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# REQUEST FOR PROPOSAL

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PROJECT NAME: CORPORATE UNIFORM AND APPAREL BRANDING CONSULTANCY

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<b>Proposal Number</b>	P-33-2022	<b>EOI Registration Date</b>	3 <sup>rd</sup> June 2022, 23:59Hrs
<b>Bid Announcement Ref</b>	IAS/MIS/2022-1268	<b>Information Session Date and Place</b>	<ul style="list-style-type: none"><li>• 6<sup>th</sup> June 2022, 11:00Hrs</li><li>• M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives</li></ul>
<b>Proposal Submission Date</b>	21 <sup>st</sup> June 2022, 11:00Hrs		
<b>Bid Submission Address</b>	M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives		

Island Aviation Services Ltd. is seeking proposals for the requirement as specified in this document. Interested parties are invited to submit their proposals for the supply of the goods and services as instructed in this document. Please ensure that all submissions comply with the instructions. Failure to comply with the instructions may result in disqualification of the proposals.

MAY 29, 2022

ISLAND AVIATION SERVICES LIMITED

M.Dar-Al-Eiman Building | Majeedhee Magu | K.Male' | Maldives

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## 1. Invitation to Proposals

### SUMMARY

Island Aviation Services Limited (IASL) is an incorporated limited liability company operating under the registration number **C-0830/2007** and having its registered office in **M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives**. IASL is the National Airline of the Republic of Maldives and is wholly owned by the Government of Maldives. In addition to Air Transport Services, IASL offers various other aviation related services such as Air Cargo, Airport Management, Aircraft Engineering, and Ground Handling Services.

*Maldivian* owned and operated by Island Aviation Services Limited (Hereinafter referred as "THE AIRLINE" in this Request for Proposal invites sealed proposals valid for 90 days from the date of opening the proposals from interested parties, to submit their proposal for Corporate Uniform and Apparel Branding Consultancy.

All parties are advised to study the Proposals Document carefully.

## 2. Information for Participants

### 2.1. Goods / Services Required

The purpose of this request for proposal (RFP) is to enter into an agreement with a qualified Consultancy Firm or a registered Individual to provide the services (more clearly detailed under Scope of Work in this RFP) to the Airline under a Corporate Uniform and Apparel Branding Consultancy Agreement.

### 2.2. Eligible Participants

**The Parties must submit relevant documents as per the details below.**

- a) Party must be a Firm or a Sole Proprietor that has experience and expertise in branding, designing, and developing corporate uniforms and apparel.
- b) The party must be registered with Maldives Inland Revenue Authority (MIRA) and submit below documents:
  - a. Company Registration Certificate
  - b. GST Registration Certificate (if applicable)
- c) The Application must be submitted in 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.

### 2.3. Guideline for PROPOSAL Submission:

Parties are required to attend an information session as per the details below.

<b>Date of Information Session</b>	<b><u>6<sup>th</sup> June 2022, 11:00Hrs</u></b>
<b>Venue For Information Session</b>	Island Aviation Services Ltd (Head Office), M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives.

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#### 2.4. Proposal Submission

<b>Venue for Proposal Submission</b>	Island Aviation Services Ltd, Dar Al Ei-man Building, Majeedhee Magu, Male' Maldives
<b>Date and Time</b>	<p style="text-align: center;"><b><u>21<sup>st</sup> June 2022, 11:00Hrs</u></b></p> <p><b>Note: No party will be allowed after the mentioned time.</b></p>

All required information must be provided, responding clearly and concisely to all the points set out. Any proposal which does not fully and comprehensively address this Request for Proposal may be rejected.

#### 2.5. Documents Required with Proposal

The Proposals Proposal Document **must** comprise of the following:

<b>Cover Letter</b>	The cover letter for the proposal must be signed by an authorized person who has the authority to bind the Proposal to a Contract;
<b>Company / SP Profile</b>	Profile of the Firm including the firm's shareholding structure and details
<b>Payment Terms</b>	<ul style="list-style-type: none"> <li>• Payment Terms and arrangements quoted in Maldivian Rufiyaa (MVR) inclusive of all taxes.</li> <li>• Proposal must remain valid for a period of <b>90</b> days after the date of Proposal Submission.</li> </ul>
<b>Financial Capacity and Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Details of branding and designing related projects undertaken with letter of completion from client.</li> <li>• If experiences are not accompanied with an official letter of completion by the client, marks will not be awarded to that section.</li> </ul>
<b>Related Party Disclosure (Form A)</b>	<ul style="list-style-type: none"> <li>• The form (Template annexed to this document) serves to justify that the party 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).</li> </ul>
<b>Proposed Concept Design</b>	<ul style="list-style-type: none"> <li>• A general concept design of below uniforms. <ul style="list-style-type: none"> <li>a. A Corporate T-Shirt</li> <li>b. Cabin Crew uniform</li> <li>c. A uniform for ground staff who serve in customer service areas.</li> </ul> </li> </ul>

- a) Island Aviation Services Ltd reserves the right to reject a Proposal in the following circumstances:
- i. If less than two total proposals are received, Island Aviation Services Ltd has the right to continue or reject the evaluation or request for a resubmission.

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- ii. If any of the documents mentioned and information required for the evaluation criteria is missing from the proposal the Airline has the right to reject the evaluation or request for a resubmission.
  
- b) Proposals shall be evaluated in accordance with the Party's demonstrated capacity and experience and expertise.
- c) 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.
- d) 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 IASL. This obligation shall continue after the procurement process has been completed whether the Party is successful.
- e) All materials submitted in Response to the Request for Proposal shall become the property of IASL. Proposals and supporting materials will not be returned to the Party.
- f) IASL will only accept one proposals document from every party.
- g) To assist in the evaluation and comparison of proposals, IASL may, at its discretion, request any party for clarification of its proposals. This will be clarified in writing, but no change in substance or price of the proposals will be sought.
- h) IASL will evaluate and compare only those proposals determined to be responsive in accordance with requirements specified in the proposal.
- i) IASL will award the contract in writing to the party who scores the highest marks in compliance with the criteria provided.
- j) Upon furnishing by the successful party, IASL will promptly notify the other parties through telephone or email that their proposals have been unsuccessful.

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## 2.6. Evaluation Criteria

IASL intends to apply the following criteria for the selection of proposals. Points will be given to proposals according to the evaluation criteria below.

Category	Details	Points
<b>Price Offered</b>	<p>Each party's price is used to identify their relative position on a 0 – 20 price scale. This is done by allocating the lowest priced qualified proposals 20 points and scaling-down the remaining party's score in relation to this, based on the price proposed by the party.</p> <p><i>Price percentage = 20 x (lowest price / quoted price)</i></p>	<b>20%</b>
<b>Relevant Past Experience</b>	Letters from clients stating the successful execution of similar tasks or evidence of related works to attain marks for the "Past Experience" category.	<b>10%</b>
<b>Delivery</b>	Estimated delivery period with number of days required to complete the tasks specified under scope of work.	<b>20%</b>
<b>General Concept Design</b>	<p>Submitted concept design of:</p> <ul style="list-style-type: none"> <li>d. Corporate T-Shirt</li> <li>e. Cabin Crew uniform</li> <li>f. Uniform for ground staff who serve in customer service areas.</li> </ul>	<b>50%</b>

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**3. Scope of Work**

The scope of services required by the Firm or Individual will include:

2. Re-designing and re-branding of a bespoke corporate uniform and apparel for the following functions of the Airline while retaining the current corporate identity, in alignment with the attached livery.
  - a. A Corporate T-Shirt
  - b. Cabin Crew uniform
  - c. A uniform for ground staff who serve in customer service areas.
  - d. Lanyard for all staff
  - e. Raincoat for all staff

Materials and Accessories list	
Male	Female
Tie (for functions mentioned above in a,b,c)	Veil (for functions mentioned above in b,c)
Tiepin (for functions mentioned above in a,b,c)	Pin (for functions mentioned above in b)
Nametag (for functions mentioned above in b,c)	

3. The branding and design must reflect the image of the Airline and Maldives based on thorough research, and must ensure continuity between the Male and Female uniform such that they complement each other.
4. Selecting colors and fabrics that will harmonize with the corporate image, culture and the environment of Maldives.
5. To deliver a bright and welcoming yet professional corporate uniform and apparel reflective of the stature of Island Aviation Services Ltd.

**CONTRACT DURATION**

The duration of the contract should not exceed 4 months.

**PAYMENT TERMS**

Payment will be settled based on the deliverables below within 10 days of design acceptance:

- A Corporate T-Shirt
- Cabin Crew uniform
- A uniform for ground staff who serve in customer service areas.
- Lanyard for all staff
- Raincoat for all staff

### Submission Check List

REQUIRED DOCUMENTS		TICK IF SUBMITTED	
1	Company / SP Registration Certificate	<input type="checkbox"/>	<input type="checkbox"/>
2	GST Registration Certificate (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>
3	Cover Letter	<input type="checkbox"/>	<input type="checkbox"/>
4	Company / SP Profile	<input type="checkbox"/>	<input type="checkbox"/>
5	Project Price and Payment Terms	<input type="checkbox"/>	<input type="checkbox"/>
7	Relevant Past Experience	<input type="checkbox"/>	<input type="checkbox"/>
8	Concept Design <ul style="list-style-type: none"> <li>• A Corporate T-Shirt</li> <li>• Cabin Crew uniform</li> <li>• A uniform for ground staff who serve in customer service areas.</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
9	Related Party Disclosure Form	<input type="checkbox"/>	<input type="checkbox"/>

## RELATED PARTY DISCLOSURE (FORM A)

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

[Date]

Dear Sir/ Madam,

**Project: Corporate Uniform and Apparel Branding Consultancy**

**Subject: Related Party Disclosure**

With the exception of the below specified, I hereby declare that we, the party is in no way, shape or form related to Island Aviation; created either through an employer-employee agency relationship between employees or directors of Island Aviation or by way of ownership of Island Aviation.

Name of the Related Party	Designation of the Related Party	Relationship

Yours sincerely,

[Name of signatory]

[Title]

**Note:**