



## REQUEST FOR PROPOSAL

Package: Providing Fare marketing solutions

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

A handwritten signature in blue ink, appearing to be 'VU NGUYEN KHOI', is positioned below the text. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

**VU NGUYEN KHOI**

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*the*

Số: / TCTHK-TTS  
Re: Request for proposal: Providing fare  
marketing solution.

Hanoi, 16 November 2022

**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 bellows:

- Name: Digital Marketing Department — Vietnam Airlines.
- Address: 200 Nguyen Son Street, Long Bien District, Hanoi City, Vietnam.
- Contact: Mr. Vuong Duc Duy
- Office phone: (+84) 248732732 - Ext 1951
- Email: duyvd@vietnamairlines.com;
- The deadline for submitting the Proposals: Before 15O'clock (Vietnam time) of date 23November 2022.

Thank so much for your cooperation. *kh*

**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. Validity of the contract:** from December 2022 to December 2023

## **2. BIDDER'S ELIGIBILITY REQUIREMENTS**

2.1 The Bidder's Company certificate of Registration.

2.2 Written document that commits the bidder is not in dispute with Vietnam Airlines.

2.3 Written document that commits the bidder is not prohibited to participate in bidding.

2.4 Having name in only one Project Proposal document as the main bidder.

## **3. OFFERING PRICE**

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

**3.2.** In case of any discount, the bidder could submit the Letter of price deduction together with the bidding 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 bidder 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 detail the contents and measures of deduction applied to specific items in the offered price.

**3.3.** Bidding 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 bidders) or VND (for Vietnamese bidders). 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 Bidder's Company Certificate	Provide	Provide	Not provide
2	List of similar contracts, including at least 01 contracts with minimum amount USD 40,000/contract	Provide list of similar contracts in accordance with VNA requirements	Provide list of similar contracts 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
	<b>CONCLUSION</b>	<b>Pass all above requirements</b>		<b>Do not pass any of above requirements</b>

##### 4.2. Technical Requirements

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
<b>1</b>	<b>Feature Requirements</b>			
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 to meet the feature requirements	Provide	Not provide
1.2	Fares displayed on Vietnam Airlines' website must meet the Department of Transportation regulations			
No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
1.3	Allows direct connection between flight fare pages and IBE with the same departure dates/destination as flight fare pages			
1.4	Allow displaying fares in multi languages, multi point of sales			

*Handwritten mark*

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 buy ticket			
<b>2</b>	<b>Payment requirements</b>			
	Payment shall be paid in 2023	Provide a commitment document to meet the payment requirements	Commit	Not commit
<b>3</b>	<b>Other requirements</b>			
3.1	Commitment to apply technical measures to detect and prevent security holes and / or cyberattacks 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 to meet the payment 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			
	<b>CONCLUSION</b>		<b>Pass all above requirements</b>	<b>Do not pass any of above requirements</b>

## 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 Bidder shall include the following contents:
- Proof documents for the Bidder's eligibility:
  - + The Bidder's Company Certificate of Registration.
  - + Written document that commit the bidder is not in dispute with Vietnam Airlines.
  - + Written document that commit the bidder is not prohibited to participate in bidding.
  - List of similar contracts.

Application form for bidding as provided in Form 1.

- Letter of Authorization as provided in Form 2.
- Bidding price as provided in Form 3.
- List of similar contracts as provided in Form 4.
- List of documents provided by the bidder in Form 5.

The Bidder 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 bid, Letter of discount (if any), bidding price and supplementary documents to clarify the Proposal Document (if any) shall be signed by the bidder'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 Bidder may submit Proposal Document to the VNA directly or indirectly by courier, by email or by fax before the deadline of submission at 15O'clock (Vietnam time) **dated 23 November, 2022**. The Proposal Documents Corning 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. Vuong Duc Duy

Tel: (+84) 24 38732732 - Ext 1951

Fax: (84) 24 38273773

Email: [duyvd@vietnamairlines.com](mailto:duyvd@vietnamairlines.com)

#### **5.2. Clarification of Proposal Document**

- a. During evaluating progress VNA may request the bidders 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 Bid Proposals, VNA may ask any Bidder to clarify his Bid Proposals. The clarification of Bid Proposal may be

- Having eligible Proposal documents.
- Having name in only one Project Proposal document as the main bidder.
- 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 bidding package.

**5.5. Announcement of the bid result**

VNA will announce the Bid result to all participant in written after getting approval of the bid 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 bid winner for the contract signing after receiving written form of negotiation by the winner.

**5.7. Petition in the bid**

The bidders are entitled to petition for the bid result and any relevant issues in the bidding process when their benefits and rights are thought to be impacted.

The Bidder's petition in the bid 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 bidding

Form 2: Letter of authorization

Form 3: Bidding price table

Form 4: List of similar contracts

Form 5: List of documents provided by the bidder 

**APPLICATION FOR BIDDING**

Date \_\_\_\_\_ month \_\_\_\_\_ 2022

To: **VIETNAM AIRLINES JSC**

Having examined the Bidding Documents of VNA, regarding the provision of.....  
*please clearly specify the name of bid package*), the receipt of which is hereby duly  
acknowledged, we, the undersigned, offer to provide and deliver..... *(please clearly  
specify the contents of the bid package)* and undertake to indemnify any losses and errors  
occurred in conformity with the said Bidding Documents and main terms and conditions  
of the contract, specifications, drawings, annexes ..... with specific details tie-in Bidding  
Price Table.

If our Bid 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 bid  
closing date and time*].

**Legitimate representative of the bidder**

(Specify name, title, sign and stamp)

Note:

(1) If the legal representative of the Bidder 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 Bidder present VNA the notarized  
copies of the documents. If the initial information is discovered to be incorrect, the Bidder  
is considered as violating Clause 2, Article 12 of Vietnam Law on Procurement and  
punished as per Section 15, Part A of the Request for Competitive Offer. 

**Form 2**

LETTER OF AUTHORIZATION

Date \_\_\_\_\_ month \_\_\_\_\_ 2023, place

I *[insert name, ID or passport number, job title as representative of the bidder]*, a legitimate representative of *[insert the name of the bidder]*, have address at *[insert the address of the bidder]* 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 bid for *[insert name of procurement package]* under the project *[insert name of project]* organized by *[insert name of procuring entity]*:

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

Authorized person has been only permitted to perform duties mentioned above as the legitimate representative of *[insert name of the bidder]*. *[insert name of the bidder]* is entirely 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. *de*

## BIDDING PRICE TABLE

Package	Unit price	Fee for 12 months (USD), exclude taxes	Discount (If any)	Net sales fee for 12 months (USD), exclude taxes	VAT(USD)	Corporate Income tax (USD)	Total fee for 12 months (USD), including taxes
- Develop designs for flight fare web pages with SEQ support and UI / UX optimization. - Develop flight fare web pages according with 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	USD/Month						
Provide business Intelligence Dashboards							
<b>Total</b>							

## Note:

For Vietnamese Suppliers: Only value added tax imposes. Tax rate 8 % 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% *the*

+ 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) *the*