



# REQUEST FOR PROPOSAL

Printing & Management of Inflight Magazine of Maldivian

<b>Bid Number</b>	03/2024	<b>EOI Registration Date</b>	30 <sup>th</sup> January 2024, 11:00hrs
<b>Bid Announcement Ref</b>	IAS/MIS/2024-084	<b>Information Session Date and Place</b>	<ul style="list-style-type: none"><li>• <u>Date and time of session will be disclosed to all parties that submit EOI within the deadline</u></li><li>• Procurement Office at H. Silversand 1<sup>st</sup> Floor, Kalaafaanu Hingun, K.Male', Maldives.</li></ul>
<b>Bid Submission Date</b>	<u>Date and time of session will be disclosed to all parties that submit EOI within the deadline</u>		
<b>Bid Submission Address</b>	Procurement Office at H. Silversand 1st Floor, Kalaafaanu Hingun, K. Male', Maldives.		

Island Aviation Services Ltd. is seeking bids for the items specified in this document. Please ensure that all submissions comply with the instructions. Failure to comply with the instructions may result in disqualification of the bid.

JANUARY 22, 2024  
ISLAND AVIATION SERVICES LIMITED  
M.Dar-Al-Eiman Building | Majeedhee Magu | K.Male' | Maldives

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## 1. Invitation to Bid

### SUMMARY

Maldivian is the national carrier of the Maldives housed within Island Aviation Services Ltd (IASL), entrusted with the scope of ensuring connectivity across the Maldives and regional destinations through air transportation. Maldivian establishes its prominence in the air transportation industry of the Maldives through the operations of Domestic, Seaplane & International services within the scope of the company. Through the multiple operations executed by the airline, multiple touchpoints are established for passengers attributed with a diverse demographic.

The “Maldivian Inflight Magazine” is aimed to be the primary publication produced by IASL with the aim of accessing passengers through these multiple touchpoints and offer advertisement opportunities to potential customers whilst also elevating the flying experience of our passengers. With the current capacity of the airline, the magazine aims to provide valuable information surrounding the hospitality scene and other prominent industries of the Maldives to over a million passengers annually.

As such, IASL now seeks to appoint an experienced creative agency that will help prepare a high-quality Inflight Magazine of Maldivian to assist achieve the following objective highlighted below.

## 2. Information for Bidders

### 2.1. Goods / Services Required

This document includes information relevant to submit a proposal to prepare the Inflight Magazine of Maldivian application procedure for applicants and guidelines to prepare the applications.

### 2.2. Eligible Bidders

#### 2.2.1. Eligibility

- a) The bidder should be a Business Entity registered under the Business Registration Act of the Maldives for the last 3 years from the date of this RFP. The bidder must have its own operational office in Maldives and registered with Maldives Inland Revenue Authority (MIRA) and submit below documents:
  - i. Company Registration Certificate
  - ii. GST Registration Certificate

#### 2.2.2. Compliance Statement

Proponents shall state that the offer is made in accordance with the Request for Proposal. Proponents who offer additional or alternative conditions shall clearly state those in their proposals.

#### 2.2.3. Evaluation of proposals

The Proposal will be evaluated by Bid Evaluation Committee. Points will be given to proposals according to the evaluation criteria in Section 2.6. The party who scores highest points will be awarded the contract.

**2.2.4. Language of Proposal**

The proposal documents must be in written in English (UK).

**2.2.5. Clarifications about RFP**

Prospective Bidder requiring any clarification on the Bidding documents may notify Island Aviation Services Ltd (IASL) in writing to the mentioned below addresses.

Email: [moohath.mohamed@iasl.aero](mailto:moohath.mohamed@iasl.aero)

Copied to: [mohamed.ziyau@iasl.aero](mailto:mohamed.ziyau@iasl.aero) , [aishath.ula@iasl.aero](mailto:aishath.ula@iasl.aero) and [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero)

All questions and responses will be copied to all parties. (Bidder will not be identified).

**2.2.6. Communications**

Except as provided in the preceding section relating to questions about this RFP, Proponents shall not contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with a Client employee concerning this RFP is not binding on Client and shall in no way alter a specification, term or condition of this RFP or any contract documents.

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### 2.3. Guideline for Bid Submission:

Bidders are required to attend the information session as per below details.

<b>Date of Information Session</b>	<u>Date and time of session will be disclosed to all parties that submit EOI within the deadline</u>
<b>Venue For Information Session</b>	Procurement Office at H. Silversand 1st Floor, Kalaafaanu Hingun, K. Male', Maldives.

Kindly note that attendance for the information session is **mandatory** and Bids will not be accepted of any party that does not attend the mentioned session on time.

### 2.4. Bid Submission

<b>Venue for Bid Submission</b>	Procurement Office at H. Silversand 1st Floor, Kalaafaanu Hingun, K. Male', Maldives.
<b>Date and Time</b>	<u>Date and time of session will be disclosed to all parties that submit EOI within the deadline</u>  <b>No party will be allowed after the mentioned time.</b>



2.5. The Bid Proposal Document must comprise of the following:

No.		
1	<b>Cover Letter</b>	The cover letter for the proposal must be signed by an authorized person who has the authority to bind the Proposal to a Contract;
2	<b>Company Profile</b>	Profile of the Firm including the firm's shareholding structure and details;
3	<b>Portfolio/Profile</b>	Profile of the expertise with relevant details
4	<b>Relevant Experience/Expertise</b>	List of experience in similar projects with letters of completion. If past experiences are not accompanied with an official letter of completion by the client, marks will not be awarded to that section.
5	<b>Project implementation plan and timeline</b>	An implementation plan for the magazine with a timeline of delivery, including all on the scope of work. Outlining how well the content is organized and structured with a logical and realistic flow.
6	<b>Related Party Disclosure (Form A)</b>	The form serves to justify that the bidder has or does not have any relationship in terms of employment or close family relationship. Close family relationship here refers to spouse, including former spouse relatives, which comprise siblings; cousins; uncles and aunts; nephews and nieces; lineal ancestors (presumably, it means parents, grandparents and other ancestors of direct lineage) lineal descendants (children, grandchildren and other direct descendants).

- a) IASL reserves the right to reject a Proposal in the following circumstances:
  - i. If less than two total bids have been received, IASL reserves the right to continue or reject the evaluation or request for a resubmission.
  - ii. If any of the required documents mentioned in section 2.5 is not submitted by a party, IASL has the right to reject the BID or request for a resubmission. Parties must submit 1 original hard copy and 1 soft copy of the proposal.
- b) Proposals shall be evaluated in accordance with the Party's demonstrated capacity, experience, and expertise. The awarding criteria and weightage will be mentioned in section 2.6.
- c) Parties shall bear all costs associated with the preparation and submission of the Application and Island Aviation will not in any case be responsible and liable for the costs incurred.
- d) All information given in writing to or verbally shared with the Party's in connection with this Request for Proposal is to be treated as strictly confidential. The Party's shall not share or invoke such information to any third party without the prior written approval of IASL. This obligation shall continue after the procurement process has been completed whether the Party is successful or not.
- e) All materials submitted in Response to the Request for Proposal shall become the property of IASL. Proposals and supporting materials will not be returned to the Party.



- f) All information provided will be subjected to verification by IASL. Submission of incomplete or unsigned forms may result in rejection of the bid as non-responsive.
- g) IASL will only accept one bid document from every bidder.
- h) To assist in the evaluation and comparison of bids, IASL may, at its discretion, request any bidder for clarification of its bid. This will be clarified in writing, but no change in substance or price of the bid will be sought.
- i) IASL will evaluate and compare only those bids determined to be responsive in accordance with requirements specified in the bidding document.
- j) Upon furnishing by the successful bidder, IASL will promptly notify the other bidders through telephone or email that their bids have been unsuccessful.

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## 2.6. Evaluation Criteria

IASL intends to apply the following criteria for the selection of bids. The Bid Evaluation Committee of IASL will evaluate the Bid. Points will be given to proposals according to the evaluation criteria below.

### Evaluation Criteria

#### a. Technical proposal

Criteria	Weightage	Details
Expertise of firm/organization	30%	<ul style="list-style-type: none"> <li>The firm should demonstrate their expertise and experience in similar nature projects within the past 5 years, and provide relevant portfolios, or client testimonials/references with contact details.</li> </ul>
	25%	<ul style="list-style-type: none"> <li>Team members who have undertaken similar projects with experience in producing magazines will be given additional points based on their work experience letters and/or portfolios.</li> </ul>
Financial proposal	45%	<ul style="list-style-type: none"> <li>Proposed Revenue share percentage</li> </ul>

### 2.6.1. Expertise of firm/organization (30% of the Total Score)

- (a) Experience will be counted as the total number of letters submitted as awarding points.
- (b) Experience simply stated in tabular or other format (not backed by the client's certification) will not be considered in allocating marks.
- (c) All bids that fulfil the requirement will be given points in the following manner;
  - The bidder who submits the highest number of letters will get the maximum points allocated under this criterion and the points for the remaining bidders will be distributed on a pro rata basis.
  - The formula thus used for the computation of the score is as follows

$$\text{Past Experience Score} = \frac{\text{Particular Bidder's total number of submitted letters}}{\text{Highest number of letters submitted among the bids received}} \times 30\%$$

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### 2.6.2. Expertise of team members (25% of the Total Score)

- (a) Experience will be counted as the total number of letters submitted as awarding points.
- (b) Experience simply stated in tabular or other format (not backed by the client’s certification) will not be considered in allocating marks.
- (c) All bids that fulfil the requirement will be given points in the following manner;
  - The bidder who submits the highest number of letters will get the maximum points allocated under this criterion and the points for the remaining bidders will be distributed on a pro rata basis.
  - The formula thus used for the computation of the score is as follows

$$\text{Past Experience Score} = \frac{\text{Particular Bidder's total number of submitted letters}}{\text{Highest number of letters submitted among the bids received}} \times 25\%$$

### 2.6.3. Financial proposal (45% of the Total Score)

- (a) Marks for the financial proposal will be given using the formula below,

$$\text{Financial proposal score} = \frac{\text{Particular bidder's proposed revenue share percentage}}{\text{Highest percentage of revenue share offered among the bids}} \times 45\%$$

**Note: -**

- Travel costs to be borne by IASL to the destinations within IASL’s Network.
- Accommodation costs to be borne by IASL to selected destinations with IASL’s corporate clients (Terms and Conditions would Apply).
- Fine of MVR500 for late delivery will be charged as per day and if the work/ items(s) are not completed within the agreed period, IASL has the right to cancel the contract.
- Penalty charge shall be imposed in respect of each item/ service of non-compliance with the application conditions.



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### 3. SCOPE OF WORK

#### **Specifications**

##### **Background**

The “Maldivian Inflight Magazine” is aimed to be the primary publication produced by IASL with the aim of accessing passengers through these multiple touchpoints and offer advertisement opportunities to potential customers whilst also elevating the flying experience of our passengers. With the current capacity of the airline, the magazine aims to provide valuable information showcasing the destinations and services of the tourism industry and other prominent industries of the Maldives to over a million passengers annually, capturing a wide audience.

As such, IASL now seeks to appoint an experienced and creative agency that will help prepare the Inflight Magazine of Maldivian to assist achieve the objective highlighted below.

##### **Objective**

The purpose of this agency service is to develop the Inflight Magazine of Maldivian twice a year. The magazine features coverage on key developments in the hospitality scene of the Maldives and offer advertising opportunities for interested parties to showcase their offerings. The main goal is to develop a magazine with the best content and design to offer an interesting read to the passengers of Maldivian.

##### **Scope of Services**

Awarded party will be required to develop the Inflight Magazine of Maldivian, which includes the following:

- With the overall guidance and direction from Maldivian, the consultancy is required to design and produce a magazine that is both attractive and informative to on-board passengers and the global audience. Magazine must represent the culture and theme of the company. The corporate color palette and the design must align with the designing standards of IASL. Design is advised to be minimalistic and attractive to the target market.
- Work with IASL team on preparation of a schedule and content plan for the magazine.
- Creative services to conceptualize and develop design layout for magazine (printing and publishing) that is of high quality. Identify the target markets/segments and design the contents in a compelling way that increases reader’s engagement. Design should include format, styles, layout including typesetting, styling, color, placement of photos, logos, etc.
- Develop and write content and text including articles, testimonials, interviews, statements and success stories with guidance from IASL. Relevant experts and personalities may be identified and interviewed for development of suitable content
  - **Photography** - Ensure production of quality and relevant photos to visually support content of the magazine highlighting and displaying the significant events primarily in the Maldivian hospitality scene and other industries, which support the Tourism industry of the Maldives.
  - **Editing** - Professional editorial services as per requirement of IASL. Unlimited revision sessions of correction must be provided for prior to the issuance.
  - **Advertising** - Active advertisement to sell the advertisement slots offered on the Magazine. The minimum rates per advertisement slot shall be pre-agreed with IASL based on the benchmark rates of other similar magazines.
  - **Language** - Capacity to translate the magazine into languages applicable to Maldivian airline operated markets
  - Communicate and coordinate with IASL, the progress and update of magazine production on an agreed basis until publication.



- Perfect binding and finishing - 3 sample designs of cover page must be provided. A sample of the full physical magazine must be provided prior the printing of the final product
- Digital Publication – Every issue shall be accompanied in dual forms, both Digital and Printed copy. The digital format shall be composed in a format that supports the IFE systems, which IASL utilizes.
- Any other services relevant to the magazine.

The application opportunity will be opened initially for all eligible parties. After evaluation of proposals and applications, the most suitable party will be selected.

## Expected Deliverables

The Consultancy/Agency will provide the following outputs:

- Creative execution
  - a) Upon approval of a creative concept, magazine development shall commence immediately.
  - b) Propose content plan involving infographics, layout, high quality pictures and written materials, subject to approval from the IASL.
- Compilation and preparation of ads to be included, approved by the IASL.
- Assemble and provide draft copy of magazine for approval.
- Provide PDF version of the magazine including print ready version (with bleed), and source editable files.
- Printing and publishing of magazine – 2000 copies in total (The printing costs shall be borne by the Agency).
- Production of **2 issues** annually.

## Specifications

Criteria	Details
Color	Full color (double side)
Size	195mm x 255mm
No. of pages	45 - 60
Inner pages	100 / 130 gsm matt art paper
Cover page	260 gsm with matt lamination (non-glossy, non-greasy finish)
Finishing	Perfect bound
Quantity	2000

## Other Terms

- It is the responsibility of the winning party to ensure the deliverables does not contain Intellectual Property that will breach a third party's rights.
- All parties applying shall acknowledge and agree that all copyright and other rights of the opportunity winning parties' deliverables including rights in the drawings, text or any other content submitted to IASL in respect of this project shall be solely and exclusively owned by IASL. The award-winning party shall agree to assign all intellectual property rights, including the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non-commercial purpose) the submitted deliverables

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## Submission Check List

<b>REQUIRED DOCUMENTS</b>		<b>TICK IF SUBMITTED</b>	
1	Company Registration Certificate		
2	GST Registration Certificate		
3	Cover Letter		
4	Company Profile		
5	Project Cost and Payment Terms		
6	Portfolio/Profile		
7	Relevant Past Experience/Expertise		
8	Project Implementation plan with timeline		
9	Related Party Disclosure (Form A)		

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## RELATED PARTY DISCLOSURE (FORM A)

Island Aviation Services Limited  
 M. Dar Al-Eiman Building,  
 Majeedhee Magu,  
 Male' 20345,  
 Republic of Maldives

[Date]

Dear Sir/ Madam,

**Project: Printing & Management of Inflight Magazine of Maldivian**  
**Bid No: 03/2024**

**Subject: Related Party Disclosure**

With the exception of the below specified, I hereby declare that, we, the party is in no way, shape or form related to Island Aviation; created either through an employer-employee agency relationship between employees or directors of Island Aviation or by way of ownership of Island Aviation.

Name of the Related Party	Designation of the Related Party	Relationship

Yours sincerely,

[Name of signatory]

[Title]

**Note:**

1. Related parties for this purpose include:
  - 1.1. Employees or directors of the Company
  - 1.2. Close family members of any employee/ director of the Company. Close family members here refer to spouse, including former spouse relatives, which comprise: siblings, cousins, uncles and aunts, nephews and nieces, lineal ancestors (presumably, it means parents, grandparents and other ancestors of direct lineage), lineal descendants (children, grandchildren and other direct descendants).