

## REQUEST FOR QUOTATION

RFQ NO.: <b>MIB-PR-RFQ/2019/1-R1</b>	RELEASE DATE: <b>29 January 2019</b>
RFQ NAME: <b>Marketing Agency</b>	DUE DATE: <b>31 January 2019 (2:00 PM)</b>

Maldives Islamic Bank invites reliable and experienced marketing agencies to submit quotations for the provision of advertising and public relations related services to the Bank on a retainer basis.

Interested parties are requested to submit quotations as per the following scope of work.

1. Collaborate with the Bank to strategize and plan marketing campaigns.
2. Collaborate with the Bank to develop implementation plans for marketing campaigns and ensure proper implementation of the campaigns to effectively and efficiently achieve their objectives.
3. Develop creative concepts for brand marketing, general advertising and for special promotions.
4. Design and develop marketing materials.
5. Design internal documents, such as letterheads, business cards, product manuals, application forms, product flyers, email signatures, etc.
6. Design graphics and animations for social media and digital platforms, such as news websites and corporate website.
7. Develop and coordinate public relations exercises, including but not limited to media briefings, drafting of articles in line with the frameworks spelled out by the Bank.
8. Provide marketing and advertising consultation.

Parties who submitted their quotations before 2:00 PM on 22<sup>nd</sup> January 2019 on the release of the original RFQ need NOT submit their quotations again, and will be considered in the evaluation process.

### QUOTATION SUBMISSION

Quotations submitted in response to this RFQ should contain the following information.

- Prices for services mentioned above are to be given on rate basis.
- Price of the quoted items in Maldivian Rufiyaa (MVR), inclusive of applicable taxes.

Quotations submitted in response to this RFQ may be submitted in in sealed packages (with the name of the proposer, RFQ number, RFQ name and the word “CONFIDENTIAL” clearly labelled on the outside of the package) or via email to [procurement@mib.com.mv](mailto:procurement@mib.com.mv). Quotations must be submitted address on or before 2:00 PM on Thursday, 31<sup>st</sup> January 2019.

- **Submittal Address**  
Corporate Support, Maldives Islamic Bank  
4<sup>th</sup> Floor, H. Medhuziyaarayidhoshuge, 20097 Medhuziyaaraiy Magu, Malé City, Maldives
- **Email Address**  
procurement@mib.com.mv

## **EVALUATION CRITERIA**

All quotations will be evaluated based on the following criteria.

- **Price (70%)**

Price will be evaluated based on the lowest prices proposed, i.e., the quotation with the lowest rates for required services will score the highest and maximum score of 70% while the remaining will be given scores relative to the lowest price. Prices should be provided in the best rate considering a minimum retainer period of one year.

- **Experience (30%)**

Experience will be evaluated based on the stability of the business, experience and qualifications of personnel assigned to the Bank and completion of similar works. The following supporting documents must be submitted with the quotation.

- Company profile (with business registration)
- Company portfolio
- CVs of personnel who will be assigned to the Bank, with their portfolios
- Reference letters of similar projects completed

## **TERMS AND CONDITIONS**

1. All quotations must be submitted before the submission deadline specified in this RFQ. Quotations submitted after the deadline will not be accepted.
2. Quotations submitted in response to this RFQ should be valid for a minimum period of 60 (sixty) days from the date of submission.
3. The Bank may add to or remove items from the scope of this RFQ before placing the order.