

Terms of Reference [Annex 1]

Airport Duty Free Shop – Velaana International Airport

1.0 Concept

The Government of Maldives aims to create an enabling environment for Maldivian craft workers and home-based workers to promote local productivity by establishing a retail outlet at Velaana International Airport Duty Free, which will be managed by the Business Center Corporation (BCC).

BCC is a state-owned enterprise (SOE) incorporated in 2017 to coordinate and oversee the management of regional business development service centers (BCs) established, by the Ministry of Economic Development, under the SME Act (6/20`13).

The purpose of the Business Centers (BCs) is to contribute to the establishment of an enabling business environment to support inclusive economic growth by providing and building capacity for sustainable, demand-driven business development services and to facilitate market access which will serve the growth needs of the micro, small and medium-sized enterprise (MSME) sector in the Maldives.

As the operations of the outlet and the products sold here are required to meet the requirements set forth by the Maldives Airports Company Limited (MACL) an experienced sales and marketing team will be hired by BCC to promote and sell the products.

A key area that would be emphasized through this venture is the Maldivian culture and history behind the products sold in the outlet. Once the product is sold, BCC will make the necessary arrangements to transfer the revenue to the respective owner. Proper record keeping will be ensured to meet the legal and regulatory requirements of any laws prevailing in the Republic of Maldives.

Vision

To provide a platform for local producers and manufacturers to showcase their products and craftsmanship and be able to sell it while strengthening the livelihood.

Mission

- Promote and provide a platform for local producers to sell their products beyond the domestic market.

- Contribute to the local economy by empowering entrepreneurs to create new products while enhancing local activities.
- Enable Maldivian inventors and handicraft workers to share their journey and create market linkage for these workers that can provide more opportunities and to create employment opportunities.

2.0 Product Categories

The products are not restricted to the examples in each category

Category	Example
Art	<ul style="list-style-type: none">• Paintings/ drawings• Postcards• Photographs• Play cards• Book mark• Wall art• Resin art• Other
Jewelry/Fashion	<ul style="list-style-type: none">• Necklace• Rings• Wristbands• Ankle bracelet• Tote bag• Clutch• Hijab• Hair clip• Other
Home Deco	<ul style="list-style-type: none">• Cushion• Cushion Covers• Candles• Macramé Plant Hangers• Coffee/Tea coasters• Lacquer work• Water bottles• Stone carvings• Thundu Kunaa• Ceramic bowls• Pottery• Stationaries• Note book• Diary• Pen/ Pencil• Sketch book• Other
Accessories	<ul style="list-style-type: none">• Phone/ I-pad/ laptop cover• Phone ring

- Other
- Food & Snacks**
 - Taro Chips
 - Local Snacks
 - Other
- Beauty**
 - Skin Care
 - Oils
 - Other
- Clothing**
 - Dhivehi hedhun (dress)
 - T-shirt
 - Scarf
 - Sarong
 - Swimsuits
 - Swimwear
 - Shorts
 - Other

3.0 Evaluation Criteria

Criteria	Description	Marks Allocated
Quality and Functionality	<ul style="list-style-type: none">• Durability• Usability	15 marks
Design, Creativity and Innovation	<ul style="list-style-type: none">• Concept development• Use of local arts and culture• Technique & materials• Innovation and originality• Environmental, socio-cultural or economic benefits• Sustainability	20 marks
Overall Presentation and Packaging	<ul style="list-style-type: none">• Proper labeling (for food: ingredients used / shelf Life)• Appropriate packaging• Cleanliness/neatness• Product presentation• Storage Instructions <p><i>* Maldives Food and Drug Authority certification is required for food items.</i></p>	15 marks

4.0 Required Document

1. Proposal
 - Introduction of the business
 - Product portfolio
 - Production Strategy (Details of materials sourced)
 - Materials/Ingredients used

- Production and supply capacity
 - Quality Control
 - Marketing Strategy
 - Pricing Strategy
 - Packaging
 - Success Story (Optional)
2. Identity Card
 3. Information Form
- Photocopy
 - *Annex 2*

5.0 Selection Process

1. Proposal and Product Evaluation
2. Product Inspection
3.
 - Best 50 applications will be chosen for an interview
 - During the interview, applicants shall;
 - Provide a presentation about the product/products
 - Present the physical product and provide a demonstration (if required)

6.0 Deadline: 15 pm, 3rd September 2019 (Tuesday)

Proposals and the application forms shall be submitted via email to: info@bcn.mv or to

Business Center Corporation
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 Medhuziyaarai Magu
 Tel: +(960) 3010-548