

# Maldives Marketing and Public Relations Corporations Republic of Maldives

### **REQUEST FOR PROPOSALS (RFP)**

## FOR THE PURPOSE OF HIRING A PARTY TO CONDUCT 2 FAM TRIPS & 1 ONLINE TRAINING IN SOUTH AFRICA

**FOR** 

MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION

H. ZONARIA, 2nd FLOOR, BODUTHAKURUFAANU MAGU, MALE', MALDIVES

Section 1 - Instruction to Tenderers		
1.	General	
1.1	Announcement Number:	(IUL)MMPRC-PRO/MMPRC/2022/47
1.2	Announcement Date:	24 <sup>th</sup> July 2022
1.3	Project:	HIRING A PARTY TO CONDUCT 2 FAM TRIPS &
		1 ONLINE TRAINING IN SOUTH AFRICA
1.4	Registration Deadline (Date	(31 <sup>st</sup> July 2022) via E-Mail, before (14:00)
	& Time)	hours (MALDIVES LOCAL TIME)
1.5	Submission Deadline (Date	(4 <sup>th</sup> August 2022) via E-Mail, before (14:00)
	& Time)	hours (MALDIVES LOCAL TIME)
1.6	Contact Info	Mr. Hassan Shaheel
		General Manager, Procurement
		Maldives Marketing and Public Relations
		Corporation
		H. Zonaria, 2nd Floor, Boduthakurufaanu
		Magu, Male' Republic of Maldives
		Telephone: +960 3323228 Email:
		shaheel@visitmaldives.com
		procurement@visitmaldives.com
2.	Procedure of Tendering	
2.1	Eligible Tenderers:	
	a) A Tenderer may be a	a sole proprietor, private entity, a registered
	company or governme	ent-owned entity or any combination of them in
	the form of a joint ver	nture, under an existing agreement, or with the
	intent to constitute a	legally enforceable joint venture. The Tenderer
	must provide an Eng	lish Translation of the company registration
	certificate, if the orig	ginal company registration certificate is in any
	other language, along with the original registration certificate. And	
	this translation should	be signed by authorized signatory.
	b) The Bidder/Respondent should have at least 1 registered office in	
	South Africa.	
	c) The Bidder/Responde	nt shall have minimum three years (3) of
	experience in a simila	r field.
	d) Sound financial backg	round.
	e) All the documents spe proposal.	ecified in this RFP should be included in the

#### 2.2 | Amendments to Tender Documents:

- (a) At any time prior to the deadline for submission of Tenders, MMPRC may amend the Tendering Document by issuing addenda.
- (b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC
- (c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders

#### 2.3 | Registration of Tenderers:

To register please email with the following information to <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a> by, Sunday, 31st July 2022 before 14:00 hrs. (Maldives Local Time).

(Only registered parties shall be eligible to submit the proposal.)

Company name:

Contact person name:

Email:

2.4 **Pre-bid meeting / Info Session:** Monday, 1<sup>st</sup> August 2022 at 13:00 hrs. (Maldives Local Time).

Meeting link (Google Meet) will be shared via email with the registered tenderers only.

2.5 | Clarifications of Bidding document, project, scope of works:

Tuesday, 2<sup>nd</sup> August 2022 before 14:00 hrs. (Maldives Local Time).

Email: procurement@visitmaldives.com

CC to shaheel@visitmaldives.com

#### 2.6 Submission of Tenders:

Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned below.

Venue: Maldives Marketing & Public Relations Corporation,  $2^{nd}$  Floor, H.

Zonaria, Male'

Date: Thursday, 4<sup>th</sup> August 2022

Time: Before 14:00 hrs. (Maldives local time)

Email: <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>
Copied shaheel@visitmaldives.com

2.7	Unless specifically stated otherwise in this RFP, all queries and	
	communications in respect to the RFP or the tender process shall be	
	addressed by any Respondent to MMPRC, by e-mail or in writing.	
2.8	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 in 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.	
2.9	Clear scanned documents must be provided. If it's not possible to read the	
	scanned documents, the evaluation committee has the discretion to	
	disqualify.	
3.	Preparation of Tenders	
3.1	Each Respondent shall submit a single proposal.	
3.2	Cost of Tendering:	
	The Tenderer shall bear all costs associated with the preparation and	
	submission of its Tender, and MMPRC shall in no case be responsible or liable	
	for those costs, regardless of the conduct or outcome of the tendering	
	process.	
3.3	Language of Tender:	
	The Tender, as well as all correspondence and documents relating to the	
	Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English</b>	
	Language. Supporting documents and printed literature that are part of the	
	Tender may be in another language provided they are accompanied by an	
	accurate translation of the relevant passages in English, in which case, for	
	purposes of interpretation of the Tender, such translation shall govern.	
3.3	Documents Comprising the Tender:	
	3.3.1 Cover Letter as per section 5	
	- The Tender proposal <u>will be disqualified</u> if the document is not	
	submitted with the Tender.	
	3.3.2 Copy of registration Certificate of Sole proprietorship /	
	Partnership / Company / Corporative Society	
	- Tender proposal <u>will not be eligible</u> if the document is not	
	submitted with the Tender.	

- If certificates are in other language, English translation should be provided along with copy of original certificate and this translation should be signed by authorized signatory.

# 3.3.3 Letter indicating authorized signatory to sign the tender documents.

- Tender proposal <u>will be disqualified</u> if the document is not submitted with the Tender

#### 3.3.4 Profile of the Tenderer

- <u>Marks will be deducted</u> if the document is not submitted or is not submitted as per the RFP.
- Profile of the tenderer should include the following;
  - The organizational capacity and structure.
  - Proposed account team (This team should consist of a dedicated account manager with minimum 2 years' experience), Number of years in operation
  - Location of office(s)
  - Services offered directly by agency personnel
  - List of the current client list

#### 3.3.5 Past experience

- Tender Proposal <u>will be disqualified</u> if no past experience letter or email is submitted.
- Past experience should be work done within the past 5 years
- The Letter or email should contain the contact details for further reference.
- The letters or email should clearly mention the type of work undertaken for the clients.
- Work order forms, agreements or award letters will not be considered as past experience letters.

#### 3.3.6 Proof of financial capability

- Tender proposal <u>will not be eligible</u> if the document is not submitted with the tender or if 20 percent of the total contract price not available in their bank account.

- Each Tenderer/Respondent should submit proof of financial
- capability by submitting one of the following documents;
  - a) Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The letter should state that the 20% of the quoted price is available in their bank account.

#### OR

- b) Last 3 months' bank statement on the bank letterhead with the authorized signature or the stamp.
- If the letter or the bank statement is in other language, English translation should be provided along with copy of original letter or the bank statement and this translation should be signed by authorized signatory.

#### 3.3.7 A proof of Familiarity with Maldives as a tourist destination

- Marks will be deducted if the document is not submitted or is not submitted as per the RFP
- This document should include below information but not limited;
  - A tourist destination
  - USPs aspiring to the target
  - South Africa Market performance to Maldives
  - Major tour operators selling Maldives

#### 3.3.8 A proof of familiarity with South Africa market

- Marks will be deducted if the document is not submitted or is not submitted as per the RFP
- This document should include below information but not limited:
  - Proof of extensive knowledge of South Africa and including outbound travel,
  - South Africa travel trade and media landscape
  - · Competitor analysis and
  - Economic outlook.

#### 3.3.9 Media Coverage

The Bidder/Contractor shall submit:

	- a list of possible media (Print and Digital) who will join on the FAM		
	Trip (This should include the number of		
	subscribers/viewers/rankings.		
	- number of articles that will be covered by the suggested Media. Marks		
	will be given based on		
3.4	Period of Validity of Tender:		
	(a) Tenders shall remain valid for 90 calendar days after the Tender		
	submission deadline date prescribed by MMPRC. A Tender valid for a		
	shorter period shall be disqualified by MMPRC in the evaluation process.		
	(b) In exceptional circumstances, prior to the expiration of the Tender		
	validity period, MMPRC may request Tenderers to extend the period of		
	validity of their Tenders. The request and the responses shall be made		
	in writing.		
3.5	Tender Security (If required): Not Applicable		
3.6	Format of Signing of Tender:		
	The Tenderer shall prepare one original of the documents comprising the		
	Tender as described in Clause 3.3, and clearly mark it "Original". Alternative		
	Tenders, if permitted in accordance with clause 3.10, shall be clearly		
	marked "Alternative".		
3.8	Contract Period		
	The contract period will be 6 months from the date on signing the		
	agreement, with possibility of extension, if the work conducted by the		
	selected party meets the expectations of MMPRC.		
3.9	Taxes		
	a) All Bidders shall quote the prices inclusive of Taxes.		
	b) Pursuant to section 55 (a) of the Maldives Income Tax Act, all		
	international bidders are subject to a 10% withholding tax deduction		
	from the invoice total amount.		
3.10	Alternative Tenders:		
	It is permitted to submit Alternative Tenders.		
3.11	Conflict of Interest:		
	A Tenderer shall not have a conflict of interest. All Tenderers found to		
	have a conflict of interest shall be disqualified. A Tenderer may be		
	considered to have a conflict of interest with one or more parties in this		
	tendering process, if:		
	(a) they have a controlling partner in common; or		

- (b) they receive or have received any direct or indirect subsidy from any of them; or
- (c) they have the same legal representative for purposes of this Tender; or
- (d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or
- (e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or
- (f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or
- (g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.
- 3.12 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.

#### 3.13 Authorization:

The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.

#### 4. Submission and Opening of Tenders

#### 4.1 Deadline for Submission of Tenders:

- (a) Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned in clause 2.6 of this document.
- (b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.

#### 4.2 Late Tender:

MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 1.5 Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.

#### 4.3 Withdrawal and Re-submission:

The Respondents may withdraw at any time before the Proposal Due Date.

#### 4.4 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.

#### 5 Disqualification

- 5.1 MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;
  - a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.6) in accordance with this RFP;
  - b) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information
  - c) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC
  - d) Any Proposal that is received after the Proposal Due Date
  - e) Pending, active, or previous legal action by/ against a
    Tenderer /Respondent that may prevent its participation in
    the Tender Process or prevent it from fulfilling its respective
    obligations as specified and/ or as required in/under this RFP
    and the Agreement; and/ or

	f) If the Respondent is in breach of any of its material
	contractual obligations at any of its previous contracts with
	the Government of Maldives or MMPRC
6.	Evaluation
6.1	The tender evaluations will be carried out as per the evaluation criteria
	stated under Section 2 of this document. No other evaluation criteria or
	methodologies shall be permitted.
6.2	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.
6.3	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.
6.4	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.
7.	Tender Security and Performance Guaranty (Not applicable)
8.	Advance Payment - (Not applicable)
0	Advance Payment Guaranty (Not applicable)
9.	Award of Contract
9.1	MMPRC will issue the Letter of Award to the Respondent whose
	Proposal has been determined to be responsive and has the highest
	score (the "Selected Respondent").
9.2	The Letter of Award will be issued to the Selected Respondent or
	posted to the Selected Respondent's address, or a scanned version of
	the Letter of Award shall be sent via e-mail at the address given in
	the Proposal and such handing or posting or e-mail shall be deemed
	good service of such a notice.
9.3	If the Selected Respondent fails to sign the Agreement within the
	period prescribed in the Letter of Award, MMPRC shall have the right
	at its absolute discretion to select the Proposal with the highest
	,

score among the remaining responsive Respondents or annul the
Tender Process.
MMPRC reserves the right to annul the Tender Process and reject all
Proposals, at any time prior to signing of the Agreement, without
thereby incurring any liability to the Respondents, or any obligation
to inform the Respondents of the grounds for MMPRC's action.
Upon MMPRC's request, the Selected Respondent shall provide any
component missing from the proposed design as per the specification
and scope provided by MMPRC in Appendix A of this RFP, without any
additional cost.
Penalty & Contract Termination
Penalty:
MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.
Contract Termination:
If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.

### Section 2 - Evaluation Criteria

Area	Details	Marks
Contract	The bid proposing the lowest "Management Fee" shall	35
Price:	receive a maximum score of Thirty (30) marks, and points	
Management	will be allocated to other Bids according to pro-rata basis.	
Fee		
Media	The Bidder/Contractor shall submit:	35
Coverage	- a list of possible media who will join on the FAM	
	Trip (This should include the number of	
	subscribers/viewers/ranking/readership/circulation	
	frequency)	
	- number of articles that will be covered by the	
	suggested Media. Marks will be given based on the	
	proposed number of media and the coverage that	
	will be received.	

Familiarity	Marks will be given considering the below-mentioned points	05
with Maldives	in the report submitted.	
as a tourist	1. A tourist destination	
destination	2. USPs aspiring to the target	
	3. South Africa Market performance to Maldives	
	4. Major tour operators selling Maldives	
Familiarity	Marks will be given considering the below- mentioned points	05
with the	in the report submitted.	
South Africa	1. Proof of extensive knowledge of South Africa and	
market	including outbound travel,	
	2. South Africa travel trade and media landscape	
	3. Competitor analysis and	
	4. Economic outlook.	
Past	Marks for experience with related works will be given as	10
Experience	mentioned below.	
	a) 3 letters: 15 marks	
	• b) 2 letters: 10 marks	
	• c) 1 letter: 5 marks	
	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.	
	If the Tenderer/respondent has worked with MMPRC and if	
	the performance is found to be unsatisfactory, then marks	
	will be deducted.	
Company	Marks will be given considering the below mentioned points;	10
Profile	a) The organizational capacity and structure.	
	b) Proposed account team (This team should consist of a	
	dedicated account manager with minimum 2 years'	
	experience),	
	c) Number of years in operation	
	d) Location of office(s)	
	e) Services offered directly by agency personnel	
	f) List of the current clients	
	TOTAL	100

#### Section 3 - Scope of Work

#### Scope of Work

1. Main scope of the project is to organize two press familiarization trips to Maldives from South Africa and one online training session for travel trade in this market. To generate current destination information via opinion leaders by means of exclusive reportage and to maintain close contact with key media and travel trade and at the same time increase arrivals from South Africa.

The scope of work includes the following:

#### **FAM Trip**

- 1. FAM Trip x2: Each group should consist of 5 media and 1 PR representative.
- 2. The proposal should include expected coverage from each media.

  The coverage should include a guaranteed number of articles from each media and its circulation as well as the readership details. The proposal should also include the amount of coverage the resort would receive from each media.
- 3. Party should submit relevant "Themes" for the FAM trip depending on the current source market trends and need.
- 4. The Selected Party will work with MMPRC to develop and confirm a final itinerary for the trip.
- 5. The Selected Party should be able to negotiate with relevant airlines for possible FOC tickets or for discounted airfare.
- 6. Proposed period: Between 6 7 nights for each FAM Trip. (Ideal date to be proposed by the Selected Party, which is to be discussed prior to confirmation).
- 7. Full board accommodation with international flights, internal transfers, insurance, required PCR charges and green tax will be

covered by MMPRC. All extras will have to be borne by the journalists.

#### **Online Training**

- 1. The online training session should target a minimum of best 50 agents active in the South African market. Material for the session will be provided by MMPRC.
- 2. Party should submit relevant topics to cover during the online training.

#### **DELIVERABLES**

- After the Press Trip, Coverage and Press clippings of published articles should be submitted electronically to MMPRC and relevant resort (Copied to MMPRC) along with the translation. Media Value, Media Coverage and reach of the published articles should be informed to MMPRC.
- 2. The database of attendees must be shared with MMPRC after the conclusion of the online training session along with a summary report of the activity.

#### Section 4 - Contract Price & Payment Terms

- 1. Payment will be made by MMPRC in the manner set out below;
- 1.1 The Total Price quoted for each activity shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of each event within 30 working days
- 1.2 Days will start counting after MMPRC receives the invoice from the bidder.
- 1.3 The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement.
- 1.4 In case the payment for advance booking or any other such advance payments, it should be paid by the Selected Respondent/Contractor on behalf of MMPRC. These payments should be pre-approved and MMPRC will reimburse the payment upon submission of invoice and supporting documents.
- 1.5 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.
- 1.6 Payment shall be in US Dollar/s with the mode of payment to be telegraphic transferred to designated bank account upon receiving the invoices.
- 1.7 No Commission will be paid for the General Marketing and Promotional Expenses or for the handling charges.

Ref. Number: (IUL)MMPRC-PRO/MMPRC/2022/47

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Section 5 - Cover Letter	
Date:	•••••
The Managing Director, Maldives Marketing and Public Relations Corporation H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives	
Dear Sir,	
Sub: FOR THE PURPOSE OF HIRING A PARTY TO CONDUCT 2 FAM TI TRAINING IN SOUTH AFRICA	RIPS & 1 ONLINE
Having examined all the information provided, we the undersigned Maldives in South Africa as per the requirements of the RFP (the "Wothis Bid.	
We agree to undertake and complete the Works for a to (\$	(In numbers). Vithholding Tax). A
Description	Fee (\$)
Management Fee	
We undertake, if our Bid is accepted, to complete the Work with Delivery Period and as per the specifications provided by MMPRC. We the RFP and have no reservations to the RFP Documents, including A We are not insolvent, in receivership, bankrupt or being wound up. Or being administered by a court or a judicial officer and our business being suspended and not the subject of legal proceedings for any of Until a formal agreement is executed with MMPRC, this Bid, together acceptance thereof and MMPRC's notification of award, shall concontract if we are selected as the Successful Bidder.	Ve have examined ddenda issued.  Our affairs are not activities are not the foregoing.
Date: Name of the Bidder/Respondent:	
Signature of the Authorized Person:	