



Island Aviation Services Limited

# REQUEST FOR PROPOSAL

SELECTION AND APPOINTMENT OF A  
PASSENGER SALES AGENT (PSA) IN  
NOONU ATOLL

DATE: 14<sup>TH</sup> DECEMBER 2021

## SUMMARY

Island Aviation Services Ltd (IASL) is a hundred percent government owned limited liability company established by a presidential decree on 13th of April, 2000. The company was initially established as an airline catering for the ever-growing demand for a domestic transport network. During a span of more than twenty-one years, the company has managed to become an established business operating an International airline all while providing a variety of services within the aviation industry.

Island Aviation Services Limited is the owner and operator of the National Airline of the Maldives, *Maldivian*, and is a hundred percent government owned limited liability company. The company operates its flights out of its primary hub in Velana International Airport (IATA: MLE; ICAO: VRMM).

The company initially provided domestic air transfer services to the regional airports within Maldives, along with being the handling agent for passenger, baggage and cargo as well as operating the CIP lounge at Velana International Airport (VIA). Since then, the airline operations of the company have grown to include International and Seaplane air transfer services while the airport ground handling services has been since reassigned to the Airport Operator at VIA. In addition to providing air transfer services domestically and internationally with a broad fleet consisting of Jet, Regional and Seaplane aircrafts, Island Aviation Services, under the brand name Maldivian, provides a diversified range of services related to the aviation industry. The company currently provides Airport Lounge Services, Airport Management Services, Engineering Services, Cargo Services as well as Travel Agency Services in addition to the core service of Airline.

The company now wishes to expand its distributions and appoint Passenger Sales Agent in Noonu Atoll

In order to comply with IASL's operational and distribution plan, we now invite all interested parties to submit proposals for the appointment of Passenger Sales Agent in Noonu Atoll.

**DISCLAIMER**

This Request for Proposal (RFP) is not an agreement and neither is an offer. The purpose of this RFP is to provide interested parties with information that may be useful in formulating their Proposals pursuant to this RFP.

IASL may in its absolute discretion, but without being under any obligation to do so, update, amend, modify or supplement the information, assessment or assumption contained in this RFP.

The issuance of this RFP does not imply that IASL is bound to select or to appoint the selected , as the case may be, as it's Maldivian Passenger Sales Agent (PSA) in the region assigned and IASL reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and take any measures that it deems fit, including annulment or withdrawal of the RFP process (in whole or in part), at any time prior to the selection of the PSA and without any liability or obligation or notice for such acceptant, rejection, withdrawal or annulment.

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**TENTATIVE PROCUREMENT SCHEDULE**

The tentative procurement schedule for this procurement is as follows:

<b>Date</b>	<b>Item</b>
Wednesday, Jan 26, 2022	Request for Proposal released
Wednesday, Feb 09, 2022	Proposal submission deadline
Sunday, Feb 13, 2022	Evaluation and shortlisting RFP applications
Thursday, Feb 17, 2022	Informing shortlisted s and participants of the selection
Sunday, Feb 20, 2022	Contract negotiation with the shortlisted parties
Wednesday, Feb 23, 2022	Final selection and execution of the Agency Agreement

The above schedule is subject to change. All changes shall be communicated to Parties through email.

This document contains instructions on the preparation and submission of the Application. All tender documents will be posted in <https://maldivian.aero/media/>

**NOTICES AND CLARIFICATIONS REQUESTED BY THE APPLICANTS**

Inquirers or requests for additional information on any aspect of the RFP bidding process, must be sent via e-mail, on or before February 08<sup>th</sup>, 2022 to [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero) / [mohamed.shae@iasl.aero](mailto:mohamed.shae@iasl.aero) and copied to [mohamed.ziyau@iasl.aero](mailto:mohamed.ziyau@iasl.aero).

Any clarifications originated by Island Aviation will be distributed to all interested parties.

All notifications, communications, or clarifications regarding the bidding process from Island Aviation will only be issued by Procurement Admin ([procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero) / [mohamed.shae@iasl.aero](mailto:mohamed.shae@iasl.aero)).

### **SUBMISSION OF PROPOSAL**

Interested Applicants who meet the eligibility criteria shall submit the Proposals along with the completed clearly marked “RESPONSE TO RFP SELECTION AND APPOINTMENT OF A PSA IN NOONU ATOLL” in the Subject along with the supporting documents on February 09<sup>th</sup>, 2022 between 1400hrs and 1500hrs local time in Maldives (GMT + 0500hrs) to [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero) / [mohamed.shae@iasl.aero](mailto:mohamed.shae@iasl.aero)

Applicants shall warrant the veracity of all the information and/or data provided in their bid. Applicant shall be the sole responsible for the false information included therein or any omissions.

Island Aviation will not accept proposals from brokers or intermediaries.

## INSTRUCTION TO PARTIES

### PURPOSE

Island Aviation Services Limited, having its registered office at M. Raaverige, Majeedhee Magu, Male' City 20345, Republic of Maldives, is interested in appointing a Passenger Sales Agent (PSA) for Maldivian in Noonu Atoll. IASL invites sealed Proposals valid for 90 days from the date of opening the Proposals from companies operating in Noonu Atoll to act as the Passenger Sales Agent of Maldivian as per this document, providing services stated hereunder and establish Maldivian's presence in the region assigned. All Parties are advised to study the RFP carefully.

### TERM OF CONTRACT

The initial contract period for the PSA is expected to be for three (3) years from the date of appointment, (unless terminated earlier). This initial contract period may however be changed by IASL at any time prior to the award of business.

### FORM OF APPLICATION

1. Applicants should read all the terms and conditions in the RFP fully and carefully, and any application submitted pursuant hereto shall be deemed accepted thereof.
2. Applications submitted in any form or on terms other than those prescribed in the RFP shall not be considered.

### INCENTIVES

The PSA shall be paid Sales Commission in accordance with the terms that will be set forth in the agreement.

### PREREQUISITES

1. The business entity requesting to be appointed shall have an approval for issuance of airline ticketing by the Civil Aviation Authority, Maldives. As well business entity and/or its owner and managers must have the requisite official registration / or license to trade registered in Maldives
2. A marketing and sales plan of 1 year stipulating for promotion to capture the market share for Maldivian product in competitive markets should be submitted and actively executed. An assessment of the plan is outlined below
  - a. How well has the branding been carried out by the agent (as per standards of IAS)?
  - b. Has the target customers clearly been determined?
  - c. What is the agent's distribution strategy about the product/service of IAS?
  - d. Selling techniques of the agent to gain market share?
  - e. Strategies/offers determined by the agent to gain customers?
  - f. Advertising techniques of the agent (use of social media/ display of marketing materials/ methods used by agent to inform the customers?
3. The premises should have a counter dedicated to Maldivian sales. The outlet should have Maldivian's logo displayed at the main entrance of the outlet. The outlet should have sufficient protection and security. It is



the responsibility of the agent to ensure the premises are according to the instructed standards in the criteria and agreement. The standards are to be implemented within 3 months from the date of signing of the renewed agreement and failure to adhere will result in termination of the agreement. All the PSA's must be informed of any changes to slogan and logo within one week of the formal change after which all PSA's will be required to bring the required changes in a maximum of 1 month time. The office space must have minimum of 100sq feet with a separate entrance. It should also have an outlet with a minimum two staff and 5 customer seating capacity. The potential candidates shall submit a drawing of the office which will be further evaluated

4. Any PSA applying for approval shall have minimum 3 (three) qualified (English, Dhivehi and Computer Literacy). It is mandatory requirement to have 1 (one) out of 3 (three) staff who is trained in Basic Reservation & Ticketing with airline knowledge.

#### ADDITIONAL REQUIREMENTS

Following are additional criteria for the Applicants:

1. Internet speed of 512 kbps, this is the minimum adequate requirement for the airline system processing.
2. Minimum working hours of the agency must be 0900 – 1700hrs on official working days. Changes in working hours will be informed by IASL to agents based on the requirement of IASL.
3. The applicant or its managers and principal shareholders shall not have record of willful violations fiduciary obligations incurred in the course of business.
4. Any two PSA or the ticket outlet of IAS cannot be placed at the same location. Location here is defined as the same, opposite and adjacent buildings or block.
5. The logo must have the slogan of IASL. In a case it is changed, it is the responsibility of the agent to update the slogan and make changes as necessary without damaging the brand image of the company.
6. The premises should have a pleasant interior and the usage of colors of Maldivian in order to portray the brand based on the layout and artwork provided by IASL.
7. Initially any PSA upon appointment will be evaluated based on 6 months' performance.
8. All appointed PSA's shall oblige with the terms and conditions specified in the agreement with reference to ensuring assigned targets are met and failure to do so may lead to termination of the agency.
9. All agents are required to TOP UP on a minimum allocated amount specified in the agreement.

#### DOCUMENTS REQUIRED

The Application document should include the following:

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. Company's legal documentations.
3. Company Profile: If PSA is a firm, Profile of the Firm including the firm's shareholding structure and details
4. Marketing Plan: Marketing plan for the duration of the PSA appointment covering the areas specified in the Proposal Submission section in this Instruction to Parties
5. Proposal: Covering the areas specified in the Proposal Submission section in this Instruction to Parties

6. Information About Party's Technical and Financial Capacity and Relevant Experience:
  - 6.1. Provide information about the Party's capacity and experience as a PSA in the attached form (Form C)
  - 6.2. Organizational experience as a PSA with letters of reference. If past experiences are not accompanied with an official letter of reference marks will not be awarded to that section.
7. Signed RFP Application Form (Form A) along with documents included in the checklist
8. Letter of Undertaking by the Applicant (Form B)

#### PROPOSAL SUBMISSION

Applicants are required to submit application detailing the following information:

1. Identification of agency (legal entity which will hold the PSA)
  - 1.1. Legal name of organization
  - 1.2. Trade name, if different from above
  - 1.3. Full address and telephone number of the Main Office
2. General information
  - 2.1. Specify type of business entity
    - 2.1.1. Sole Proprietorship
    - 2.1.2. Partnership
    - 2.1.3. Limited Liability Company
    - 2.1.4. Others (describe)
  3. If owned by another organization, details of the parent organization
    - 3.1. Legal registered name of the parent organization. Indicate its address.
    - 3.2. Principal business of the parent organization
    - 3.3. Indicate your bank references
  4. Staff details
    - 4.1. Field sales agents (Passenger)
    - 4.2. Ticket/Reservation agents
    - 4.3. Facilitation / Support agents
  5. Premises of organization (provide details of the current offices)
    - 5.1. Office space:
      - 5.1.1. Office Address
      - 5.1.2. Floor location
      - 5.1.3. The surface area of the office
      - 5.1.4. Actual space utilized for the sale of international air transportation
      - 5.1.5. The means of access the public has to the Travel Agency
      - 5.1.6. If the entire office is not dedicated for the Travel Agency, indicate how the portion of the office for the Travel Agency is separated from the other business
    - 5.2. Normal business hours and days of the week the office is open
    - 5.3. Location of the premises. If the location is not in the main business area of the city, the means of access the public to the Travel Agency shall be submitted
    - 5.4. Means by which the premises are identified as a Travel Agency
    - 5.5. Attach photographs of the exterior and of the interior of the location
    - 5.6. Details of Branch Offices if any
  6. Details of other PSA Appointments held in the past and currently held
  7. Marketing and sales plan for the term (two years):
    - 7.1. Target customers
    - 7.2. Selling and distribution techniques of the agency to gain market share in the region and beyond
    - 7.3. Strategies/offers determined by the agency to gain customers
    - 7.4. Forms of advertising used by agent to inform the customers

The Application must be submitted in the English language. All required information must be provided, responding clearly and concisely to all the points set out. Any application which does not fully and comprehensively address this Request for Proposal may be rejected.

Island Aviation holds the right to reject a Proposal in the following circumstances:

1. If less than two Parties have been submitted from each category, the Island Aviation has the right to continue or reject the evaluation or request for a resubmission of that category.
2. If any of the documents mentioned above in the documents required is missing from the Proposal the Island Aviation has the right to reject the evaluation or request for a resubmission

Applications shall be evaluated in accordance with the Party's demonstrated capacity and experience and expertise. The awarding criteria and weightage will be annexed to this document.

Applications may be modified or withdrawn in writing, prior to the closing time specified in this Request for Proposal. Applications shall not be modified or withdrawn after the deadline.

Parties shall bear all costs associated with the preparation and submission of the Application and Island Aviation will not in any case be responsible and liable for the costs incurred.

All information given in writing to or verbally shared with the Party's in connection with this Request for Proposal is to be treated as strictly confidential. The Party's shall not share or invoke such information to any third party without the prior written approval of Island Aviation. This obligation shall continue after the procurement process has been completed whether or not the Party is successful.

All materials submitted in Response to the Request for Proposal shall become the property of Island Aviation. Proposals and supporting materials will not be returned to the Party.

Island Aviation further reserves the right to accept or reject any Application, and to cancel the procurement process and reject all Applications, at any time without thereby incurring any liability to the affected Party's or any obligation to inform the affected Parties of the ground for Island Aviation's action.

**PROPOSALS WILL BE EVALUATED BASED ON THE FOLLOWING CRITERIA**

**OPERATIONAL PARAMETERS**

For tender evaluation, applicants must provide Agency's profile with documentary evidence/proof demonstrating company's professionalism, legal status, managerial competencies, years in operation, financial strength, technical expertise, number of PSA holdings, number of employees and sales outlets/branches in the region:

#	Description	Points
1	<b>Locally registered firm/company</b>	
	Registered	01
	Unregistered	00
2	<b>Experience as a Passenger Sales Agent</b>	
	More than 10 years	10
	More than 07 years and less than 10 years	08
	More than 05 years and less than 07 years	06
	More than 03 years and less than 05 years	04
	More than 01 years and less than 03 years	02
	Less than 01 year	01
3	<b>License to Operate as a Travel Agent in the Maldives</b>	
	Licensed	01
	Unlicensed	00
4	<b>No legal dispute in the past with Maldivian</b>	
	No legal dispute in the past	01
	Had a legal dispute in the past	00
5	<b>Accessibility to Ticketing Office</b>	
	Ground floor, main road, capital island	10
	Ground floor, side road	08
	1st & 2nd floor, main road	06
	3rd & 4th floor main road	04
	1st, 2nd & 3rd floor in other areas	02
6	<b>Ability to submit Bank Deposit</b>	
	Able to submit	02
	Unable to submit	00
7	<b>Sufficient qualified staff</b>	
	More than 5 Trained staff	10
	4 Trained staff	08
	3 Trained staff	06
	2 Trained staff	04
	1 Trained staff	02
	No Trained staff	01

### SCOPE OF WORK

Applicants should read all the terms and conditions contained in this RFP and its Annexures fully and carefully and any application submitted pursuant hereto shall be deemed acceptance thereof. Application submitted in any form or on terms other than those prescribed in the RFP shall not be considered.

1. The selected Applicant will be appointed PSA in the region assigned.
2. The PSA is expected to represent Maldivian across the region in connection with the sale of Maldivian products and services.
3. The solicitation and promotion of sale of passenger transportation on the regular air services of Maldivian
4. Prominent display of Maldivian's advertising, publicity and marketing collateral in all marketing and sales locations of the PSA in the region.
5. Promptly conveying all instructions, special notices, guidelines and advice sent to the PSA by Maldivian to its staff and other sales outlets in the region.
6. Issuance of passenger tickets or electronic miscellaneous documents, as appropriate, in connection with all sales made on behalf of Maldivian.
7. The PSA must either:
  - 7.1. Provide a Security Deposit in an amount equivalent to the financial exposure.
8. Provide, furnish and maintain at the sole expense of the PSA, a suitable, independent office space to be used exclusively for Maldivian, with adequate and visible signage.
  - 8.1. The agency shall dedicate a minimum of 03 of its employees to providing the services of the Maldivian which consists of a 2 Reservation & Ticketing staff.
  - 8.2. The office should have Maldivian logo displayed at the main entrance of the outlet. It is the responsibility of the agency to ensure the premises are according to the below minimum standards. The applicant must submit a drawing of the office for evaluation by Maldivian.
    - 8.2.1. Office space with separate entrance
    - 8.2.2. Dedicated counter for Reservation & Ticketing
    - 8.2.3. Minimum of 5 seating capacity for customers.
9. Conceptualize plan, supervise and execute all marketing and sales activities of Maldivian in the region assigned
10. Compile creative marketing ideas for the promotion of the airline
11. Enhancing the goodwill of Maldivian in the Region of the PSA and strengthen relations with authorities and the public
12. Distribution of airline products, promotional and other publicity materials provided by the airline to the travel trade
13. The applicant must submit a sales plan stipulating a plan to achieve monthly sales target of MVR 1,500,000.

**REQUEST FOR PROPOSAL APPLICATION FORM (FORM A)**

<b>COMPANY INFORMATION</b>	
Company Name	
Correspondence Address	
Registered Address	
Date of Incorporation	
Name of Representative	
Designation of Representative	
Contact No.	
Email Address	

<b>COMPANY OPERATION</b>	
Business Sector	
Details of Business / Work	
No. of Employees	
Previous Experience	

REQUIRED DOCUMENTS		TICK IF SUBMITTED	
		PARTY	IASL
1	Company Registration Certificate		
2	Cover Letter		
3	Company Profile		
4	Company's legal documentations		
5	Marketing Plan		
6	Proposal		
7	Documents showing experience in field (i.e. reference letter)		
8	Key Employee Education and Experience		
9	Signed RFP Application Form		
10	Letter of Undertaking by the Applicant		
11	Information about the Party's capacity as a PSA in the attached form		

**LETTER OF UNDERTAKING BY THE APPLICANT (FORM B)**

*[On the letter head of the Applicant]*

Island Aviation Services Limited  
M. Dar Al-Eiman Building,  
Majeedhee Magu,  
Male' 20345,  
Republic of Maldives

[Date]

Dear Sir/ Madam,

**Subject: Undertaking for appointment of Passenger Sales Agent in Noonu Atoll**

We [please insert the full name of the Applicant] hereby declare and confirm that we have read and understood all the terms and conditions of the RFP and that the said terms and conditions are acceptable to us. We accept that if the documents submitted by us along with the Proposal are found to be inadequate, false, incorrect, misleading or incomplete, the Proposal may be rejected without assigning any reasons therefore. In addition, Maldivian reserves its right to prohibit us from participation in any further tenders of Maldivian.

We acknowledge that Maldivian reserves itself the right to reject the Proposal without assigning any reason thereto. We further acknowledge that Maldivian is not bound to accept any Proposal. We also acknowledge that Maldivian may share the Proposal and any other information provided by us during the RFP process or at any time thereafter with its advisors and agents, and we consent to the same.

The provision of the services outlined in this RFP, by us to Maldivian, will not create any conflicts of interest or appearance of impropriety, and we hereby identify Maldivian, its clients and/or officers and/or directors and/or employees and hold them harmless in this regard.

Yours sincerely,

[Name of signatory]

[Title]

Note: 1. This document is required to be notarized from a registered Notary Public.



**INFORMATION SHEET (FORM C)**

<b>PSA EXPERIANCE</b>	
Airline Name	
Airline Address and Contact Details	
Appointment as PSA	
Expiry/Termination of PSA Appointment	

- Note:
1. Use separate sheet for each eligible PSA relationship.
  2. Supporting Documents: Letter of Reference from the respective Airline
  3. If supporting documents are in a language other than English certified English translations of the documents are required.

**ANNEXURE I – ONLINE BID SUBMISSION GUIDELINE**

1. Submission Timeline: All bidders are requested to submit the proposals between **1400hrs and 1500hrs local time in Maldives (GMT + 0500hrs) on February 09<sup>th</sup>, 2022** as per the Tentative Procurement Schedule.
2. All Bidders are required to submit their proposals via email to [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero) / [mohamed.shae@iasl.aero](mailto:mohamed.shae@iasl.aero) and copied to [mohamed.ziyau@iasl.aero](mailto:mohamed.ziyau@iasl.aero).
- 2.1. Note: Bids submitted by any party after the specified time period shall be disqualified. IASL will not take responsibility for any Bid that gets disqualified due to the party's failure to submit the proposal within the specified time period.
3. Mail Capacity: The maximum capacity of a single mail is 25mb. Therefore, Bids that are larger than 25mb must be emailed in separate emails to the submission email thread [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero) / [mohamed.shae@iasl.aero](mailto:mohamed.shae@iasl.aero) within the instructed timeframe.