



REQUEST FOR PROPOSAL

Package: Affiliate marketing for VNA offline Europe markets.

Hanoi, 22 nov 2019

**AUTHORIZED REPRESENTATIVE OF VIETNAM AIRLINES JSC
DIRECTOR OF MARKETING AND SALE DEPARTMENT**

DANG ANH TUAN

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No: 1196 /TCTHK-TTBSP
Re: Request for proposal to supply: Affiliate
marketing for VNA offline Europe markets.

Hanoi, 22 November, 2019

REQUEST FOR PROPOSAL

Vietnam Airlines would like to invite the company participate in the bid for supply “Affiliate marketing for VNA offline Europe markets”.

Herewith is the Request for Proposals of the package “Affiliate marketing for VNA offline Europe markets”.

The Proposals should be sent us as address bellow:

- Name: Marketing and Sales Department – Vietnam Airlines.
- Address: 200 Nguyen Son Street, Long Bien District, Hanoi City, Vietnam.
- Contact: Ms. Nguyen Quynh Thu
- Office phone: (+84) 248732732 - Ext 2933; Handphone: (+84) 943300789.
- Email: thunguyenquynh@vietnamairlines.com;

The deadline for submitting the Proposals: Before 10 am O'clock (Vietnam time) of date 28 November 2019.

Thank so much for your cooperation.

Recipients:

- As above;
- Archive: filed at Marketing and Sales Department.

**DIRECTOR OF SALE AND MARKETING
DEPARTMENT**

Dang Anh Tuan

1. REQUIREMENTS FOR SERVICES

1.1. Content, list of products / services

1.1.1. Name of products / services

Affiliate marketing for VNA offline Europe markets.

1.1.2. List of products / services

Affiliate marketing for VNA offline Europe markets, include Denmark, Finland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland

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

2. BIDDER'S ELIGIBILITY REQUIREMENTS

2.1 The Bidder's Company Certificate of Registration.

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

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

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 Affiliate marketing. deduction must describe in details 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. Valid time of Proposal Document

– The valid time of Proposal Document is 90 days since the deadline of submission at **10.00h dated , 2019.**

3.5. 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 **10.00h dated, 2019**. 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:

MARKETING & SALES DEPARTMENT

VIETNAM AIRLINES JSC

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

Contact: Ms. Nguyen Quynh Thu

Tel: (+84) 24 38732732 - Ext 2933

Fax: (84) 24 38273773

Handphone: (+84) 943300789

Email: thunguyenquynh@vietnamairlines.com

3.6. Payment method: Payment shall be made bases on the actual transaction value. If the Bidder offers payment term different from VNA's requirement, VNA shall evaluate this offer in Price evaluation stage.

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 of Registration.	Provide	Provide	Not provide
2	Written document that commit the bidder is not in dispute with Vietnam Airlines and is not prohibited to participate in bidding	Provide	Provide	Not provide
3	List of Affiliate marketing contracts with other airlines	Provide	Provide	Not provide
4	Affiliate marketing introduction document	Provide	Provide	Not provide

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
	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	Network Requirements			
1.1	Providing Publisher network in the following European countries: Denmark, Finland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland.	Provide a commitment document to meet the network requirements	Provide	Not provide
2	Technology requirements			
2.1	Providing a functional dashboard backend	Provide a commitment document to meet the technology requirements	Provide	Not provide
2.2	Providing responsive customer service.	Provide a commitment document to meet the technology	Provide	Not provide

No	Content	VNA's Requirement	Evaluation	
			Pass	Do not pass
		requirements		
3	Payment requirements			
3.1	Payment shall be made after the services provided by the contractor/supplier	Provide a commitment document to meet the payment requirements	Provide	Not provide
	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 Bidder shall include the following contents:
 - Proof documents for the Bidder's eligibility;
 - + The Bidder's Company Certificate of Registration;
 - + List of Affiliate marketing contracts with other airlines;
 - + Affiliate marketing introduction document.
 - 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 in Form 4.

The Bidder must prepare 01 (one) original of the Proposals.

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 conducted directly or indirectly in writing.

5.3. Evaluation of Proposal Document

Proposal Document will be evaluated in the following order:

- a. Verification of the eligibility of Proposal Document, including
 - Eligibility of Bidder as stipulated in Section 4.1.
 - The time of submission.
 - Legitimate authorized signatures in application for bid, Letter of Authorization (if any).
 - Valid time of Proposal Document as stipulated in Section 3.4.
 - Those Bid 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 bidders

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

- c. Technical evaluation

Those Bidding 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 Bidding documents passing the Technical requirements. The Bidder with the lowest evaluated price will be the first in rank.

5.4. Criteria of the bid winner

The bidder that meets all following conditions shall be awarded with the bid:

- Having eligible Proposal documents.
- Having name in only one Project Proposal document as the main bidder and not violating the prohibited actions stipulated in Vietnam Bidding Law;
- 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

Within 10 days since the announcement of the bid result the bidders are entitled to petition for the bid result and any relevant issues in the bidding process within 10 days since the announcement of the bid result when their benefits and rights are thought to be impacted as stipulated in Article 72 and 73 of Vietnam Bidding Law, Chapter X, Decree 85/CP.

The Bidder's petition in the bid should be sent to the below address:

MARKETING & SALES DEPARTMENT

VIETNAM AIRLINES JSC

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

5.8. Forms

- Application for bidding
- Letter of authorization
- Bidding price table
- List of similar contracts that have been implemented

Date _____ month _____ 2019

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 loss and error occurred in conformity with the said Bidding Documents and main terms and conditions of the contract, specifications, drawings, annexes with details specified 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 disordered incorrectly, the Bidder is considered as violating Clause 2, Article 12 of Vietnam's Law on Procurement and punished as per Section 15, Part A of the Request for Competitive Offer.

Form 2

LETTER OF AUTHORIZATION

Date _____ month _____ 2019, 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 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

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

Authorizer

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

BIDDING PRICE TABLE

	Set-up fee (USD)	Platform Fee	Publisher Fee
Amount			

Note:

The offered prices shall include:

- System connection fee.
- Affiliate marketing fee.
- Reporting fee
- Service supporting fee.
- Value Added Tax, Corporate Income Tax and all other taxes and fees.

Legitimate representative of the bidder

(Specify name, title, sign and stamp)

Form 4*LIST OF SIMILAR CONTRACTS THAT HAVE BEEN IMPLEMENTED*

_____, date ____ month ____ year ____

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

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 bidder

(Specify name, title, sign and stamp)

