



REQUEST FOR PROPOSAL

**FOR PRODUCT PHOTOGRAPHY
OF MALE' WATER AND SEWERAGE COMPANY PVT. LTD**

SEPT 2022

SECTION 1

TERMS OF REFERENCE

1.1 INTRODUCTION

Male' Water and Sewerage Company Pvt. Ltd. (MWSC) requests proposals from qualified contractors to shoot and edit product photos for MWSC.

1.2 SCOPE

The Contractor would be responsible to propose concepts and provide the required photographs based on the marketing needs as explained by MWSC.

The detailed scope of work with timeline has been set out below.

SCOPE AND TIMELINE	DELIVERABLE PERIOD
CONCEPT AND STYLE	
Concept & Style based on the requirement provided by MWSC	3 Days from the date of Contract signing/PO issue date
PHOTOGRAPHY AND EDITING	
80 photos with variations, with raw files. Agency is also to provide the edited photos, with consistent filters for all photos. Submission format: Photo file format (Raw and JPEG)	7 days from the approval of the concept and Style

In order to achieve the objectives of this plan, the contractor shall:

1. Arrange and conduct meetings and consultation sessions with MWSC, required for the duration of the project.
2. Work with MWSC Marketing & Public Relations Team in developing the project as a team.

1.3 PHOTOGRAPHY REQUIREMENTS AND PROPOSAL

1.3.1 Any major modifications or variations that require a change in the prices offered at the bidding stage has to be approved in writing by MWSC before execution by the successful bidder.

1.4 DELIVERABLES

1.4.1 A Cover Letter and completed Form 2.1 (under Section 2 of this RFP), with all required documents.

1.4.2 Quotation or cost proposal with detailed breakdown for photography Quotation shall be submitted in the Rate Card format given under Form 2.4.

1.4.3 Photographer portfolio:

- Provide details of **3 similar Projects**: (Each party can submit details of maximum 2 corporate photography projects and 1 personal photography project(example, wedding shoot). Please fill out Experience Form 2.3 under Section 2 of this RFP.
- Supporting documents for all projects specified by the bidder in form 2.3 shall be submitted. This include client reference letters, certificates, or any other document that would serve as a proof of the work conducted (with the required signatures and stamps).

1.4.4 Provide qualification details of Photographer. Provide resume of the photographer as per the format (Form 2.2), under Section 2 of this RFP.

1.5 VARIABLES

Variable costs identified in this section is not required to be included in the bidder's costing proposal.

Additional variable costs that will be borne by MWSC will include:

- Additional model charges, not anticipated on the initial quotation, including costumes and makeup for the models.
- Travel, accommodation and food charges for locations outside of Male & Hulhumale.
- Travel charges will be arranged for actors and 4 persons on the crew
- Accommodation will be provided, if the travel requires a stay for more than one day
- Food will be provided, if the location shooting time goes beyond 5 hours.
- Production and purchase of props required
- Special venue hiring charges (for example, should a set be required and involves hiring of a staging area for the set) and specialized lighting and sound hiring charges, if required.

1.6 EVALUATION CRITERIA

CRITERIA	MAXIMUM POINTS
Proposed price	50
Photographer's portfolio	30
Photographer's Experience	20
TOTAL	100

1.7 GENERAL

1.7.1 Invitation to Pitch

This RFP is an invitation to tender and does not constitute an offer by MWSC to engage an agency as the supplier of services. Any proposal submitted by an agency shall be construed as an offer from that agency.

The receipt by MWSC of a proposal from an agency does not:

- (a) Constitute acceptance of any proposal by MWSC or create a binding contract; commit MWSC to make an award of a contract to any consultancy, even if that agency has complied with all of the requirements stated in this brief; or
- (b) Limit MWSC's right to negotiate with any agency (or other entity) in its best interests and at MWSC's sole direction.

1.7.2 Right of Rejection

MWSC reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more qualified agencies at the same time if such actions are in the best interest of MWSC.

Agencies will be notified of the outcome of the selection process at its conclusion. Following the proposal submission, agencies may be contacted for additional information or clarification of proposals.

1.7.3 Contract period

Successful party will enter into a Contract with MWSC. This is a one-time contract that would provide design and production services for the duration of the project as per scope.

1.7.4 Payment Plan and delay charges

Delay charges of 1% per day shall be levied on total price, if the work is not carried out as specified under 1.2 the scope of this RFP.

1.7.5 Clarifications

All questions regarding this RFP can be communicated to MWSC on or before 07th September 2022 at 1600 hours. For clarification purposes only, MWSC's address is: E-mail address: suha.saeed@mwsc.com.mv

To assist in the examination, evaluation, and comparison of Bids, and qualification of the Bidders, MWSC may, at its discretion, ask any Bidder for a clarification of its bid. Any clarification submitted by a Bidder that is not in response to a request by MWSC shall not be considered. MWSC's request for clarification and the response shall be in writing. No change in the substance of the proposals shall be sought, offered, or permitted, during this clarification.

1.7.6 Variations and cost for any additional services.

Variation may include changes to the quantities or quality of any component of the works, or changes to the sequence or timing of the works.

Additional costs for such variations shall be approved by MWSC before execution of work.

SECTION 2

FORMS OF BID QUALIFICATION INFORMATION

FORM 2.1: GENERAL INFORMATION

Each Bidder must fill in this form.

Company Name	
Company's country and year of constitution	
Head Office Address	
Bidder's authorized representative (name, telephone numbers, e-mail address)	
Company Background	
<p>Attached are copies of the following original documents.</p> <p><input type="checkbox"/> 1. Company Registration Certificate.</p> <p><input type="checkbox"/> 2. Goods and Services Tax (GST) Certificate</p>	

FORM 2.2: Team Qualification/CV

Resume of Proposed Personnel

PERSONNEL INFORMATION	Name	Date of birth
	Professional qualifications	
PRESENT EMPLOYMENT	Name of employer	
	Address of employer	
	Telephone	Contact (manager / personnel officer)
	Fax	E-mail
	Job title	Years with present employer
	Proposed position for MWSC's project	
Summarize professional experience in reverse chronological order. Indicate particular technical experience relevant to the project.		
From	To	Company / Project / Position / Relevant experience
Attached are copies of the following original documents.		
<input type="checkbox"/> Supporting documents to support employment positions in a past organization		

FORM 2.3: Experience

Here bidder may fill in details of experiences in major projects of similar types.

Project Period (month/years)	1. Contract Name/Project Name 2. Name and Address of client	Brief Description of the Works Executed by the Bidder	Project Value (MVR)
	1. 2.		
	1. 2.		
	1. 2.		
	1. 2.		

Attached is a portfolio of the designs mentioned in this form

- 1. Portfolio of the photos/videos
- 2. Supporting documents/reference letters
- 3. If any project mentioned in the form is submitted without supporting documents, the project will not be considered for evaluation.

FORM 2.4: Rate Card

No	Item Description	Unit	Amount (MVR)
1	Photography and editing (80 photos) - Inclusive of model charges	Item	
TOTAL			
GST 6%			
GRAND TOTAL			