



REQUEST FOR PROPOSAL

Name of goods /services:

Advertising Premium Economy product in digital marketing channel.

Invitator: Vietnam Airlines JSC, Australia Branch

Sydney, July 29st, 2019

**GENERAL MANAGER,
AUSTRALIA BRANCH**

Truong Tran Ngoc Hung

1. Supplier's eligibility

Supplier must have Business registration (ABN/ACN number)

Supplier must not involve in any disputes, lawsuits, conflicts of interests or violation of contract with Vietnam Airlines

2. Supplier's capability and experience criteria

Supplier must have capability to provide requested service. Experience in Airlines industry is essential.

3. Scope of work:

- Designing artwork, content;
- Implementing the advertisement campaign in digital marketing channel;
- Reporting campaign result.

4. Language in proposal: English

5. Currency in proposal: Australian Dollar

6. Validity of proposal: 15 days from the submission deadline

7. Submission deadline: 5:30pm on August 09th, 2019

8. Proposal Assessment:

Steps of Proposal Assessment shall be as follows:

Step 1: Assess the validity, eligibility of the proposal; supplier's capability and experience

Invitator Party assesses the validity, eligibility of the proposal; Supplier's Capability and Experience in accordance with assessment criteria in sections 1,2,3,4,5,6,7 and follows the assessment method of "Pass/Fail".

Supplier's Proposal Documents shall be considered "Passed" if all requirements are met. Technical assessment shall be followed.

Step 2: Technical Assessment

The Proposal Documents which qualified requirement of legality, capability and experience shall be assessed in accordance with technical requirements in section 3 and follows the method of "Pass/Fail".

Supplier's Proposal shall be considered "Passed" if all technical requirements are met. Price comparison shall be followed.

Step 3: Price comparison

Proposal Document having the lowest price will be prioritised.

If suppliers propose similar prices, Invitator Party will prioritise Supplier as follows

- Supplier that had provided service for Vietnam Airlines in Australia
- The earliest received Proposal Document

Supplier shall be chosen when they meet all of the following requirements:

- Have eligibility Proposal Documents, meet requirements of capability and experience; meet technical requirements
- Have the lowest evaluated proposed price

Step 4: Negotiation

Chosen supplier will be contacted by Invitator Party for negotiation, correcting, editing errors (if any) and deducting discounts and promotions (if any)

Step 5: Contract discussion, completion and signing

Negotiation and completion to sign contract will base on the approved decision of chosen supplier, Invitation for Proposal, Proposal Documents of chosen supplier and draft of contract.
