bidder Communication**
Bidders may contact the designated contact person for additional information or clarifications if needed.
- 4.3. **Best Value Selection and Negotiation**
MMPRC may select the response(s) which demonstrates the best overall value, including proposed alternatives that will achieve the goals of MMPRC. MMPRC and a selected bidder may negotiate a change in element of contract performance or cost identified in the original proposal or the selected bidder's response which results in lower costs or more cost effective or better value than was presented in the selected bidder's original value.
- 4.4. **Costs**
Itemized Cost estimates must be specifically identified in the proposals. MMPRC will not be responsible for any costs or expenses by bidders responding to this call for proposal.
- 4.5. **Compliance**
MMPRC does not accept any liability damages done due to inadequacy of the submitted proposal and will provide no compensations for their loss.
- 4.6. **Expected duration of the Contract**
The expected duration of the Agreement is 1 year. However, where a Selected Bidder does not comply with the common terms of the Agreement upon signing the Agreement, MMPRC reserves the right to reject a Selected Bidder within the term of the Agreement.

4.7. **Anticipated expenditures, funding or compensation for contract duration**

- 4.7.1. The cost for acquiring the Online Portal to be proposed by the bidders shall include all fixed costs related to the execution of the proposed services.
- 4.7.2. Variable costs should explicitly be agreed upon between the Selected Bidder and MMPRC in advance. These variable costs should also be estimated and included in the proposal and in addition to this the Selected Bidder should be willing to bear the payments on behalf of MMPRC (with prior approval). The expenses for such services can be invoiced separately.

4.8. **Elements of proposal submission**

An applicant must submit a written proposal. The proposal must include comprehensive narratives that address the entire proposal requirements. Interested bidders must include the following information as part of their proposal;

- 4.8.1. A full Agency profile, inclusive of the names and credentials of principals, ownership with the Agency's organizational structure, proposed account team: number of years in operation; current public relations annual billings; location of office(s) and services offered directly by agency personnel.
- 4.8.2. Each Bidder/Respondent shall state with clarity the type of business entity their Company is (E.g. Sole Proprietorship or Partnership or Corporation or a Subsidiary of a Parent Company etc.), and submit the relevant Registration Certificate AND Tax Registration Certificate;
- 4.8.3. If Bidder/Respondent is part of a Corporation or has a Parent Company but has been legally incorporated independent of the Corporation or the Parent Company, the Bidder/Respondent shall submit a copy of their own Certificate of Incorporation AND Tax Registration Certificate. If these certificates are in any other language, the Bidder/Respondent should submit an English translation along with the proposal;
- 4.8.4. Each Bidder/Respondent should submit proof of financial capability by submitting:
- Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or stamp of the bank.
 - Or**
 - Last 3 months' bank statement on the bank letterhead with the authorised signature or the stamp. If the bank statement is in any other language, please provide a translation and the translation should have the seal or an authorised signature of the Bank. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account.

- 4.8.5. Proof of Previous works and awards for similar projects shall be provided, including testimonials and contact details for references;
- 4.8.6. Should include in detail the features of the Online Portal/Platform. What are the events that could host similar to travel fairs, road shows etc., number of participants at a given time, smaller meeting platforms, simple meetings, webinars, how the participants from Maldivian side could have their contents stored for future activities in the same platform etc.

5. PREPARATION AND SEALING OF THE PROPOSAL

- 5.1. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in ENGLISH language only. Translation must be provided where the correspondences are in any other language.
- 5.2. Each Proposal shall be accompanied by the following documents. Marks will be deducted for the documents as per the submission criteria.
 - 5.2.1. Completed Cover Letter as provided in Appendix 1;
 - 5.2.2. Completed Checklist as provided in Appendix 4 indicating the whereabouts of the necessary information and required documents within the Proposal;
 - 5.2.3. Each Bidder/Respondent should submit all the documents mentioned in **4.8 (Elements of proposal submission)**
 - 5.2.4. A detailed cost breakdown of the services. All should be in US Dollar (\$);
 - 5.2.5. The Proposal shall be signed by the authorized signatory of the Bidder/Respondent;
 - 5.2.6. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MMPRC, or as necessary to correct errors made by the Bidder/Respondent, in which case such corrections shall be initialed by the person or persons signing the Proposal.

6. EVALUATION PROCESS

- 6.1. To assist in the examination, evaluation, and comparison of Bids, MMPRC may, at its discretion, ask any Bidder for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids.
- 6.2. From the Bid Due Date until the issue of the Letter of Award, if any Bidder wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should be done in writing.

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- 6.3. Any effort on the part of the Bidders to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Bidder's Bid.
- 6.4. Prior to detailed evaluation of the Bid, MMPRC will examine the Bid to determine whether it is compliant, i.e. whether;
 - 6.4.1. The Bid is complete in all respects with due authorization;
 - 6.4.2. The documents have been properly signed and provided in the prescribed Formats;
 - 6.4.3. The Bid is responsive.
- 6.5. A responsive Bid is one that conforms to all the terms, conditions, and specifications of the RFP without material deviation or reservation.
- 6.6. Bidders who submitted a responsive bid shall make a presentation of 20 minutes with an additional 10 minutes for Q&A on the proposed platform. This will be done via online.
- 6.7. A material deviation or reservation is one:
 - 6.7.1. Which limits in any substantial way, MMPRC's rights or the Bidder's obligations; or
 - 6.7.2. The rectification of which would affect unfairly the competitive position of other Bidders presenting responsive Bids.
- 6.8. If a Bid is not responsive and/or is incomplete, it will not be included for further consideration, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation.
- 6.9. Bids determined to be responsive will be checked by MMPRC for any arithmetic errors.
- 6.10. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 6.11. The discrepancy between the amounts in figures and in words will be adjusted by MMPRC with the concurrence of the Bidder and shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bidder's Bid shall be rejected.
- 6.12. Bids determined to be responsive, the arithmetic errors of which, if any, have been corrected, shall be evaluated and compared based on the Evaluation Criteria stated in this RFP.
- 6.13. Variations, alternative offers, and other factors that are in excess of the requirements of the stated in the RFP shall not be taken into account in the evaluation of the Bid.

7. EVALUATION CRITERIA

Responsive Bids will be evaluated according to the following criteria;

- 7.1. **Price (19 marks)**

Evaluated costs and effectiveness of the prospective Bidder's budget.

The Bid proposing the lowest "Price" shall receive a maximum score of (25) marks, and points will be allocated to other Bids according to pro-rata basis.

7.2. Financial Capability (9 marks)

Each Bidder/Respondent should submit proof of financial capability by submitting;

- Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or stamp of the bank.

Or

- Last 3 months' bank statement on the bank letterhead with the authorised signature or the stamp. If the bank statement is in any other language, please provide a translation and the translation should have the seal or an authorised signature of the Bank. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account.

7.3. Company Profile (7 marks)

- a) Company Profile.
- b) Tax registration certificate. In case if tax registration certificate is not available in bidder country, please provide an official document stating which type of tax registration is provided in the bidder country. If Certificates or documents are in any other language, English translation should be provided.
- c) Company registration certificate. If Certificates are in any other language English translation should be provided.

7.4. Past Experience (15marks):

Where supporting document have been provided to MMPRCs' satisfaction, points for experience with related works will be given as mentioned below. Following are the supporting documents that are required;

- Reference Letters or emails of similar past projects of minimum 3 parties along with contact details.

7.5 Details of the Online Portal/Platform (25 marks): Marks will be awarded based on the completeness of the scope of the Portal/Platform. This includes but is not limited in assessing the user-friendliness of the portal, the look, technicality, and good use of the services that is required by MMPRC.

7.6 Presentation of the Portal/Platform (10 marks):

Bidders shall make a presentation of 20 minutes with an additional 10 minutes for Q&A on the proposed platform within 10 days from the submission date. Bidder will be contacted to confirm a date and time for the presentation giving 24 hours' notice.

Marks will be given for the clarity and for pitching the desired services and how it could be used and applied for MMPRC use. This could be done via online.

7.7 Delivery Period (15 marks):

Delivery period of the project shall not exceed 30 days. The Bidder should submit a timeline stating clearly the final delivery of the portal/platform. Highest marks will be awarded based on the most detailed and logical timeline presented.

8. AWARD OF CONTRACT

- 8.2. MMPRC will issue the Letter of Award to the Bidder whose Bid has been determined to be responsive and has the highest score (the “Selected Bidder”).
- 8.3. The Letter of Award will be issued to the Selected Bidder or posted to the Selected Bidder’s address or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Bid and such handing or posting or e-mail shall be deemed good service of such a notice.
- 8.4. If the Selected Bidder fails to sign the Agreement within the Bid Validity Period (unless an alternate timeline is prescribed in the Letter of Award, in which case the Selected Bidder shall conform to the requirements in the Letter of Award), MMPRC shall have the right at its absolute discretion to select the Bid with the highest score among the remaining responsive Bidders, or annul the Bidding Process.
- 8.5. MMPRC reserves the right to annul the Bidding Process and reject all Bids, at any time prior to signing of the Agreement, without thereby incurring any liability to the Bidders, or any obligation to inform the Bidders of the grounds for MMPRC’s action.

[END]

**APPENDIX1
BID FORM**

Date:

The Managing Director,
Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male'
Republic of Maldives

Dear Sir,

SUB: TO ACQUIRE AN ONLINE PORTAL/PLATFORM TO CREATE ONLINE TRADESHOWS/FAIRS, ROAD SHOWS, WEBINARS, ROUND TABLE DISCUSSIONS AND MEETINGS AND TRAININGS FOR A PERIOD OF 1 YEAR

Having examined all the information provided, we the undersigned offer as per the requirements of the RFP (the "Works") as set out in this Bid.

We agree to undertake and complete the Work for a price of USD (\$) (The Fee) inclusive of all applicable taxes.

1. The total breakdown is attached. This includes all sub categories as set out in the RFP (EVALUATION CRITERIA).

We undertake, if our Bid is accepted, to complete the Work within the proposed Delivery Period and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Bid, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Bidder.

Date this day of 2020.

(Signature)

Duly authorized to sign Bid for and on behalf of: _____ (Company/business's name)

APPENDIX2

Scope of Work and Deliverables

MMPRC wishes to acquire an online portal/platform to host online tradeshows/fairs, roadshows, webinars, round table discussions, meetings and training sessions. This portal must be easily accessible by main markets to the Maldives such as China, Russia, India, etc. and should be compliant with general data protection rules and regulations.

What we are looking for:

A powerful portal (technical assistance when needed) with all the features and controls needed for virtual events as described above. The platform must have the potential to host events with large audiences/participants.

This platform should be able to store an online library of visitmaldives contents (video/audio, VR, 360 etc.) so that it could be used for different activities. Some of the contents will only be accessible to visitmaldives and kept secured within the portal.

The platform is intended to hold the host of activities mentioned below for the purpose of marketing Maldivian tourism.

These events will be carried out with Maldivian Tourism participants based in Maldives interacting with trade professionals of the world on one single platform, on a given date and time.

The platform will be used to host the following events several times a year:

a. Virtual Tradeshows:

Key features required;

1. Booths for exhibitors: Unique and creative virtual booths for participants that could also be customized by the participant to suit their needs. Virtual booths for participants should resemble booths that are offered at actual trade shows, as much as possible. The booths should feature space for signage, backdrops or front picture panels for participating resorts, hotels, liveboards, guesthouses etc.
2. As the host, Visit Maldives should be able to send notices, provide information and make announcements in texts to all registered participants together if required, or talk to individual participants if needed via text messaging on the platform itself. These messages should be exclusive for participants and not for visitors to the virtual trade show.
3. The platform also should offer the capacity to message all including visitors and exhibitors together if required.
4. The platform should offer virtual ceremonies that are viewed by all, for opening events, other special events that may be held during the tradeshow. The platform should offer the capacity to show videos or presentations to all during such ceremonies.
5. The platform should offer one on one meetings between exhibitors and visitors to their virtual booths with capacity for them to show presentations, chat and show videos. Libraries may be

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provided for exhibitors for the duration of the tradeshow, where they can store their materials such as brochures, presentations or videos that they can use during their one-on-one meetings.

6. mention facilitation of B2B and B2C
7. Meeting rooms
8. It should have the function for registration and appointment matching.
9. Live experiences - B2C events

b. Roadshows:

Key features required;

1. Tables for registered participants; Tables for participants, that resemble the setup in actual roadshows, as much as possible. The tables should feature space for signage, backdrops or front picture panels for participating resorts, hotels, liveboards, guesthouses etc.
2. Possibility to host meetings at the table.
3. Announcements, presentations, general events such as opening ceremony etc.; same as tradeshows.
4. Material library for registered participants; same as tradeshows.

c. Live Webinars:

The platform should offer the capacity to host webinars for discussions and informative as well as webinars for education and training in various formats.

1. the possibility to host webinars to attendees during Online Tradeshow,
2. Announce dates and offer invitations for participation so that they can schedule broadcasts to global audiences at scheduled times.
3. Live Q&A session between host and attendees
4. Round table discussions: smaller theme-based discussion platform
5. Meeting rooms and training rooms
6. Live seminars and talks given by the leading tourism veterans to all the attendee online during tradeshow dates.

d. Other features

Interactive features for engagement: Games, quizzes etc.: Other tools such as games, quizzes etc. that will engage audiences on the platform even when there is no event.

Translation during events: The platform should offer the possibility of using a translator who would translate live discussions and speeches during live events by text in multiple languages or by voice, where participants or visitors to event can choose from available languages.

Powerful chat tools: Facilitate conversions between participants & attendees enabling participants to engage leads using text chats, audio recordings and video chats (similar to Zoom, WebEx or Hangout).

Recording: The platform should offer the function of recording of webinars, meetings and other sessions.

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e. Digital profiles: Participants on the virtual shows should be able to have their individual digital profiles (Interactive images and videos sales & marketing content) which will generate more leads when promoted online.

f. Reports and analytics: The platform should generate reports and analytics that would offer Visit Maldives access to data on participation at different events with detailed breakdowns.(ROI Report generation. Can this point be the same)

APPENDIX 3

CONTRACT PRICE & PAYMENT TERMS

1. Payment will be made by MMPRC in the manner set out below;
 - The amount in Dollar (\$) equivalent to 15% of the Total Price quoted for “**Online Portal/Platform**” shall be transferred by MMPRC to the Selected Bidder, signing of this Agreement, within 20 working days and,
 - The amount in Dollar (\$) equivalent to 35% of the Total Price quoted for “**Online Portal/Platform**” shall be transferred by MMPRC to the Selected Bidder, after the starting of the work within 20 working days and,
 - Remaining 50% (of which 10% shall be retained until the end of the contract) of the Total Price quoted for “**Online Portal/Platform**” shall be transferred by MMPRC to the Selected Bidder, after the delivery of the final product within 20 working days and,
 - Monthly retainer payment shall be made at the within 10 days of receiving the invoice at the end of each month and,
 - Any payment made on behalf MMPRC will be reimbursed once the invoice along with supporting documents are received.
 - Payment shall be in US Dollar/s with the mode of payment to be telegraphic transferred to designated bank account upon receiving the invoices.

**APPENDIX 4
CHECK LIST**

Please note that, the bidder should complete this check list and submit along with the proposal. Details of the points are highlighted in the RFP.

#	Description	Page Number	Remark (✓)
1	Budget Breakdown		
2	Sound financial background		
3	Company profile		
4	Copy of Company Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
5	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
6	Reference Letters or emails of similar past projects		
7	Details of the Online Portal/Platform		
8	Delivery Period (Bidder should submit a timeline stating clearly the final delivery of the portal/platform)		