



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

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## Information Sheet

**To Hire a Party to Create and Compile content  
and Design of Maldives Destination Guide and  
Product Directory 2024**

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09<sup>th</sup> April 2023

| <b>Section 1 - Instruction to Tenderers</b> |  |  |
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| <b>1.</b>                                   | <b>General</b>   |  |
| 1.1   | Announcement Number:   | (IUL)MMPRC-PRO/1/2023/20   |
| 1.2   | Announcement Date:   | 09 <sup>th</sup> April 2023  |
| 1.3   | Project:   | <b>To Hire a Party to Create and Compile content and Design of Maldives Destination Guide and Product Directory 2024</b>   |
| 1.4   | Information session  | 18 <sup>th</sup> April 2023 at 1000hrs   |
| 1.5   | Submission Deadline (Date & Time)  | 26 <sup>th</sup> April 2023 at 1000hrs   |
| 1.6   | Contact Info   | Hassan Shaheel<br>General Manager, Procurement<br>Maldives Marketing and Public Relations Corporation<br>H. Zonaria, 4th Floor, Boduthakurufaanu Magu, Male' Republic of Maldives<br>Telephone: +960 3323228<br>Email: procurement@visitmaldives.com |
| <b>2.</b>                                   | <b>Procedure of Tendering</b>  |  |
| 2.1   | <b>Eligible Tenderers:</b><br>a) A Tenderer may be a sole proprietor, private entity, a registered company or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture<br>b) The tenderer should not have any dues that needs to be paid to MIRA or the Tenderer should be paying debts owed to MIRA in accordance with an agreed payment schedule (should not be in default). |  |
| 2.2   | <b>Amendments to Tender Documents:</b><br>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.<br>(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   |  |

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|     | 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 | <p><b>Registration of Tenderers:</b></p> <p>Registration will take place at the pre-bid meeting. Only the Tenderers who attend the pre-bid meeting will be registered and eligible to submit the bid.</p>   |
| 2.4 | <p><b>Pre-bid meeting:</b></p> <p>Pre-bid meeting will take place at;</p> <p>Venue: Maldives Marketing &amp; Public Relations Corporation 4th Floor, H. Zonaria, Male'</p> <p>Date: 18<sup>th</sup> April 2023</p> <p>Time: 10:00 hrs.</p>  |
| 2.5 | <p><b>Clarifications of Bidding document, Scope of work:</b></p> <p>All clarifications must be addressed by 25<sup>th</sup> April 2023 before 1300hrs, through email (<a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>)</p> <p>Unless specifically stated otherwise in this information sheet, all queries and communications in respect to the information sheet or the Tender Process shall be addressed by any Respondent to MMPRC, by e-mail.</p> |
| 2.6 | <p><b>Submission of Tenders:</b></p> <p>Submission of tenders will take place at:</p> <p>Venue: Maldives Marketing &amp; Public Relations Corporation, 4th Floor, H. Zonaria, Male'</p> <p>Date: 26<sup>th</sup> April 2023</p> <p>Time: 10:00 hrs.</p>   |
| 2.7 | <p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 2.6. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>  |
| 2.8 | <p>This Information sheet 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,</p>   |

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|           | and adjudicate upon any dispute in relation to the information sheet, Bid Process or any other aspect in relation thereto.   |
| <b>3.</b> | <b>Preparation of Tenders</b>  |
| 3.1       | Each Respondent shall submit a single proposal (options may be submitted).   |
| 3.2       | All documents must be a clear copy and must be compiled in the order of a checklist.   |
| 3.3       | <p><b>Cost of Tendering:</b></p> <p>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.</p>  |
| 3.4       | <p><b>Language of Tender:</b></p> <p>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 or Dhivehi</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 <b>English or Dhivehi</b>, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>  |
| 3.5       | <p><b>Documents Comprising the Tender:</b></p> <p><b>3.5.1 Quotation</b></p> <p>a) Quotation must contain the following;</p> <p>i) Breakdown of the total Price (in MVR) (The prices shall be quoted inclusive of GST if it is applicable.)</p> <p>ii) Period of completion in calendar days</p> <p>iii) Authorized signatory and stamp</p> <p>iv) Validity of 90 days from date of submission (if validity is not mentioned in the quotation, it will be considered as valid for 90 days)</p> <p>b) Tender proposal will be <u>disqualified</u> if the document is not submitted or any of the above mentioned information is not provided.</p> <p>c) All calculations and costing should be in Maldivian Rufiyaa.</p> <p><b>3.5.2 Copy of a valid registration Certificate of Sole proprietorship / Partnership /Company / Corporative Society</b></p> <p>a) Tender proposal <u>will not be eligible</u> if the document is not submitted.</p> <p><b>3.5.3 Profile of the Tenderer</b></p> <p>a) Must include the following;</p> <p>i) Nature of Work (Services provided by the company)</p> |

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|     | <p>ii) The Organizational capacity (No of staff &amp; no of years in service)</p> <p>b) Tender proposal will be <u>disqualified</u> if the document is not submitted. Marks will be deducted if the document is not as per the information sheet.</p> <p><b>3.5.4 Copy of Tax Registration Document and Tax Clearance Document issued by MIRA</b></p> <p>a) The Tax Clearance Document should be a recent certificate (not earlier than 1 month from the date of this announcement.)</p> <p>b) Tender proposal will be disqualified if the document is not submitted with the Tender.</p> <p>c) In case if the bidder is not eligible for GST registration, this should be clearly stated in the proposal.</p> <p><b>3.5.5 Past Experience Letters</b></p> <p>a) Must submit reference letters of similar projects undertaken within the past 5 years.</p> <p>b) The reference letter should include the name/ details of the project along with the contact details for reference.</p> <p>c) Tender proposal <u>will be disqualified</u> if there is no past experience in similar projects.</p> <p>d) E-mails, Work order forms, agreements or award letters will not be considered.</p> <p><b>3.5.6 Layout and Design</b></p> <p>a) A sample of the proposed layout and design for both destination guide and product directory should be submitted along with the proposal.</p> <p>b) Tender proposal <u>will be disqualified</u> if proposed layout and design is not submitted</p> <p><b>3.5.7 Period of completion</b></p> <p>a) Based on the proposed project completion period, a detailed timeline should be submitted.</p> <p>b) Tender proposal <u>will be disqualified</u> if proposed timeline is not submitted.</p> |
| 3.6 | <p><b>Work Completion Requirement:</b></p> <p>a) Work should be completed within agreed terms as per the submitted proposal.</p>   |

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| 3.7  | <p><b>Period of Validity of Tender:</b></p> <p>(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 rejected by MMPRC as nonresponsive.</p> <p>(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.</p>  |
| 3.8  | <p><b>Tender Security (If required): Not Applicable</b></p>  |
| 3.9  | <p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.5, and clearly mark it "Original". Alternative Tenders, if permitted in accordance with clause 3.10, shall be clearly marked "Alternative".</p>  |
| 3.10 | <p><b>Alternative Tenders:</b></p> <p>It is permitted to submit Alternative Tenders.</p>   |
| 3.11 | <p><b>Conflict of Interest:</b></p> <p>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:</p> <p>(a) they have a controlling partner in common; or</p> <p>(b) they receive or have received any direct or indirect subsidy from any of them; or</p> <p>(c) they have the same legal representative for purposes of this Tender; or</p> <p>(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</p> <p>(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</p> <p>(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</p> |

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|           | (g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.   |
| 3.12      | The Tenderer shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Bid.  |
| 3.13      | <b>Authorization:</b><br>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. The name and position held by each person signing the authorization must be typed or printed below the signature.  |
| <b>4.</b> | <b>Submission and Opening of Tenders</b>   |
| 4.1       | <b>Deadline for Submission of Tenders:</b><br>(a) Tenders must be received by MMPRC at the address and no later than the date and time in clause 1.4 of this document.<br>(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 MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.  |
| <b>5.</b> | <b>Disqualification</b>  |
|           | MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;<br>a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.5) in accordance with this RFP;<br>b) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information<br>c) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC<br>d) Any Proposal that is received after the Proposal Due Date<br>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<br>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 |

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|           | g) If Tenderer is found to be engaged in corrupt or fraudulent practices in the preparation or lodgment of a Bid.   |
| <b>6.</b> | <b>Evaluation</b>   |
| 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 Tenderer 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 Tenderer 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 Tenderers to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Tenderer's Bid.  |
| <b>7.</b> | <b>Tender Security and Performance Guaranty (Not applicable)</b>  |
| <b>8.</b> | <b>Advance Payment and Advance Payment Guarantee (Not applicable)</b>   |
| <b>9.</b> | <b>Award of Contract</b>  |
| 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 Letter of Award and the Agreement within the given period, 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.   |



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| 9.4  | 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. |
| 10   | <b>Penalty &amp; Contract Termination</b>  |
| 10.1 | <b>Penalty:</b><br>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.   |
| 10.2 | <b>Contract Termination:</b><br>If the Select 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 |  |       |
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| Area                            | Details  | Marks |
| Contract Price                  | The party that proposes the lowest contract price shall receive a maximum mark of Fifty-Five (55), and for remaining proposals marks will be allocated on pro rata basis.  | 55    |
| Profile                         | Marks will be given as follows; <ul style="list-style-type: none"> <li>a) The company profile                             <ul style="list-style-type: none"> <li>• Nature of Work</li> <li>• Organizational Capacity (No of staff 7 No of years in service)</li> <li>• Marks will be awarded based on the relativeness of the work to be carried out by the party as per the submitted documents.</li> </ul> </li> </ul> | 05    |
| Period of completion            | Marks will be given as follows; <ul style="list-style-type: none"> <li>a) Full marks will be awarded to the vendor who proposed the least number of days to complete the project.</li> <li>b) Marks will be prorated based on the number of days for the respective bids.</li> </ul>   | 10    |
| Layout and Design               | A sample of the proposed layout and design should be submitted along with the proposal. Marks will be allocated based on the most appropriate/creative and user-friendly layout and design submitted.  | 15    |
| Past Experience                 | Marks will be given as follows; <ul style="list-style-type: none"> <li>a) Maximum mark of 15 will be given if a minimum of 3 experience letters (as per clause 3.5) is submitted.</li> </ul>   | 15    |

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|  | b) Marks will be deducted under past experience if they have worked with MMPRC and their performance was not satisfactory. |     |
|  | TOTAL  | 100 |

| <b>Section 3 - Scope of Work</b> |   |
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|                                  | <p>1. Introduction</p> <p>MMPRC is seeking to hire a Party to Create and Compile Content, and Design Layout for The Maldives Destination Guide and Product Directory for the year 2024.</p> <p>2. The Maldives Destination Guide is to be used as an official information guide for the destination to provide information required for travelling to Maldives. There will be 11 language editions of the guide. The English version will be compiled as the main referral content which will be translated to 10 different languages. The languages to be translated are Russian, German, Italian, French, Arabic, Spanish, South Korean, Japanese, Turkish, and Chinese. The translated content will be provided by MMPRC for the design and compile the language editions of the guide.</p> <p>2.1. Content Requirements for Destination Guide</p> <p>2.1.1. Cover Page</p> <ul style="list-style-type: none"> <li>a) Heading</li> <li>b) Language with Flag</li> <li>c) Sunny Side Logo</li> <li>d) World’s Leading Destination 2020, 2021 &amp; 2022 Logo and World’s Leading Tourist Board 2022 Logo</li> <li>e) QR Code to Digital File</li> </ul> <p>2.1.2. Table of Contents</p> |

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|  | <p>2.1.3. General Information; (introduction descriptive information about Maldives)</p> <ul style="list-style-type: none"><li>a) Map of Maldives</li><li>b) Weather</li><li>c) Geography</li><li>d) Airport</li></ul> <ul style="list-style-type: none"><li>• Domestic</li><li>• International</li></ul> <p>e) Transport: (introduction descriptive information about the different available mode of transport in Maldives)</p> <p>f) Experiences: (introduction descriptive information about the experiences available in Maldives)</p> <ul style="list-style-type: none"><li>• Gastronomy</li><li>• People</li><li>• Culture</li><li>• Environment</li><li>• MICE</li><li>• Local Island Tourism</li><li>• Sustainability</li><li>• Diving &amp; Water sports</li></ul> <p>2.1.4. Products; (introduction descriptive information about the 4 tourism products)</p> <p>a) Resorts - Introduction (descriptive information about the product)</p> <ul style="list-style-type: none"><li>• Listing of resorts</li><li>• Up to Date Images</li><li>• Unique facilities at the property</li><li>• Website links</li><li>• Contact Details</li></ul> |
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|  | <p>b) Hotels - Introduction (descriptive information about the product)</p> <ul style="list-style-type: none"><li>• List of Hotels</li><li>• Up to Date Images</li><li>• Unique facilities at the property</li><li>• Website links</li><li>• Contact Details</li></ul> <p>c) Guest Houses - Introduction (descriptive information about the product)</p> <ul style="list-style-type: none"><li>• List of Guest Houses</li><li>• Up to Date Images</li><li>• Unique facilities at the property</li><li>• Website links</li><li>• Contact Details</li></ul> <p>d) Liveboards - Introduction (descriptive information about the product)</p> <ul style="list-style-type: none"><li>• List of Liveboards</li><li>• Up to Date Images</li><li>• Unique facilities at the property</li><li>• Website links</li><li>• Contact Details</li></ul> <p>2.1.5. Back Cover</p> <p>3. <b>The Product Directory</b> is to be used as an official directory to get the contact details listings and other important details of all the tourist establishments, travel agents, tour operators, airlines, Honorary Consulates, High Commissions/Embassies, Associations, and Maldives PR Representatives abroad. The Product Directory will be compiled in English language only and will be the main referral to get the contact details of important tourist establishments in the</p> |
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|  | <p>Maldives for our industry partners, travel trade and visitors travelling to the destination.</p> <p>3.1. Content Requirements for Product Directory</p> <p>3.1.1. Cover Page</p> <ul style="list-style-type: none"><li>a) Heading</li><li>b) Sunny Side Logo</li><li>c) World’s Leading Destination 2020, 2021 &amp; 2022 Logo and World’s Leading Tourist Board 2022 Logo</li><li>d) QR Code to Digital File</li></ul> <p>3.1.2. Table of Contents</p> <p>3.1.3. Map of Maldives - Detachable (A3)</p> <p>3.1.4. The list of all registered tourism establishments along with the facilities available in the establishment to be compiled in user friendly format for the following tourism products;</p> <ul style="list-style-type: none"><li>a) Resorts; (descriptive information about the product)</li><li>b) Hotels; (descriptive information about the product)</li><li>c) Guesthouses; (descriptive information about the product)</li><li>d) Liveboards; (descriptive information about the product)</li></ul> <p>3.1.5. Facilities available in the establishments (Information of the contents must be tabulated)</p> <ul style="list-style-type: none"><li>a) Name/island name/atoll</li><li>b) Distance from airport (VIA)</li><li>c) Mode of transportation / distance (time from airport)</li><li>d) Contact details (phone, e-mail, website, social media platform, QR code to image gallery)</li><li>e) Payment methods</li><li>f) Restaurants (Type of restaurants e.g.: Italian, Indian)</li><li>g) Unique features/experiences (e.g.: Underwater restaurant, Bubble Tent, MICE property, etc)</li></ul> |
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|  | <p>3.1.6. In addition to the above, the following full contact details of the below mentioned should be compiled and included in the Product Directory.</p> <ul style="list-style-type: none"><li>a) Travel Agents / Tour Operators</li><li>b) Airlines</li><li>c) Honorary Consulates</li><li>d) High Commissions / Embassies of Maldives abroad</li><li>e) Associations</li><li>f) Maldives PR Representatives abroad</li><li>g) Other members</li></ul> <p>3.1.7. Back Cover</p> <p>4. Other Information</p> <p>4.1 The party should provide a sample of the proposed layout and design for the Destination Guide and Product Directory.</p> <p>4.2 A complete and up to date list of all registered facilities and a list of the PR Representatives will be provided by MMPRC. However, it is the responsibility of the selected party to verify and update the list.</p> <p>4.3 The listing of the tourist establishments (Resorts, Guest Houses, City Hotels, and Liveboards) should be in alphabetical order and a unique icon must be provided for our member properties for easy identification of the members of MMPRC.</p> <p>4.4 All MMPRC Members to be identified in the Directory. A list of the members will be provided by MMPRC.</p> <p>4.5 The Product Directory is to be updated and published on a quarterly basis.</p> <p>4.6 Advertisements that will be used in both Destination Guide and Product Directory will be provided by MMPRC.</p> |
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|  | <p>4.7 It is the responsibility of the Bidder/Respondent to ensure that all the relevant information required for the project is up to date.</p> |
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