



# REQUEST FOR PROPOSAL

Creating a brand for MALDIVIAN AVIATION ACADEMY

<b>Bid Number</b>	13/2022	<b>EOI Registration Date</b>	2 <sup>nd</sup> July 2022, 11:00 Hrs
<b>Bid Announcement Ref</b>	IAS/MIS/2022-1403	<b>Information Session Date and Place</b>	<ul style="list-style-type: none"><li>Date and time will be disclosed to all parties that submit EOI on time</li></ul>
<b>Bid Submission Date</b>	Date and time will be disclosed to all parties that submit EOI on time		
<b>Bid Submission Address</b>	M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives		

Island Aviation Services Ltd. is seeking bids to create a brand for its training school, Maldivian Aviation Academy. Interested bidders are invited to submit their proposals to create a brand for Maldivian Aviation Academy 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 bid.

JUNE 26, 2022

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## 1. Invitation to Bid

### SUMMARY

Island Aviation Services Ltd (IASL) is a limited liability company wholly owned by the government. Island Aviation Services Limited is the owner and operator of the National Airline of the Maldives, *Maldivian*. The company operates its flights out of its primary hub in Velana International Airport.

IASL has recently established a new company named “Maldivian Aviation Academy” to build people on aviation related field.

Island Aviation Services invites sealed bids valid for **90** days from the date of opening the bids from Maldivian companies, for procuring requirement as detailed in this document. All bidders are advised to study the Bid Document carefully.

## 2. Information for Bidders

### 2.1. Goods / Services Required

This document includes information relevant to submit a proposal to create a brand for Maldivian Aviation Academy application procedure for applicants and guidelines to prepare the applications.

### 2.2. Eligible Bidders

#### 2.2.1. Eligibility

- a) The bidder should be a Business Entity registered under the Business Registration Act of the Maldives for the last 3 years from the date of this RFP. The bidder must have its own operational office in Maldives and registered with Maldives Inland Revenue Authority (MIRA) and submit below documents:
  - i. Company Registration Certificate
  - ii. GST Registration Certificate (if applicable)

#### 2.2.2. Compliance Statement

Proponents shall state that the offer is made in accordance with the Request for Proposal. Proponents who offer additional or alternative conditions shall clearly state those in their proposals.

#### 2.2.3. Evaluation of proposals

The Proposal will be evaluated by Bid Evaluation Committee. Points will be given to proposals according to the evaluation criteria in Section 2.6. All the proposals will be ranked in descending order based upon total score and the party who score highest points will be awarded the contract.

#### 2.2.4. Language of Proposal

The proposal documents must be in written in English.

**2.2.5. Clarifications about RFP**

Prospective Bidder requiring any clarification on the Bidding documents may notify Island Aviation Services Ltd (IASL) in writing to the mentioned below addresses,

Email: [mooath.mohamed@iasl.aero](mailto:mooath.mohamed@iasl.aero)

Copied to: [mohamed.ziyau@iasl.aero](mailto:mohamed.ziyau@iasl.aero) , [procurement.admin@iasl.aero](mailto:procurement.admin@iasl.aero)

All questions and responses will be copied to all parties. (Bidder will not be identified).

**2.2.6. Communications**

Except as provided in the preceding section relating to questions about this RFP, Proponents shall not contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with a Client employee concerning this RFP is not binding on Client and shall in no way alter a specification, term or condition of this RFP or any contract documents.

**2.3. Guideline for BID Submission:**

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

<b>Date of Information Session</b>	Date and time will be disclosed to all parties that submit EOI on time
<b>Venue For Information Session</b>	Island Aviation Services Ltd (Head Office), M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives.

Kindly note that attendance for the information session is **mandatory** and Bids will not be accepted of any party that does not attend the mentioned session on time.

**2.4. Bid Submission**

<b>Venue for Bid Submission</b>	Island Aviation Services Ltd (Head Office), M.Dar-Al-Eiman Building, Majeedhee Magu, K.Male', Maldives.
<b>Date and Time</b>	Date and time will be disclosed to all parties that attend the information session

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**2.5. The Bid Proposal Document must comprise of the following:**

No.		
1	<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;
2	<b>Company Profile/Portfolio</b>	<ul style="list-style-type: none"> <li>• Profile of the Firm including the firm’s shareholding structure and details;</li> <li>• Portfolios/ Illustrations</li> </ul>
3	<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• List of experience in similar projects with letters of completion. If past experiences are not accompanied with an official letter of completion by the client, marks will not be awarded to that section.</li> <li>• Credentials and key personnel - Agency overview and experience and team profiles</li> </ul>
4	<b>Related Party Disclosure (Form A)</b>	The form serves to justify that 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).
5	<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 90 days after the date of Proposal Submission</li> </ul>

- a) Island Aviation Services Ltd reserves the right to reject a Proposal in the following circumstances:
- i. If less than two total bids have been received, the IASL reserves the right to continue or reject the evaluation or request for a resubmission.
  - ii. If any of the required documents is not submitted by a party, IASL has the right to reject the BID or request for a resubmission.
- b) Proposals shall be evaluated in accordance with the Party’s demonstrated capacity and experience and expertise. The awarding criteria and weightage will be mentioned in section 2.6.
- 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 or not.
- 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) All information provided will be subjected to verification by IASL. Submission of incomplete or unsigned forms may result in rejection of the bid as non-responsive.
- g) IASL will only accept one bid document from every bidder.
- h) To assist in the evaluation and comparison of bids, IASL may, at its discretion, request any bidder for clarification of its bid. This will be clarified in writing, but no change in substance or price of the bid will be sought.
- i) IASL will evaluate and compare only those bids determined to be responsive in accordance with requirements specified in the bidding document.
- j) IASL will award the contract in writing to the bidder who scores the highest marks in compliance with the criteria decided by the Bid Evaluation Committee.
- k) Upon furnishing by the successful bidder, IASL will promptly notify the other bidders through telephone or email that their bids have been unsuccessful.

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## 2.6. Evaluation Criteria

IASL intends to apply the following criteria for the selection of bids. The Bid will be evaluated by the Bid Evaluation Committee of IASL. Points will be given to proposals according to the evaluation criteria below.

### Evaluation Criteria

Criteria	Weightage	Points available by sub-category
Experience	40%	<p>Number of similar design/branding consultancy projects (qty) where any consultation services or equivalent carried out by the bidder for businesses during the last 03 years for SOEs and/or Public Limited Companies.</p> <p>For all the stated bidder's projects, documentary evidence is required in the form of a valid official reference letter from the client evidencing a brief description of the scope of work carried out and completion, in order to be considered eligible as a project, contract or experience to give a score</p>
Delivery	25%	<p>Delivery for the total concept (10%) including all on the scope of work once the project is awarded – full points to be awarded to the bidder with the shortest delivery period</p>
Price	35%	<p>Value of the project – full points to be awarded to the proponent with the lowest price.</p>

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### 3. SCOPE OF WORK

#### Specifications

##### Background

The aim of this project is to create a brand for the company by producing a general standardized theme for all documents, marketing visuals, branding and any other imaging related aspects of the company. Our vision is to standardize an authentic, unique, uniform and a hospitable look for Maldivian Aviation Academy. Maldivian Aviation Academy will act as the training school for personnel of aviation industry.

##### Scope of Work

##### Maldivian Aviation Academy Branding project

The successful party will be required to develop and maintain a compelling brand identity that articulates what Maldivian Aviation Academy offers to the community and what makes the Academy relevant and vital to the Maldives.

1 Develop an integrated brand identity that includes:

- A) Analysis of the current market and what it offers in the form of reports and data;
- B) Determination of corporate identity and brand name, sub-brand names as deemed necessary
- C) Review and recommendation of key brand strategy for a broader market
- D) Creation of slogan, logo, website, color palette and visual identity for the brand and sub-brands as determined to be necessary

2 Work with relevant departments of Maldivian through-out the project, meeting-in person and virtually as deemed necessary by Maldivian team and the party.

The application opportunity will be opened initially for all eligible parties. After evaluation of proposals and applications the shortlisted parties will be assessed and the most suitable party will be selected.

##### Other Terms

- It is the responsibility of the winning party to ensure the deliverables does not contain Intellectual Property that will breach a third party's rights.
- All parties applying shall acknowledge and agree that all copyright and other rights of the opportunity winning parties' deliverables including rights in the drawings, text or any other content submitted to IASL in respect of this project shall be solely and exclusively owned by IASL. The award-winning party shall agree to assign all intellectual property rights, including the right to use, reproduce, modify, publish, license and/ or otherwise deal with (whether for commercial and non-commercial purpose) the submitted deliverables.



**Price Schedule of Service**

Name of Applicant: .....

Procurement Reference and Name: .....

(.....) No: .....

#	Description	Total Price (MVR) (incl. 6% GST price)	Duration
	<ul style="list-style-type: none"> <li>• A color palette</li> </ul>		
	<ul style="list-style-type: none"> <li>• Branding concept that shall include:                             <ul style="list-style-type: none"> <li>▪ Aircraft Livery for Airplanes used for flight trainings</li> <li>▪ Slogan</li> <li>▪ Templates for all documentation</li> <li>▪ Corporate identity/ image</li> <li>▪ Graphic templates for signage both digital and physical concept</li> </ul> </li> </ul>		
	<ul style="list-style-type: none"> <li>• Theme for digital interactions and social media</li> </ul>		
	<ul style="list-style-type: none"> <li>• Website design</li> </ul>		
<b>Grand Total Price</b>			
<b>Project Delivery (Days)</b>			

Note:

- Please submit the price with the detail specification given in the information sheet.
- In addition, please include following details in the quotation/ proposal:
- Breakdown of the price (if applicable)
- Price inclusive of all taxes applicable
- Quoted price should be in MVR.
- Payment terms on credit basis for a period of 30 days.
- Proposal with multiple options (other than specified above) WILL NOT be accepted.





## Submission Check List

REQUIRED DOCUMENTS		TICK IF SUBMITTED	
1	Company Registration Certificate	<input type="checkbox"/>	<input type="checkbox"/>
2	Cover Letter	<input type="checkbox"/>	<input type="checkbox"/>
3	GST Registration Certificate (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>
4	Company Profile/Portfolio	<input type="checkbox"/>	<input type="checkbox"/>
5	Project Cost and Payment Terms	<input type="checkbox"/>	<input type="checkbox"/>
6	Relevant Past Experience	<input type="checkbox"/>	<input type="checkbox"/>
7	Details of credentials and key personnel	<input type="checkbox"/>	<input type="checkbox"/>
8	Related Party Disclosure (Form A)	<input type="checkbox"/>	<input type="checkbox"/>

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## 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: Creating a brand for MALDIVIAN AVIATION ACADEMY**

**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:**

1. Related parties for this purpose include:
  - 1.1. Employees or directors of the Company
  - 1.2. Close family members of any employee/ director of the Company. Close family members here refer 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).