

## CALL FOR COMPETITIVE OFFER

Project owner: Vietnam Airlines in Korea (VN).

Project name: Advertisement for new program “Winter come 2017”.

Project description: advertising Vietnam Airlines new promotion program, services on Korean popular printed newspapers/magazines on December of 2017.

Dead line: 30<sup>th</sup> November, 2017.

Offer receiving information:

Name :	Representative of Vietnam Airlines in Korea.
Address :	Soon Hwa Building, 9 <sup>th</sup> floor, 5-2 Soon Hwa Dong, Chung-Gu, Seoul, Korea.
Contact :	Mr. La Vinh Nam
Email :	<a href="mailto:namlv@vietnamairlines.com">namlv@vietnamairlines.com</a>
Phone :	+82-10-9095-8928
Fax :	+82-2-757-8921

Seoul, 27<sup>th</sup> November, 2017

**Director of Representative office  
of Vietnam Airlines in Korea**



**Luu Anh Tuan**

## REQUEST FOR BIDDING DOCUMENTS

**Package: Advertisement on printed newspapers for  
“Winter come 2017”**

Seoul, 27<sup>th</sup> November, 2017  
Director of Representative office  
of Vietnam Airlines in Korea



LUU ANH TUAN

## **1. Package's content**

Representative office of Vietnam Airlines in Seoul (VNA) would like to invite the Bidders to participate in the competitive offer for supply *“Advertisement on printed newspapers for Winter come 2017.*

## **2. Scope of supply**

The scope of supply includes:

- Advertisement on at least 5 popular newspapers/magazines on December of 2017;
- Providing Ad-designs.

## **3. Contents of Letter of Bid**

4.2. Letter of Bid by Bidders shall include the following contents:

- General information about Bidders.
- Details of offer prices and term applied.

## **4. Offering price**

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 Competitive Offer. The offering price should be in Korean Won.

## **5. Deadline for Letter of Bid**

Letters of Bid should come to VNA before 14:00, dated 30th November, 2017. The Letter of Bid coming after the deadline of submission shall be non-responsive and rejected by VNA.

## **6. Clarification of Letter of Bid**

During evaluating progress, VNA may request the Bidders to clarify some content in their Letter of Bid 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 Letter of Bid.

## **7. Evaluation of Letter of Bid**

- a) Evaluation of partner legal identity (pass/no pass):
  - Entity information (address, email, phone numbers, company owner);
  - Business certification;
- b) Evaluation of partner ability/capacity:
  - Number of employees (ads-designers must-have);
  - Business Experience (at least 1 year);



- List of customers;
  - List of suppliers.
- c) Evaluation by contract value:
- Price quotes;
  - Number of newspaper/magazine;
  - Popularity of newspapers.

The total price does not exceed 63.725.000 KRW. The winning bidder will be chosen if they offer lowest price. If two bidders offer a same price, other factors will be considered on the basic „the more the better“.

#### **8. Announcement of the bid result**

VNA announce the final result to all Bidders after a written approval of the bid.

#### **9. Negotiation, completion and signing of the contract**

VNA negotiate and complete contracts with Bidders winning bid.

#### **10. Sanction on violation in bidding**

Those Bidders having any action violating the Korean Law of Competitive offer may be punished as regulated in Korean Bidding Law, revised laws and other relevant legal laws depending on the level of violation.