



REQUEST FOR PROPOSAL

Package: Providing Fare marketing solutions

.....,.....2020

**AUTHORIZED REPRESENTATIVE OF VIETNAM AIRLINES JSC
DIRECTOR OF DIGITAL MARKETING DEPARTMENT**

VU NGUYEN KHOI

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No: /TCTHK-TTCĐS
Re: Request for proposal: Providing fare marketing solution.

Hanoi, , 2020

REQUEST FOR PROPOSAL

Vietnam Airlines would like to invite the company participate in the competitive offer for “Providing fare marketing solution”.

Herewith is the Request for Proposals of the package “Providing fare marketing solution”.

The Proposals should be sent us as address bellow:

- Name: Digital Marketing Department – Vietnam Airlines.
- Address: 200 Nguyen Son Street, Long Bien District, Hanoi City, Vietnam.
- Contact: Mr. Nguyen Dang Dong
- Office phone: (+84) 248732732 - Ext 1951
- Email: dongnd@vietnamairlines.com;

The deadline for submitting the Proposals: Before.....O'clock (Vietnam time) of date 2020.

Thank so much for your cooperation.

Recipients:

- As above;
- Archive: filed at Digital Marketing Department.

P.P PRESIDENT & CEO
DIRECTOR OF DIGITAL MARKETING DEPARTMENT

Vu Nguyen Khoi

1. REQUIREMENTS FOR SERVICES

1.1. Content, list of products / services

1.1.1. Name of products / services

Providing fare marketing solution.

1.1.2. List of products / services

Providing fare marketing solution, including:

- Develop and deploy flight fare web pages that apply to:
 - + All origins, destinations and O&Ds
 - + One-way and return fares.
 - + Two service classes: Economy and Business
 - + 9 languages (English, Vietnamese, Korean, Japanese, Simplified Chinese, Traditional Chinese, French, German, Russian).
 - + Using global distributed hosting AWS & CloudFlare.
- Provide business Intelligence Dashboards.

1.2. Requirements, standards of goods / services: according to the technical evaluation criteria prescribed in Section 4.2.

1.3. Location of service delivery

- Location: Vietnam Airlines JSC, No. 200 Nguyen Son Street, Long Bien District, Hanoi, Vietnam.

1.4. Service delivery time:

The supplier must delivery fare marketing solution and conduct training before 01 October 2020.

1.5. Validity of the contract: from October 2020 to September 2021

2. SUPPLIER'S ELIGIBILITY REQUIREMENTS

2.1 The Supplier's Company Certificate of Registration.

2.2 Written document that commit the supplier is not in dispute which has not yet been settled with Vietnam Airlines JSC.

2.3 Having name in only one Proposal document as the main supplier.

3. OFFERING PRICE

3.1. Offering price is the price quoted by supplier in the Offering Price after deducting the discount (if any). The price offered shall include all necessary costs for implementing the package, meeting the requirement of Request for Proposal.

3.2. In case of any discount, the supplier could submit the Letter of price deduction together with the proposal or submit it separately provided that the Letter of price deduction is received by VNA before the deadline of Proposal's submission. If the Letter of price deduction is submitted together with the Proposal Document, the supplier must inform VNA before the deadline of Proposal's submission, or must have the list of the Proposal documents including the Letter

of price deduction. The Letter of price deduction must describe in details the contents and measures of deduction applied to specific items in the offered price.

3.3. Offering price should be fill-in according to Form 3, signed by the legitimate authorized person

3.4. The offering price should be in USD (for foreign suppliers) or VND (for Vietnamese suppliers). Evaluation currency will be USD. Exchange rate from VND to USD will be the selling rate of Vietnam Joint Stock Commercial Bank for Foreign Trade announced on the day of the opening proposal documents.

4. EVALUATION CRITERIA

4.1. Capacity and Experience Requirements

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
1	The Supplier's Company Certificate of Registration.	Provide	Provide	Not provide
2	List of similar contracts, including at least 03 contracts with minimum amount USD 40,000/contract	Provide list of similar contracts in accordance with VNA requirements	Provide in accordance with VNA requirements	Not provide or provide inconsistent with VNA requirements
3	Financial statements of the last 2 years	Provide	Provide	Not provide
4	Document describing fare marketing solution	Provide	Provide	Not provide
	CONCLUSION		Pass all above requirements	Do not pass any of above requirements

4.2. Technical Requirements

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
1	Feature Requirements			
1.1	Allow automatically displaying fares on homepage of Vietnam Airlines' website according to itinerary, destination and flight time (fares will be automatically updated with a maximum delay of 48 hours from the time of the previous update)	Provide a commitment document in accordance with VNA requirements	Commit	Not commit
1.2	Fares displayed on Vietnam Airlines' website must meet the US Department of Transportation regulations			
1.3	Allows direct connection between			

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
	flight fare pages and IBE with the same departure dates/destination as flight fare pages			
1.4	Allow displaying fares in multi language, multi point of sales			
1.5	Allows display both of text and image			
1.6	Support SEO on Google, Baidu, Naver, Yandex and Yahoo			
1.7	Allows displaying prices of ancillary products such as hotels, car rentals			
1.8	Having business Intelligence Dashboards with fully information on customers behaviors (number of customers click on price page, number of customers buyi tickets ...)			
2	Payment requirements			
	Payment shall be paid in 2021	Provide a commitment document to meet the payment requirements	Commit	Not commit
3	Other requirements			
3.1	Commitment to apply technical measures to detect and prevent security holes and / or cyber attacks to avoid unauthorized intrusion. Support VNA in conducting product security assessment. In case VNA or authorities find out any security issues which may damage including but not limited to (i) VNA's reputation, (ii) VNA's brand name (iii) VNA's finance, Vendor commits to fix in 07 days and no additional cost	Provide a commitment document in accordance with VNA requirements	Commit	Not commit
3.2	Commitment to construct Remote management plan with VNA, input it in the contract, ensure it compliance with VNA's security requirement			

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
3.3	Delivery time: commit delivery fare marketing solution and conduct training before 01 October 2020			
	CONCLUSION		Pass all above	Do not pass any of above requirements

5. OTHER REQUIREMENTS

5.1. Preparation and submission of Proposal Document

5.1.1. Content of Proposal Document

- a. Proposal Document as well as all documents offer and exchanged documents relating to the competitive shall be made in English or Vietnamese.
- b. Proposal Document prepared by the Supplier shall include the following contents:
 - Proof documents for the Supplier's eligibility:
 - + The Supplier's Company Certificate of Registration;
 - + Written document that commit the supplier is not in dispute which has not yet been settled with Vietnam Airlines.
 - List of similar contracts, including at least 03 contracts with minimum amount USD 40,000/contract.
 - Financial statements of the last 2 years.
 - The documents introducing fare marketing solution.
 - Application form for offering price as provided in Form 1.
 - Letter of Authorization as provided in Form 2.
 - Offering price as provided in Form 3.
 - List of similar contracts as provided in Form 4.
 - List of document provided by the supplier in Form 5.

The Supplier must prepare 01 (one) original of the Proposals in case of sending directly or by post.

5.1.2. Valid time of Proposal Document

- The valid time of Proposal Document is 90 days since the deadline of submission as stipulated in Section 5.1.3, Point b.

5.1.3. Preparation and submission of Proposal Document

- a. The Proposal Document should be typed, printed with inerasable ink and continuous page numbers. The Application for offering price, Letter of discount (if any), offering price and supplementary documents to clarify the Proposal Document (if any) shall be signed by the supplier's legitimate representative. Inserted texts, erased texts, or overwrite in the typed document shall be only valid if accompanied by the signature of the person who signs the application and with company stamp (if any).

b. The supplier may submit Proposal Document to the VNA directly or indirectly by courier, by email or by fax before the deadline of submission at 10.00h dated, 2020. The Proposal Documents coming after the deadline of submission shall be non-responsive and rejected by VNA.

c. Proposal Document should be sent to the following address:

DIGITAL MARKETING DEPARTMENT

VIETNAM AIRLINES JSC

200 Nguyen Son Str., Long Bien District, Hanoi, Vietnam

Contact: Mr. Nguyen Dang Dong

Tel: (+84) 24 38732732 - Ext 1951

Fax: (84) 24 38273773

Email: dongnd@vietnamairlines.com

5.2. Clarification of Proposal Document

- a. During evaluating progress VNA may request the suppliers to clarify some content in their Proposal Document (including the extraordinary unit price) and ask for supplementing documents in case of insufficiency. The clarification shall not result in any change of the main contents or quoted price of the Proposal Document.
- b. For the consideration, evaluation and comparison of Proposals, VNA may ask any Supplier to clarify his Proposals. The clarification of Proposal may be conducted directly or indirectly.

5.3. Evaluation of Proposal Document

Proposal Document will be evaluated in the following order:

- a. Verification of the eligibility of Proposal Document, including
 - The time of submission.
 - Eligibility of Supplier as stipulated in Section 2 (after clarifying or supplementing documents).
 - The validity (signature, time) in documents such as price quotation, power of attorney (if any), price quotation;
 - Valid time of Proposal Document as stipulated in Section 5.1.2.

Those Proposals are not satisfying any of the above requirements shall be rejected and shall not be selected for evaluation in the next stage.

- b. Evaluation of capacity and experience of the suppliers

Proposal document will only be assessed as Pass if meet all the requirements set out in Section 4.1.

- c. Technical evaluation

Those Proposal documents having passed the capacity and experience requirements shall be conducted in the technical evaluation stage with the criteria in Section 4.2. The evaluation of technical requirements is based on “**Pass**” and

“Do not pass”. The Proposals is considered to “Pass” the technical evaluation stage when all technical requirements must achieve “Pass”.

d. Price evaluation

VNA shall evaluate the offered price of Proposal documents passing the Technical requirements. Evaluated price = Fee for 12 months, excludes taxes + **Corporate income tax**. Evaluation currency will be USD. Exchange rate from VND to USD will be the selling rate of Vietnam Joint Stock Commercial Bank for Foreign Trade announced on the day of the opening proposal documents. Proposal with evaluation value after correcting error, adjunsting deviation are ranked in order from low to high to invite into negotiation with the following principles:

- In case there are 03 or more Suppliers that meet the requirements of the Request for Proposal, VNA negotiates with the top 3 Suppliers.
- In case less than 03 Suppliers meet the requirements of the Request for Proposal, VNA negotiates with all Suppliers that meet the requirements.

During the negotiation, the parties negotiate on prices, technical conditions, comercial condition... The negotiation is based on the following documents:

- Proposal and clarifying documents (if any) of the supplier;
- Request for proposal.

In the event that after negotiation, 2 or more suppliers have same prices after correcting error, adjusting deviations, VNA will rank the suppliers in the order of priority: comparison of better / more beneficial offers to VNA such as: technical specifications, quality of products / services; payment conditions; capacity, experience of the suppliers.

5.4. Criteria of the winner

The supplier that meets all following conditions shall be awarded with the competitive offer:

- Having eligible Proposal documents.
- Having name in only one Proposal document as the main supplier;
- Meet all the requirements of capacity and experience;
- Meeting all the technical requirements;
- Having the lowest evaluated price after correcting errors & adjusting deviations (if any) and the evaluated price that is not exceeding the approved price of the package.

5.5. Announcement of the result

VNA will annouce the result to all participant in written after getting approval of the result.

5.6. Negotiation, completion and signing of the contract

VNA will conduct negotiation, completion the contract via email or at VNA head office with the winner for the contract signing after receiving written form of negotiation by the winner.

5.7. Petition in the competitive offer

The suppliers are entitled to petition for the competitive result and any relevant issues in the competitive offer process when their benefits and rights are thought to be impacted.

The Supplier's petition in the competitive offer should be sent to the below address:

DIGITAL MARKETING DEPARTMENT

VIETNAM AIRLINES JSC

200 Nguyen Son Str., Long Bien District, Hanoi, Vietnam

5.8. Forms

Form 1: Application for offering price

Form 2: Letter of authorization

Form 3: Offering price table

Form 4: List of similar contracts

Form 5: List of documents provided by the supplier

APPLICATION FOR OFFERING PRICE

Date _____ month _____ 2019

To: **VIETNAM AIRLINES JSC**

Having examined the Request for Proposal of VNA, regarding the provision of
(*please clearly specify the name of package*), the receipt of which is hereby duly
acknowledged, we, the undersigned, offer to provide and deliver (*please clearly
specify the contents of the package*) and undertake to indemnify any loss and error
occurred in conformity with the said Request for Proposal and main terms and conditions
of the contract, specifications, drawings, annexes with details specified in Offering
Price Table.

If our Offer is accepted, we undertake to complete the delivery of all items in accordance
with the terms and conditions stated in the Contract.

This Proposal Document is valid for ___ days, from ___ am/pm, date [*insert the closing
date and time*].

Legitimate representative of the supplier

(Specify name, title, sign and stamp)

Note:

(1) If the legal representative of the Supplier grants power to the subordinates to sign into
the Letter of Offer, it is necessary to attach the Letter of Authorization under Form 2, this
Part. If the Company's Charter, Decision on Branch incorporation or other relevant
documents include the assignment to subordinate to sign the Letter of Offer, it is
obligatory to attach the copies of the documents (The Letter of Authorization is not
needed). Before signing the Contract, the successful Supplier present VNA the notarized
copies of the documents.

LETTER OF AUTHORIZATION

Date _____ month _____ 2020, place

I [*insert name, ID or passport number, job title as representative of the supplier*], a legitimate representative of [*insert the name of the supplier*], have address at [*insert the address of the supplier*] by representing name, job title and signing below, would like to authorize [*insert name, ID or passport number, job title of authorized person*] to perform following duties when participating into the competitive offer for [*insert name of procurement package*] under the project [*insert name of project*] organized by [*insert name of procuring entity*]:

- [- Sign the Application Form;
- Sign documents in correspondence with Procuring Entity, including request for offering document clarification and providing clarification to the competitive offer;
- Participate in contract negotiation and finalization;
- Sign claim(s) about competitive process and results (if any);
- Sign the contract if supplier is selected.]

Authorized person has been only permitted to perform duties mentioned above as the legitimate representative of [*insert name of the supplier*]. [*insert name of the supplier*] is absolutely responsible for duties performed by [*insert name of the authorized person*] under the scope of authority.

This letter of authorization is effective from date _____ to date _____. This letter of authorization is made in _____ copies which are of equal validity, the authorized person shall keep _____ copy and the authorizer shall keep _____ copy.

Authorized person

Authorizer

[*Insert name, job title; sign and stamp*
(if any)]

[*Insert name, job title as representative*
of the supplier; sign and stamp]

OFFERING PRICE TABLE

Package	Unit price	Fee for 12 months (USD), exclude taxes	VAT (USD)	Corporate Income tax (USD)	Total fee for 12 month (USD), including taxes
- Develop 02 designs for flight fare web pages with SEO support and UI / UX optimization. - Develop flight fare web pages according with 02 designs (applicable for one-way and round-trip routes; business and economy class of service) in 9 languages for all markets, all origins, all destinations, all itineraries. - Connect the flight fare web pages to the homepage of VNA’s homepage USD/month				
Provide business Intelligence Dashboards USD/12 month				
Total					

Note:

- For Vietnamese Suppliers: Only value added tax imposes. Tax rate 10% in accordance with current regulation of Vietnamese Government.
- For foreigner Supplier: Both value added tax and corporate income tax impose. Tax rate in accordance with current regulation of Vietnamese Government as follows:

- + Corporate income tax: 5%
- + Value added tax: 5%
- + Formulas for Corporate income tax and Value added tax:

- $Corporate\ income\ tax = \frac{R}{1-5\%} \times 5\%$

- $Value\ added\ tax = \frac{R}{(1-5\%) \times (1-5\%)} \times 5\%$

Of which:

R: Revenue generated in Vietnam

- *VNA shall re-calculate tax offered by the Suppliers with rules in offering price Table aiming at exact calculation.*

The offered prices shall include:

- License fee.
- Consulting, reporting fee.
- Technical support.
- Training fee.
- Value Added Tax, Corporate Income Tax and all other taxes and fees.

Legitimate representative of the supplier

(Specify name, title, sign and stamp)

LIST OF SIMILAR CONTRACTS THAT HAVE BEEN IMPLEMENTED

_____, date ____ month ____ year ____

Name of the supplier: _____ *[Full name of the supplier]*

List of similar contracts implemented, each contract needs that information following:

Name of client	<i>[List the name of client]</i>
Date of implementation	<i>[year]</i>
Project name:	<i>[The full name of the project contract are declared]</i>
Address:	<i>[Records full current address of the investor]</i>
Telephone/fax:	<i>[Telephone numbers, fax number including country code, area code, e-mail address]</i>
E-mail:	
Products	<i>[Record relevant information]</i>
For scale implementation	<i>[Record-scale contract]</i>

Legitimate representative of the supplier

(Specify name, title, sign and stamp)

LIST OF DOCUMENT PROVIDED BY THE SUPPLIER

Item	Document	Yes/No	Reference
1	The Supplier's Company Certificate of Registration		
2	Application for offering price		
3	Letter of price deduction (If any)		
4	Letter of authorization (If any)		
5	Offering price table		
6	List of similar contracts		
7	Financial statements of the last 2 years		
8	The documents introducing fare marketing solution		
	Commitment document from the supplier		
9	Written document that commit the supplier is not in dispute which has not yet been settled with Vietnam Airlines		
10	Commitment document to meet the feature requirements		
11	Commitment document to meet the payment requirements		
12	Commitment document to meet other requirements as stipulated in Article 4.2		