

**VIETNAM AIRLINES BRANCH OFFICE IN KOREA****CALL FOR BID**

Date: 06-11-2024

Dear Sir/Madam,

1. Vietnam Airlines JSC with its registered office at Room 901, 9<sup>th</sup> Floor, Sun Hwa Bldg, 89 Seosomun-ro, Jung-Gu, Seoul, Korea, is about to do advertising on Kakao Talk App from 18-Nov-2024 to 27-Nov-2024.
2. Herewith is the request for proposal of the service "Advertising on Kakao Talk App from 18-Nov-2024 to 27-Nov-2024"
3. The Proposal should be sent to our following address:

Mr. Nguyen Huy Duc – General Manager  
Vietnam Airlines Branch in Korea  
Room 901, 9<sup>th</sup> Floor, Sun Hwa Bldg, 89 Seosomun-ro, Jung-Gu, Seoul, Korea  
Contact: Ms. Kwon Seol Lim - Accountant  
Telephone: (82) 1577 9908  
Email: [kwonsl@vietnamairlines.com](mailto:kwonsl@vietnamairlines.com)

The deadline for submitting the Proposal: 05.30 PM 12-Nov-2024

Thank you for your attention and cooperation.

**For and on behalf of**

**Vietnam Airlines JSC**



**Nguyen Huy Duc**  
**General Manager**  
**Vietnam Airlines Branch in Korea**

## **REQUEST FOR PROPOSAL**

**Name of goods/services:**

Advertising on Kakao Talk App from 18-Nov-24 to 27-Nov-24

**Invitator:** Vietnam Airlines Korea

Seoul 06 Nov 2024

**GENERAL MANAGER**



**Nguyen Huy Duc**

**1. Supplier's eligibility**

Supplier must provide business registration in case of being chosen.

Supplier must not be involved in any disputes, lawsuits, conflicts of interest or contract violations.

**2. Supplier's capabilities and experience criteria**

Supplier must have capability to provide requested services.

Supplier must have at least 2 years of experience in business.

Supplier should have experience in handling customers in airline or hotels or tourism businesses.

**3. Scope of work**

Provide advertising services in Kakao Talk App period from 18-Nov-24 to 27-Nov-24, including:

- Advertising VN on the running banner of Kakao Talk App from 18-Nov-2024 to 27-Nov-2024.
- The number of impression on the running banner, must be over 10,000,000 when the advertising campaign will be finished.
- Provide performance of the advertising activities and results.

**4. Language in proposal:**English

**5. Currency in proposal:** Korean Won

**6. Submission deadline:** 12-Nov-2024 (5:30pm)

**7. Proposal Assessment:**

Steps of Proposal assessments are:

**Step 01:** Assess the validity and eligibility of the proposals; supplier's capabilities and experience. Method: "pass/fail"

**Step 02:** Technical assessment: the Supplier must be capable of providing all the requirements specified in scope of work. Method of scoring: "pass/fail"

**Step 03:** Price comparison:

Supplier with lowest price offered will be prioritized.

In case more than one supplier offer the same lowest prices, the supplier providing more value to VNA (based in the technical assessment) will be prioritized.

**Step 04:** Negotiation

Chosen supplier will be contacted for negotiation and correction (if any).

In case of having more than 03 qualified suppliers, VNA will negotiate with the 3 suppliers who has the highest value provided. In case of having less than 03 qualified suppliers, VNA will negotiate with all off the qualified suppliers.

Step 05: Contract discussion, completion and signing

Based on the results of the first 04 steps, VNA and the potentially chosen supplier will discuss about the contracts and its terms.

#### **8. The method of payment**

Transfer cash to supplier's bank account the amount of 100% total contract value after signing the contract.