



REQUEST FOR PROPOSAL
FOR
Appointment of General Sales Agent for Drukair Holidays.

RFP Release Date:	8 rd January 2018
Proposal Submission Deadline:	28 th February 2018



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(Drukair Corporation Limited)

DISCLAIMER

This Request for Proposal (RFP) is not an agreement and is neither an offer. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Drukair may in its absolute discretion, but without being under any obligation to do so, update, amend, modify or supplement the information, assessment or assumption contained in this RFP.

The issuance of this RFP does not imply that Drukair is bound to select an Applicant or to appoint the selected Applicant, as the case may be, as it's Drukair Holidays General Sales Agent (GSA) in the territory assigned and Drukair reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and take any measures that it deems fit, including annulment or withdrawal of the RFP process (in whole or in part), at any time prior to the selection of the GSA and without any liability or obligation or notice for such acceptant, rejection, withdrawal or annulment.



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1. Statement of purpose

Drukair Corporation Limited, having its registered office at Nemeyzampa, Paro, Bhutan, is interested in appointing a General Sales Agent (GSA from here on) for **Drukair Holidays** in the territory of all online stations viz. **Singapore, Thailand, Nepal, and Bangladesh** respectively and for this purpose is circulating this Request for Proposal (RFP) inviting interested parties (Applicant/Applicants) possessing requisite wherewithal and capabilities to submit their tender of participation (Proposal/Application).

Drukair is looking to appoint such **GSA for Drukair Holidays** in the above-mentioned territories that will provide services as stated hereunder, making Drukair's and Drukair Holiday's presence across the territory assigned.

2. Background information

2.1 Overview

Drukair, the national flag carrier of Bhutan was founded in 1981 under the Royal Charter Decreed by the Fourth King, Druk Gyalpo Jigme Singye Wangchuck. Drukair is a Royal Government of Bhutan owned airline run by the investment wing, Druk Holding and Investments Limited. Drukair started operations in 1983 with an 18-seater Dornier 228, commencing its first commercial flight to Kolkata, India. Currently, Drukair has four aircrafts in the fleet and operates to both domestic and international sectors from its base station at Paro International Airport.

Drukair Holidays, hereafter referred as DH, is the Holiday Wing of Drukair Royal Bhutan Airlines offering a range of travel related services under the banner of Drukair Holiday Packages (DHP) with its pool of certified guides, arrangements with numerous hotels across Bhutan, and a fleet of carefully selected tourist vehicles from SUV for solo travellers to high-end Coaster Buses for group tours.

3. Scope of work

Applicants should read all the terms and conditions contained in this RFP and it's Annexures fully and carefully and any application submitted pursuant hereto shall be deemed acceptance thereof. Application submitted in any form or on terms other than those prescribed in the RFP shall not be considered.

- 3.1. The selected Applicant will be appointed GSA in the territory assigned. The GSA is expected to represent Drukair Holidays across the territory in connection with the sale of Drukair Holiday Packages on behalf of Drukair Holidays.



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(Drukair Corporation Limited)

- 3.2. The GSA is expected to make sales, direct and through its agents for the sale of Drukair Holiday Packages.
- 3.3. Conceptualise plan, supervise and execute all marketing and sales activities of Drukair Holidays in the territory assigned.

4. Term of contract

- 4.1. The initial contract period for the GSA is expected to be for two (2) years from the date of appointment, (unless terminated earlier). This initial contract period may however be changed by Drukair at any time prior to the award of business.
- 4.2. By entering into an agreement with Drukair Holidays, the GSA undertakes and accepts that they shall not represent any registered tour operators in Bhutan or in other capacity of agency, representative, advisor, etcetera operating in Bhutan (list being non exhaustive) to avoid conflict of interest.

5. Incentives

The GSA shall be paid sales commissions in accordance with the terms that will be set forth in the agreement.

6. Requirements for Proposal

- 6.1. Application should be properly executed by duly authorised personnel of the applicant.
- 6.2. Application should be duly completed in all respects as prescribed.
- 6.3. Applicants may supply any additional information they consider necessary to supplement their Proposal(s). Evaluation will only be made against the direct responses to the RFP and additional information will be treated as supplementary for information purpose only.
- 6.4. Submit proposal on marketing plan.
- 6.5. Submit a track record if the applicant has promoted Bhutan as a destination.



- 6.6. Submit an organizational experience if the applicant has promoted any similar destination (Asia Pacific).
- 6.7. Applicants must have been in operation for a minimum of three (3) years as a Travel Agency before applying for the GSA.

7. Proposal Preparation

Applicants are required to submit application detailing the following information:

7.1. Identification of agency (legal entity which will hold the GSA)

- 7.1.1. Legal name of organisation
- 7.1.2. Trade name, if different from above (7.1.1)
- 7.1.3. Full address and telephone number of the Main Office
- 7.1.4. If registration is required by law of your country, please provide:
 - a. The trade registration licence number of the agency
 - b. The date that was granted
 - c. A copy of the trade license and any other relevant document
- 7.1.5. Date on which the office commenced operations as a Travel Agency.

7.2. General information

- 7.2.1. Specify type of business entity
 - a. Sole proprietorship
 - b. Partnership
 - c. Limited Liability company
 - d. Others (describe)
- 7.2.2. Please attach the following:
 - a. Memorandum and Articles of Association or Deed of Partnership or other relevant document
 - b. Certificate of incorporation or business registration certificate or other relevant document
- 7.2.3. Principal business of organisation
- 7.2.4. Specify details of any other business that the organisation is engaged in
- 7.2.5. Registered address of the organisation
- 7.2.6. Date of establishment of the organisation

- 7.2.7. Fully describe the type of business entity, when and where organised and the names and titles of persons holding a financial or managerial interest in the business, the nature and extent of their interest, their address and telephone numbers and percentage of their time devoted to the Agency business.

7.3. Financial information of the organisation

- 7.3.1. Specify as applicable
- Registered capital
 - Paid up capital
 - Minimum paid-up capital required by the law of your company
- 7.3.2. Attach copies of your financial statements for the last 3 years, including balance sheet and profit and loss account certified by the Auditors of the organisation.

7.4. Premises of organisation (provide details of the current offices)

- 7.4.1. Office space:
- Office Address
 - If the entire office is not dedicated for the Travel Agency, indicate how the portion of the office for the Travel Agency is separated from the other business.
- 7.4.2. What are the normal business hours and days of the week the office is open?
- 7.4.3. Is the premise located in the main business area of the city? If not, what are the means of access the public has to the Travel Agency?
- 7.4.4. Describe the means by which the premises are identified as a Travel Agency,
- 7.4.5. Details of Branch Offices if any.

8. Process Schedule

- 8.1. Applicants will be required to submit two original signed copies of their Proposal to the address mentioned below, in sealed envelope. Applicants must also enclose a soft copy of their Proposal either on CD or USB. The submission should clearly be marked “Proposal for appointment as General Sales Agency of Drukair Holidays in (Please specify the country you are applying for)” and addressed to:

Mr. Ugyen Dorji
Manager, Drukair Holidays
Drukair Corporation Limited
Changlam Plaza, Thimphu
Bhutan

- 8.2.** Kindly note that the proposal will have to be received by Drukair to the above-mentioned addressee on or before 28th February 2018.
- 8.3.** Any enquires relating to this RFP must be made in the first instance to the person specified herein in writing by email. Any queries will be entertained until 23rd February 2018 and Drukair will ensure that any such queries are clarified within three working days.

Name	Mr. Tenzin Tsheltrim Assistant Marketing Officer, Drukair Holidays
Email	tenzintsheltrim@drukair.com.bt
CC to	drukairholidays@drukair.com.bt

9. Evaluation and Award Process

- 9.1.** Drukair will have no obligation arising from this RFP unless and until it enters into a definitive agreement with the selected Applicant.
- 9.2.** Drukair does not bind itself to accepting the lowest or any other Proposal for appointment as its GSA and does not commit to awarding any business and may at its discretion either award in whole or part or not at all.
- 9.3.** Applicants wanting to give a presentation of their proposals to Drukair can do so, but all cost shall be borne by the Applicants. Drukair shall not be liable in manner for any costs and expenses relating but not limited to the preparation, submission and travel, associated with the Proposal.
- 9.4.** The assessment of Proposal may include a visit by Drukair representative to any relevant facilities/ locations currently operated by the Applicant.
- 9.5.** Drukair will award the contract, in its sole discretion on the basis of the Proposal that gives the best value to Drukair Holidays. The criteria that Drukair will use to determine, in no order of importance, will be:
- 9.5.1.** Ability to deliver the required guest in a year.
 - 9.5.2.** Marketing Plans to promote Bhutan, Drukair Holidays and Drukair Royal Bhutan Airlines.
 - 9.5.3.** Track record, if the applicant has promoted Bhutan and, or, similar destination (Asia Pacific).
 - 9.5.4.** Ability to increase the reach of Drukair Holidays in the region.



10. Confidentiality

By accepting and participating in this RFP process, Applicants undertake to and agree that they shall maintain and cause its members, directors, official, employees and agents to maintain information contained in this RFP as well as the discussions and information exchanged between Drukair and Applicants as confidential and shall not disclose, publish, part with or sell to any person, in any manner, any information, data drawing, correspondence of documents (whether oral or in written or any other form) in relation to the same. Applicants acknowledge that confidentiality is the essence of this RFP and the RFP process.

11. Canvassing and collusive tendering

- 11.1. Any Applicants who directly or indirectly canvasses any employee of Drukair and/or its subcontractors concerning the preparation of Proposal or the award of the contract for provision of the services will be immediately disqualified.
- 11.2. Any Applicant who undertakes or engages in the following shall be forthwith disqualified:
 - a. Fixes or adjusts the Proposal by or in accordance with any agreement or arrangement with any person; or
 - b. Communicates to any person other than Drukair the amount or approximate amount of the proposed Application (except where such disclosure is made in confidence in order to obtain insurance, etcetera); or
 - c. Offers to give, or agrees to give, to any person in Drukair any gift or consideration of any kind whatsoever as an inducement or reward for doing or forbidding to do, or for having gone or forborne to do, any act in relations to the obtaining or execution of this or any other request for proposal/ tender for Drukair, or for showing of forbearing to show favour or disfavour, to any person in relation to this or any other request for proposal/ tender for Drukair.

12. Selection of Proposals submitted

After selection, Drukair shall issue a Letter of Award (LOA), in duplicate to the selected Applicant. The selected Applicant shall, within five working days of the receipt of LOA, sign and return the duplicate copy of LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the selected Applicant is not received by the stipulated date either through email or mail, Drukair reserves the right to appoint any other Applicant as its GSA in the respective territory.