

## INVITATION FOR PROPOSAL

Services/Goods Required:

Requirement for a Corporate Retainer of Island Aviation Services limited..

Date and time of Information Session of the Project: **28<sup>th</sup> October 2019 (11:00 Hrs.)**

Date and time for submission of Proposal: **07<sup>th</sup> November 2019 (11:00 Hrs.)**

Venue opening of Proposals:

Island Aviation Services Ltd (Head Office), M.Raaverige, Majeedhee Magu, Male', Republic of Maldives.

### Eligible Vendors

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

- a. Vendor must be a Maldivian firm providing such services as attachment.
- b. The vendor shall furnish the following documentary evidence.
  - If vendor is a firm, Profile of the Firm including the firm's shareholding structure and details.
  - A letter stating if the vendor 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).
- c. 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.
- d. The project estimate and rates must be quoted in Maldivian Rufiyaa inclusive of all taxes and clearing charges.
- e. Any vendor already providing service of corporate retainer for a competitor will not be allowed to participate in IASL Corporate retainer project. Furthermore, kindly note that after awarding of the contract, the successful vendor cannot undertake a corporate retainer project for a competitor of Island Aviation, within our contract period.

- f. Proposal must remain valid for a period of 60 days.
- g. IASL intends to apply the following criteria for the selection of a party. The proposal will be evaluated by the procurement committee of IASL. Points will be given to proposals according to the evaluation criteria below.

<b>Price offered</b>	-	<b>70%</b>
<b>Past experience</b>	-	<b>30%</b>

**Note: Letters from clients stating the successful execution of similar tasks required to attain marks for the “Past Experience” category.**

- h. The proposal submitted must contain the following. Failure to do so may result in disqualification.
1. COVER LETTER  
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. PAYMENT TERMS
    - The payment terms and arrangements quoted in Maldivian Rufiyaa (MVR) inclusive of all taxes.
  3. DISCLAIMER
    - A letter stating if 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).
  4. REJECTION AND DISQUALIFICATION OF PROPOSAL
    - If any of the documents mentioned under Clause (s) is missing in the proposal the company has the right to reject the evaluation 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
  
- Visuals (for print, social media, web & other including GIFs) – Monthly 25 on an average (resizing or amendments to smaller sizes or modifications not considered as new artworks)
- Videos (On an average for a year)
  - Company profile (2-3 minutes) – Qty - 1
  - 30 sec Videos – QTY -10 (If need be, to be combined)
- Events - Not more than 04

## 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