



TERMS OF REFERENCE [ANNEX 1]

AIRPORT DUTY FREE SHOP

VELAANA INTERNATIONAL AIRPORT

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### **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 Dutyfree, which will be managed by the Business Center Corporation (BCC).

BCC is a State-Owned Enterprise 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 (6/2013).

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

Categories	Example	
<b>Art</b>	Paintings/ drawings Postcards Photographs Play cards	Book mark Wall art Resin art Other
<b>Jewelry/Fashion</b>	Necklace Rings Wristbands Ankle bracelet Tote bag	Clutch Hijab Hair clip Other
<b>Home Deco</b>	Cushion Cushion Covers Candles Macrame 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
<b>Accessories</b>	Phone/ I-pad/ laptop cover Phone ring Other	
<b>Beauty</b>	Skin Care Oils Other	
<b>Beauty Food &amp; Snacks</b>	Taro Chips Local Snacks Other	
<b>Clothing</b>	Dhivehi hedhun (dress) T-shirt Scarf Sarong Swimsuits	Swimwear Shorts Other

### 3.0 EVALUATION CRITERIA

Criteria	Description	Marks Allocated
Quality and Functionality	Description Durability Usability	15 marks
Design, Creativity and Innovation	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	Proper labeling (for food: ingredients used / shelf Life)  Appropriate packaging  Cleanliness/neatness  Product presentation  Storage Instructions  * Maldives Food and Drug Authority certification is required for food items.	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	Photocopy
3. Application Form	Personal Information Form

#### 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 necessary)

#### 6.0 DEADLINE


Applications shall be submitted by 3 pm, 30 September 2019

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