



11th October 2020

TERMS OF REFERENCE (ANNEX 1)

AUTHENTIC MALDIVES SHOP – HULHUMALE CENTRO MALL

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 Centro Shopping Mall in Hulhumale, 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.

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 to 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
1. Fine Art	Paintings
	Drawings
	Photography
	Computer art
2. Applied Arts and Crafts	
2.1 Home deco	Ceramics
	Glassware designs
	Cushions and Bedspreads

	Furniture
	Carpets and rugs
	Tapestry
	Embroidered items
	Metal work items
	Pottery and Basketry
	Coasters
2.2 Clothes and accessories	Clothes
	Towels, Swaddles, Napkins etc
	Bags
	Jewelry
	Hats
2.3 Stationeries and Travel related	Phone covers
	Key tags and magnets
	Passport holders
	Bags
	Neck cushions
	Luggage tags
	Others that fit into this category
3. Decorative Arts and crafts	Arts and crafts made using raw materials such as palm leaves, coir, wood ie: Thundu kuna, Lacquer vase
	Decorative embroidery
	Others that fit into this category
4. Educational	Books (Novels, short stories etc)
	Books (Notebooks, Journals, Planners etc)
	Educational Accessories and soft toys
	Bookmarks
	Stationeries
	Others that fit into this category
5. Food and beverages (shelf stable)*	Food - savory
	Food - sweet
	Beverages
6. Skin care and cosmetics (shelf stable)**	Skin care products
	Hair care products
	Make up products
	Others that fit into this category
7. Fragrances**	Perfume
	Diffusers
	Essential oils
	Candles
	Others that fit into this category

*Maldivian Food and Drug Authority Certification required for food products.

**ISO Certification or microbiology testing certification required for skin care, cosmetics and fragrances.

3.0 EVALUATION CRITERIA

Criteria	Description	Marks Allocated
Quality and functionality	Durability	15 marks
	Usability	
Design, Creativity and Innovation	Concept development	20 marks
	Use of local arts and culture	
	Technique and materials	

	Innovation and originality	
	Environment, socio cultural and economic benefits	
	Sustainability	
Overall Presentation and packaging	Proper labeling	15 marks
	Appropriate packaging	
	Cleanliness	
	Presentation	
	Storage instructions and warning/allergy labels	

4.0 REQUIRED DOCUMENTS

1. Proposal
 - a. Introduction
 - b. Business portfolio
 - c. Materials and ingredients used and where it was sourced from
 - d. Production and supply capacity
 - e. Marketing and pricing strategy
 - f. Packaging details
2. Identity Card of Applicant
3. Business Registration Certification
4. Annex 2 (Information Form)

5.0 SELECTION PROCESS

- a. Proposal and Product Evaluation
- b. Product Inspection
- c. Best 50 Applicants will be selected for interview
- d. Product presentation and demonstration required in interview

6.0 DEADLINE

All applications must be submitted before 22nd October 2020, 1500 Hours.

All applications may be submitted electronically through email to info@bcn.mv, or submitted physically to the following address:

Business Center Corporation, 6th Floor, Ma. Maadheli, Majeedhee Magu, Male'.

For further inquiries please call 330 5555 or email to info@bcn.mv