

# **REQUEST FOR BIDDING DOCUMENTS**

**PR AGENCY FOR UK MARKET**

**General Manager  
of Vietnam Airlines UK**

A handwritten signature in blue ink, appearing to read 'Phan The Thang', with a horizontal line extending from the end of the signature.

**Phan The Thang**

## 1. Package's content

In order to develop its market in the UK, Vietnam Airlines UK is looking for a PR agency to:

- Strengthen the image of VNA after several years of existence
- Develop new markets in order to obtain referrals from future partners, and retain existing customers.
- Ensure the communication strategy with the press agency and sustain relations with headquarters and local contacts as part of promotional operations.

## 2. Scope of supply

The scope of supply includes below missions:

- Writing of annual press kit in collaboration with the Vietnam Airlines team
- Writing of press releases (global writing or adaptation based on press releases received from the head office)
- Dissemination of press releases
- Responses to requests from journalists
- Organization of informal meetings and interviews between GM and specialized journalists (or press conferences):
- Invitation of journalists (press, radio, TV or others) to the UK's events
- Organization, coordination of individual and group press trips in collaboration with Vietnam Airlines teams: Individual press trip, influencers,
- Monthly press reviews.
- Annual communication plan and follow-up meetings...
- Daily follow-up with the media
- Monthly translate and adapt to the UK market.
- Contests & partnerships: target an ambassador's community by offering them the opportunity to discover VNA
- Follow up with influencers
- Social media management (optional)
- Crisis communication (optional, additional service)
- Time of service contract: **from 03 Apr 2023 until 31 Dec 2023.**

## 3. Contents of quotation

Quotation shall include the following contents:

- Presentation
- Company's profile

Quotation should be presented in English.

## 4. Offering price

The price offered shall include all necessary costs for implementing the bidding

package, meeting the requirement of VNA. The offering price should be in GBP.

## **5. Clarification of quotation**

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

## **6. Evaluation of Letter of Quotation**

- a) Evaluation of partner legal identity (pass/no pass):
  - Entity information (address, email, phone numbers, company owner);
- b) Evaluation of partner ability/capacity:
  - Number of employees,
  - Business Experience (at least 1 year);
  - List of customers
- c) Evaluation by contract value.
  - Price quotes
  - By month or by mission

## **7. Announcement of the quotation result**

VNA announce the final result to providers after a written approval of quotation

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

VNA negotiate and complete contracts with Provider.

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

Providers having any action violating the UK Law of Call for tender may be punished as regulated in the UK Bidding Law, revised laws and other relevant legal laws depending on the level of violation.