

## INVITATION FOR PROPOSAL

Services/Goods Required:

Requirement for a Corporate Retainer of Island Aviation Services limited.

Date and time for information session: **15<sup>th</sup> October 2019 (11:00 Hrs.)**

Proposals submission to be held at IASL Head office on: **24<sup>th</sup> October 2019 (12:00 Hrs.)**

### Eligible Vendors

**The Vendor must submit relevant documents as per clause (s) of this document.**

- a. Vendor must be a Maldivian firm or individual providing such services as attachment.
- b. The vendor shall furnish the following documentary evidence.
  - a. All information provided will be subjected to verification by IASL. Submission of incomplete or unsigned forms will result in rejection of the proposal as non-responsive.
  - b. The project estimate and rates must be quoted in Maldivian Rufiyaa inclusive of all taxes and clearing charges.
  - c. Company registration certificate
  - d. GST registration certificate
  - e. Proposal must remain valid for a period of 60 days.

#### 1. REJECTION AND DISQUALIFICATION OF PROPOSAL

- If any of the documents mentioned under Eligible Vendors is missing in the proposal the company has the right to reject or request for a resubmission

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### Appendix A

## **SCOPE – CORPORATE RETAINER**

Scope and retainer fee must cover all marketing concepts and corporate communication activities with consistency and aesthetics to craft meaningful and functional experiences to create and bring out IAS values and voice (including human resources and all our services & products). Retainer services must provide creative support, conceptualization, consultation, art direction, copywriting and creative and visual execution for the following. Must assign or provide guaranteed amount of prioritized service time and Island Aviation should have access to the creative department at any given time.

- Development of visuals for print, Backdrops, flyers, posters, Kite Banners, leaflets, Corporate profiles and other
- Visuals for social media and website/online advertising (Facebook, Twitter, Instagram, YouTube, Online Apps, other) including GIFS
- TVC – Animation and Web Banners as required
- Brand Identity – to have a uniform identity for corporate merchandise, stationary, Calendar, any company literature including any HR related or any of Island Aviation Service or product.
- Brand Strategies – Provide consultation, strategic advice on branding and corporate uniformity for all our services/products including IAS offices, counters and lounges.
- Web/Mobile – Designing visuals or any other content
- Promotional materials : For new routes, new products such as leaflets, presentations, E-letters, backdrops, flyers, reports
- Events – Concept Development, planning and management of events and roadshows as required
- Videos for Corporate needs such as video profiles, destinations advertisements, other
- Ad Hoc artwork/designs as required

## **Proposal Documentation Check List**

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- Proposal
- Company Profile
- Proposal Cover Letter
- Disclaimer Letter
- Memorandum and Articles of Association
- Company Registration Certificate
- GST Registration Certificate
- Audited Financial Statements
- Reference of past experience and work completion letter or certificates
- Detail BOQ (Bill of Quantities) of the Proposal
- Project Delivery Period

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- Required
  - Not Required