

TO HIRE A PARTY TO CARRY OUT MARKETING ACTIVITIES IN BALKAN REGION FOR 6 MONTHS

RFP NUMBER: (IUL)MMPRC-PRO/MMPRC/2021/22

REQUEST FOR PROPOSALS (RFP)
FOR THE PURPOSE OF HIRING A PARTY TO CARRY OUT MARKETING
ACTIVITIES IN BALKAN REGION FOR 6 MONTHS

16th May 2021

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	FOR THE PURPOSE OF HIRING A PARTY TO CARRY OUT MARKETING ACTIVITIES IN BALKAN REGION FOR 6 MONTHS	31 st May 2021 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 for the purpose of hiring a party to carry out marketing activities in Balkan region for 6 months 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.

2.1.2 Tourism has been described as the driving force of the Maldives economy. If both its direct and indirect impacts are combined, it is responsible for a high percentage of the country’s GDP. The volume of international visitor’s arrival has risen from 42,000 in 1980 to over 1,702,887 in 2019, which is a huge increase. This has been accompanied by an increase in the supply of tourist accommodation from 2,400 beds to 51,432 beds over the same period. However in the year of 2020, the volume of international visitor’s arrival has fallen to 555,494 due to the covid-19 outbreak around the world and Maldives boarder was closed till 15th July 2020.

2.2 The services required include the development implementation of public relations campaigns to position Maldives as preferred tourist destination; to monitor and report the developments to the outbound market from these destinations; to report the developments in the tourism related regulations and to update MMPRC on promotional campaigns and other activities of potential competitors.

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 respondents to provide an oral presentation for further evaluation of a respondent's ability to assist MMPRC towards achieving the expected results of this solicitation as outlined in this RFP. However, MMPRC may select contractors based on written proposals alone.

Ms. Fathimath Raheel
Director, Procurement
Maldives Marketing and Public Relations Corporation
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Republic of Maldives
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- 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.

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 have extensive knowledge of the Balkan market; (Refer to 7.3)
 - 3.1.3. The Bidder/Respondent should be familiar with Maldives as a tourist destination (Refer to 7.2);
 - 3.1.4. The Bidder/Respondent should have an Account Manager with minimum (2) years' experience in destination PR. (Refer to 4.8.4);
 - 3.1.5. Bidder/Respondent should have the experience and ability to work within the community in the travel and tourism field and have necessary network contacts to initiate and implement this assignment (Refer to 4.8.8);
 - 3.1.6. Bidder/Respondent should have current knowledge and expertise in destination PR, such that selected Agency is able to give vital contribution to the process of designing and implementing a comprehensive strategic plan for the travel trade and media; (Refer to 4.8.7 and 7.6)
 - 3.1.7. Sound financial background (Refer to 4.8.5 and 7.4);
 - 3.1.8. The Bidder/Respondent should have at least 1 registered office in Balkan region (Refer to 4.8.6).

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 06 Months. 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. **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;

- 4.7.1. 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.
- 4.7.2. 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;
- 4.7.3. 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;
- 4.7.4. Each Bidder/Respondent should provide the details of the Account Manager stating credentials and the number of years of experience he/she has in the industry or a related field;
- 4.7.5. Each Bidder/Respondent should submit proof of financial capability by submitting one of the following documents. In case if urgent payments are required to be made, the selected party should be able to make the payment on behalf of MMPRC and MMPRC will reimburse the amount upon prior written approval.
 - 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.
- 4.7.6. Each Bidder/Respondent should include the address of their registered office in their profiles;
- 4.7.7. Proof of previous works and awards for similar projects shall be provided, including reference letters, testimonials and contact details for references ;
- 4.7.8. To ensure the experience and ability to work within the community in the travel and tourism field list of key travel trade and media should be provided. Case Studies indicating ability to conduct such events, supported by reference contacts should be provided;
- 4.7.9. Six Months marketing campaign proposed with cost breakdown.

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 costs should be in US Dollar (\$);
 - 5.2.5. The Proposal shall be signed by the authorized signatory of the 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 Respondent, in which case such corrections shall be initiated 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.
- 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;
 - 6.5.1. The Bid is complete in all respects with due authorization;
 - 6.5.2. The documents have been properly signed and provided in the prescribed Formats;
 - 6.5.3. 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. 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.
- 6.7. 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.
- 6.8. Bids determined to be responsive will be checked by MMPRC for any arithmetic errors.
- 6.9. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 6.10. 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.
- 6.11. 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.
- 6.12.

- 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. Evaluated costs and effectiveness of the prospective contractor's budget. (40 marks)

A - Contract Price (40 marks)

The Bid proposing the lowest "Contract Price" shall receive a maximum score of Thirty (40) marks, and points will be allocated to other Bids according to pro-rata basis. The contract price shall include the management fee for carrying out the mentioned activities in the scope of work.

- 7.2. **Demonstrated and documented familiarity with Maldives as a tourist destination. (15 marks)**

The Bidder/Respondent should include a report indicating their familiarity to Maldives. Report should highlight about Maldives as a tourist destination, USPs aspiring to the target, Balkan Market performance to Maldives and major tour operators selling Maldives. Marks will be given considering the above-mentioned points.

- 7.3. **Demonstrated and documented familiarity with the Balkan markets. (15marks)**

The Bidder/Respondent should include a report documenting proof of extensive knowledge of Balkan and including outbound travel, Balkan and travel trade and media landscape, competitor analysis and economic outlook. Marks will be given considering the above-mentioned points.

- 7.4. **Financial Capability (15 marks)**

7.4.1 Each Bidder/Respondent should submit proof of financial capability by submitting one of the following documents. In case if urgent payments are required to be made, the selected party should be able to make the payment on behalf of MMPRC and MMPRC will reimburse the amount upon prior written approval.

- 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.

7.4.2 The bidder should clearly mention in the proposal the bank account number to transfer the payments.

7.5. **Company Profile (5 marks)**

Highest marks will be provided to the company who are working in the field of destination marketing and who represents similar destinations like the Maldives and presents the complete set of documents mentioned below.

7.5.1. Company Profile.

7.5.2. 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.

7.5.3. Company registration certificate. If Certificates are in any other language English translation should be provided.

7.6. **Past Experience (10 marks):** where supporting document have been provided to MMPRCs' satisfaction, points for experience with related works will be given as mentioned below. Consideration will be given to bidders who have worked with MMPRC based on their performance. Following are the supporting documents that are required;

- Reference Letters or emails of similar recent projects of minimum 3 parties along with contact details. The letters or the emails should clearly mention the type of work undertaken for the clients. Marks will be awarded based on the work mentioned in the reference letters or emails and their relatedness to the scope of work mentioned in the RFP.

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]

**APPENDIX 1
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: Bid to hire a party to carry out marketing activities in Balkan region for 6 months.

Having examined all the information provided, we the undersigned offer to represent Maldives in Balkan region market 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 contract price of USD (\$) (The 'contract price) inclusive of all applicable taxes including (Withholding Tax of 10%). A summary of the annual breakdown of the Contract Price is provided below;

Description	Tax (\$)	Total Price (\$)
Contract Price		
	Withholding Tax (10 %)	
	Contract Price(\$)	

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 2021.

(Signature)

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

APPENDIX 2
Scope of Work and Deliverables

1. Scope of Work

1. Work in close collaboration with MMPRC to achieve the strategic marketing objectives for the respective target markets derived from the key global marketing objectives of the destination which are to

- a) Increase arrival to achieve the organizational strategic goal.
- b) Re-orient the perception of Maldives solely as a honeymoon, luxury destination.
- c) Increase the benefits of tourism to the community through greater emphasis on experiential tourism.
- d) Maintain tourism sustainability: Increase yield by stimulating balanced incremental growth that delivers the greatest economic impact through programs/activities that focus on;
 - o Sustaining growing visitor volume
 - o Increasing spending (through design of wholesome tourist experiences)
 - o Extending length of stay
 - o Increasing visit frequency and visitor retention
 - o Reducing the gap between seasonal highs and lows
 - o Encouraging travel to various atolls/regions

2. Assist MMPRC to utilise various marketing tactics in the target market to achieve the marketing strategies.

2.1 Top five (5) markets in the region to be proposed with justification.

2.2 Outdoor Advertising (1 high impact outdoor advertising campaign for 1 month / the bidder to propose the most potential market).

2.3 Physical event (1 - 2 physical events in one key market targeting B2C / the bidder to propose the most potential market)

2.4 Virtual events - Media Networking and Training Session (For all proposed markets)

2.5 FAM Trips (2x 5 media + 1 representative, 1x 5 influencers + 1 representative)
Plan, coordinate and execute a minimum of 2 group Media familiarisation trips (approximately 5 media and 1 representative in every group) and one influencer Familiarization trips (5 influencer and 1 representative) throughout the contract period of 6 months. That is, 2 group media fam trips, 1 group Travel influencer fam trip and

2.6 Other potential activities recommended to be carried out in the markets to be suggested.

The above activities can be adapted as per the feedback from the parties based on their expertise.

3. Monthly activity reports (to be submitted once every campaign is completed along with invoice). The report format should consist of two parts,

- i. Market report: (consisting of market research/intelligence information and current economic and market trends as well as competitor activity analysis) and
- ii. Report and presentation of activities undertaken during the campaign such as:
 - a) Metrics/ROI for each activity conducted and reach generated through PR influence.

Representative of PR agency to join group familiarisation trips where necessary.

Respective PR Agency should present an overview of the respective market with latest information and suggested plan for Maldives together with justification as to why particular activities were chosen as well as suggestions on how to effectively measure ROI of each activity and current issues in the market with suggestions on how it can be solved.

3. Additional Information

3.1 The price quoted by the bidder should include all the aforementioned activities mentioned in the scope. MMPRC should not be borne to pay any additional charge.

3.2 The shortlisted parties shall make a presentation of 10 minutes with an additional 15 minutes for Q&A.

APPENDIX 3

CONTRACT PRICE & PAYMENT TERMS

1. Payment will be made by MMPRC in the manner set out below;
 - 1.1. In consideration of this Agreement, MMPRC will pay the Agency a contract price of US\$-----for PR and marketing activities during the period of agreement. Payment of Representation Fee shall be executed within 30 working days of Maldives Post Exchange of formal contract. In addition, MMPRC hereby agrees to compensate the Agency for other charges and expenses as agreed by both the parties.
 - 1.2. Invoices will be paid on an activity basis, following MMPRC's receipt and approval of the activity report and appropriate supporting documentation.
 - 1.3. Third Party Costs; Third Party Costs incurred on behalf of MMPRC shall be approved in writing by MMPRC in advance. The agency will provide an estimate and quotation so that payment can be provided to the Agency in advance of the date due to the third party. For the purpose of this clause, Third Party Costs may include, but not limited to venue rentals; outside staff hire (e.g. MCs, celebrities, models, dancers, photographers, videographers, translators, guides, hostesses, drivers, etc.); hardware production costs; audio-visual equipment rental; finished art; mechanical production; bulk printing; display materials; mail-drop services; itemised long distance phone calls; entertainment, travel and accommodation for the Agency's staff; outside supplier costs; photography; premiums; rights; talent; bulk photocopying; bulk notional or international postage or couriers; any and all services purchased from outside of the Agency; and any and all other components of the public relations program not included in the Services.
 - 1.4. Payment shall be in US Dollar/s with the mode of payment to be telegraphic transferred to designated bank account upon receiving the invoices.
 - 1.5. No additional Management Fee or Commission will be paid for the General Marketing and Promotional Expenses or for the handling charges.

**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		
4	Demonstrated familiarity of Maldives as tourist destination		
5	Extensive knowledge of the Balkan region Market		
6	Sound financial background		
8	Copy of Company Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
9	The bidder should have at least 1 registered office in the Balkan Region		
10	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
11	Current knowledge and expertise in destination PR, such that selected Agency is able to give vital contribution to the process of designing and implementing a comprehensive strategic plan for the travel trade and media		
12	Demonstrated experience and ability to work within the community in the travel and tourism field and have necessary network contacts to initiate and implement this assignment.		