



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

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## Information Sheet

**To Hire a Party to Create and Compile  
Content, and design Layout for Destination  
Guide and Product Directory 2021.**

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14<sup>th</sup> March 2021

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<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)MMPRC-PRO/1/2021/17
1.2	Announcement Date:	14 <sup>th</sup> March 2021
1.3	Project:	To Hire a Party to Create and Compile Content, and design Layout for Destination Guide and Product Directory 2021
<b>2.</b>	<b>Procedure of Tendering</b>	
2.1	<b>Eligible Tenderers:</b> A Tenderer may be a sole proprietor, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture	
2.2	<b>Amendments to Tender Documents:</b> (a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda. (b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC (c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders	
2.3	Registration of Tenderers: To register please email to procurement@visitmaldives.com by Sunday, 21 <sup>st</sup> March 2021 before 1500 hrs.	
2.4	Pre-bid meeting: Not applicable	
2.5	Clarifications of Bidding document, Scope of work: Thursday, 25 <sup>th</sup> March 2021 before 1500 hrs.	
2.6	<b>Submission of Tenders:</b> Venue: Maldives Marketing & Public Relations Corporation, 2 <sup>nd</sup> Floor, H. Zonaria, Male' Date: Monday, 29 <sup>th</sup> March 2021 Time: 1000 hrs.	
<b>3.</b>	<b>Preparation of Tenders</b>	
3.1	<b>Cost of Tendering:</b> The Tenderer shall bear all costs associated with the preparation and submission	

	of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
3.2	<p><b>Language of Tender:</b></p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English or Dhivehi</b> Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English or Dhivehi</b>, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.3	<p><b>Documents Comprising the Tender:</b></p> <p>(a) Cover Letter  (b) Contract Price  (c) Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society  (d) Profile of the Tenderer  (e) Copy of GST Registration Certificate  (f) Tax Clearance Certificate issued by MIRA  (g) Other documents, if required by this document</p>
3.4	<p><b>Period of Validity of Tender:</b></p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive.  (b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>
3.5	<b>Tender Security (If required): Not Applicable</b>
3.6	<p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.8, shall be clearly marked “Alternative”.</p>
3.7	<p><b>GST:</b></p> <p>The prices shall be quoted inclusive of GST.</p>
3.8	<p><b>Alternative Tenders:</b></p> <p>It is permitted to submit Alternative Tenders.</p>
3.9	<p><b>Incomplete Tender:</b></p> <p>Any tender that does not include all information and documents stated in clause</p>

	3.3 shall be considered as Incomplete Tender.
3.9	<p><b>Conflict of Interest:</b></p> <p>A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if:</p> <ul style="list-style-type: none"> <li>(a) they have a controlling partner in common; or</li> <li>(b) they receive or have received any direct or indirect subsidy from any of them; or</li> <li>(c) they have the same legal representative for purposes of this Tender; or</li> <li>(d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or</li> <li>(e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or</li> <li>(f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or</li> <li>(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.</li> </ul>
3.11	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
4.	<b>Submission and Opening of Tenders</b>
4.1	<b>Sealing of Tenders:</b>
4.2	<p><b>Deadline for Submission of Tenders:</b></p> <ul style="list-style-type: none"> <li>(a) Tenders must be received by MMPRC at the address and no later than the date and time clause 2.6 of this document.</li> <li>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and</li> </ul>

	obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.
4.3	<p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 4.2. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p><b>Submission Documents:</b></p> <ul style="list-style-type: none"> <li>• Cover letter expressing interest. This letter should include the contract price and a timeline to deliver the contents.</li> <li>• Company Profile along with Business Registration Certificate, Tax Registration and Tax Clearance should be submitted.</li> <li>• Reference letters of previous projects undertaken during the last 3 years of at least 3 clients stating the type of work undertaken.</li> <li>• Case study of a previous project undertaken.</li> <li>• Timeline</li> </ul>
<b>5.</b>	<b>Evaluation</b>
5.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.
<b>6.</b>	<b>Tender Security and Performance Guaranty (Not applicable)</b>
<b>7.</b>	<b>Advance Payment and Advance Payment Guarantee (Not applicable)</b>
<b>8</b>	<b>Penalty &amp; Contract Termination</b>
8.1	<p><b>Penalty:</b></p> <p>MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.</p>
8.2	<p><b>Contract Termination:</b></p> <p>If the Select Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.</p>

<b>Section 2 - Evaluation Criteria</b>		
<b>Area</b>	<b>Details</b>	<b>Marks</b>
Contract Price	The party that proposes the lowest price shall get the highest marks. For others, marks will be awarded on pro rata basis	33
Profile	The company profile, registration certificate, tax registration certificate and tax clearance from MIRA should be submitted. Priority will be given to party's that does similar work.	5
Case study	A complete case study of a project undertaken by the bidder. Highest marks will be allocated to the party who submits the most complete case study.	07
Timeline	Highest marks will be allocated to the party who proposes the most reasonable and complete timeline. The timeline should include the period provided to MMPRC for confirmation of the content and the layout.	10
Reference Letters	Reference letters of previous projects undertaken during the last 3 years of at least 3 clients. This letter should clearly state the work carried out by the party.	05
Proof of Work	Proof of work carried out as mention in the reference letter should be submitted. Marks will be allocate based on the quality of the content.	15
Layout and Design	A sample of the proposed layout and design should be submitted along with the proposal. Marks will be allocated based on the most appropriate and user friendly layout and design submitted.	25
	<b>TOTAL</b>	<b>100</b>

## Section 3 -SCOPE OF WORK

### 1- Introduction

MMPRC is seeking to hire a Party to *Create and Compile Content*, and *design Layout* for MMPRC.

<b>Destination Guide 2021</b>	Estimated workload
<p>The Maldives Destination Guide is to be used <i>as guide to get information of the Maldives</i> and this will be compiled in English language and <i>translated to 10 different languages</i>. The proposed languages to be translated are Chinese, French, German, Italian, Spanish, Russian, Korean, Japanese, Turkish, Arabic.</p>	
<p>need to be written for the below mentioned headings:</p> <p>(i) General information / Welcome to Maldives</p> <ul style="list-style-type: none"> <li>▪ Weather</li> <li>▪ Geography</li> <li>▪ Airport</li> <li>▪ Transport</li> </ul> <p>(ii) Product segments</p> <ul style="list-style-type: none"> <li>▪ Thrilling side of life</li> <li>▪ Fun side of life</li> <li>▪ Colorful side of life</li> <li>▪ Spiritual side of life</li> <li>▪ Maldivian side of life</li> <li>▪ Romantic side of life</li> </ul> <p>(iii) Atolls</p> <p>(iv) Airports</p> <ul style="list-style-type: none"> <li>▪ International</li> <li>▪ Domestic</li> </ul> <p>(v) Experiences</p> <ul style="list-style-type: none"> <li>▪ Gastronomy</li> </ul>	

<ul style="list-style-type: none"> <li>▪ Island-tourism culture</li> <li>▪ Events and festivals</li> <li>▪ Male’- Capital City</li> <li>▪ Captions for the provided pictures</li> <li>▪ Listing of all properties</li> <li>▪ Unique features/experiences (eg: underwater restaurant, spa,etc.)</li> </ul>	
<p><b>Product Directory 2021</b></p>	
<p>The Product Directory will be used as a directory to get contact and other simple important information of all the tourism establishments in the Maldives and other important contact details.</p>	
<p>This directory should in a user-friendly format and content needs to be updated on a quarterly basis.</p>	
<p>The list of all registered tourism establishments along with the facilities available in the establishment to be compiled in user friendly format for the following tourism products.</p>	<ul style="list-style-type: none"> <li>❓ Resorts</li> <li>❓ Hotels</li> <li>❓ Guesthouses</li> <li>❓ Liveaboards</li> </ul>
<ul style="list-style-type: none"> <li>○ Facilities available in the establishments (Information of the contents must be tabulated) <ul style="list-style-type: none"> <li>▪ Name/island name/atoll</li> <li>▪ Distance from airport (VIA)</li> <li>▪ Mode of transportation / distance (time from airport)</li> <li>▪ Contact details (phone, e-mail, website, social media platform, QR code to image gallery)</li> <li>▪ Payment methods</li> <li>▪ Restaurants (Type of restaurants e.g.: Italian, Indian)</li> <li>▪ Unique features/experiences (e.g.: Underwater restaurant)</li> </ul> </li> </ul>	
<p>In addition to the above, the following full</p>	



<p>contact details of the below mentioned should be compiled and included in the Product Directory.</p> <ul style="list-style-type: none"> <li>▪ Travel Agents / Tour Operators</li> <li>▪ Airlines</li> <li>▪ HonoraryConsulates</li> <li>▪ High Commissions / Embassies</li> <li>▪ Tour Operators / Travel Agents</li> <li>▪ Associations</li> <li>▪ Maldives PR Representatives abroad</li> <li>▪ Other members</li> </ul>	
<p><b>Layout and Design</b></p> <p>The party should provide a sample of the proposed layout and design for the Destination Guide and Product Directory.</p>	<p>Print or digital layout?</p>
<p><b>Additional Information</b></p> <p>3.1 A complete and up to date list of all registered facilities and a list of the PR Representatives will be provided by MMPRC. However, it is the responsibility of the selected party to verify and update the list.</p> <p>3.2 All MMPRC Members to be identified in the Directory. A list of the members will be provided by MMPRC.</p> <p>3.3 <b>The product directory is to be updated and published on a quarterly basis.</b></p> <p>3.4 It is the responsibility of the Bidder/Respondent to ensure that all the relevant information required for the project is up to date.</p>	<p>How do we do this?          Quarterly basis for how many years?          And is this for both the Destination Guide 2021 and Product Directory 2021?</p>