

REQUEST FOR BIDDING DOCUMENTS

PR AGENCY FOR UK MARKET 2025-2026

**General Manager
of Vietnam Airlines UK**

A handwritten signature in blue ink, appearing to read 'Phan The Thang', with a horizontal line underneath.

Phan The Thang

I. Service requirements

1. Service Name: **PR AGENCY SELECTION FOR UK MARKET 2025-2026**

2. Requirements:

Vietnam Airlines UK is looking for a PR agency for:

- 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.

2.1. Service Duration: 24 months from Feb 2025.

2.2. Scope of supply

The scope of supply includes below missions:

- Handling of UK media enquiries
- Monthly activity and evaluated media coverage reports
- Media monitoring
- Ad hoc story development and pitching
- Development and management of VNA press kit/image library
- Building and maintaining media lists
- Consultancy/recommendations on brand-related matters, e.g. advertising/advertorial strategy, PR/marketing stunts, brand collaboration, trade events etc.
- Crisis communications support including: Crisis press monitoring with daily coverage updates if required, Crisis press releases, Crisis media relations,...
- Editing/formatting press releases supplied by VNA as appropriate for UK media use.
- Developing and drafting original press releases from scratch
- Tracked email distribution of press releases to targeted lists of UK journalists via specialist PR distribution software
- Targeted follow-up and handling of any media requests for press images/additional information arising from press release distributions
- PR support at key industry event e.g WTM or VNA-hosted trade event.
- Support/consultancy in relation to a VNA group press trip.
- Social media management (optional)

II.Requirements for Supplier Qualifications

1. The supplier must have a valid Business Registration Certificate/Certificate of Operation Registration, issued in accordance with the local law (notarized copy)
2. There are not ongoing disputes, lawsuits, conflicts of interest or contract violations with the Vietnam Airlines JSC as of the deadline for submitting the bidding documents.
3. The supplier must not be listed in the public bidding blacklist as of the deadline for

submitting the bidding documents.

4. The supplier participates in the quotation process independently.

II. Quotation Requirements

1. The quoted price is the price stated by the supplier in the Quotation. The quoted price must include all necessary costs for performing the service package based on the requirements of the bidding documents.

2. The currency for the quotation is GBP.

3. Payment Terms:

- Payment schedule: Payment will be made monthly.
- Payment method: By bank transfer, 100% of the value of each payment period as per the contract, within 30 days after receiving the complete payment documents.

III. Evaluation Criteria

1. The validity and completeness of the documents:

- The bidding documents must be prepared according to the requirements of the bidding documents and must be submitted within the time frame.
- Supplier's legal status according to the requirement.
- Validity of the Bidding Documents:
 - The bidding documents must include all required documents and meet the requirements.
- Currency for the quotation: GBP.

2. The supplier's experience and capability

- Business experience for PR activities (at least 2 year)
- List of customers

3. The technical aspects.

- Provision of all services in the bidding documents
- Personnel for PR activities (Quantity: ≥ 02 people, University degree or equivalent, ≥ 02 years working experience,...)

4. Evaluation of the price.

Bidding documents meet all the criteria in sections III.1, III.2, and III.3 will proceed to the next phase of price evaluation.

The supplier with the lowest total price after negotiation, which does not exceed the planned budget, will be selected. In the case where multiple suppliers have the same lowest

total price, the selection will be based on the following prioritization order:

- Higher technical evaluation score.
- Previous experience providing similar services to Vietnam Airlines.

IV. Other Requirements

1. Regulations on Preparing and Submitting Bidding Documents

1.1. Content of the Bidding Documents

- The Bidding Documents and all communications between the Bidder and the Supplier related to the bid must be written in English.

1.2. Submission of Bidding Documents

- The Supplier must submit the Bidding Documents before the submission deadline, which is 10h00 dated 11 Feb 2025. Bidding Documents received after the deadline will be considered invalid and disqualified.

Contact Address:

Vietnam Airlines United Kingdom

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Contact person (if necessary): Mr Vincent Law

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2. Conditions for selecting a Supplier

A supplier will be selected if they meet all of the following conditions:

- Have valid Bidding Documents as per the requirements.
- Have the required capacity and experience as per the requirements.
- Meet the technical requirements
- Offer the lowest price after negotiations, corrections, adjustments, and the price does not exceed the approved service package price.

3. Notification of bid results

After the decision to approve the supplier selection results, Vietnam Airlines UK will send a notification letter to the selected suppliers.

4. Negotiation, Finalization, and Signing of the Contract

The negotiation and finalization of the contract will be based on the approved supplier selection results and the draft contract.

5. Violation Handling

If a supplier engages in actions that violate bidding laws, they will be subject to punishment based on the severity of the violation, in accordance with the provisions of the bidding Law and other relevant legal regulations.