

Reference Number: (IUL) MMPRC/PRIV/2018/38

**REQUEST FOR PROPOSAL - MARKETING SEMINAR
(FUNDAMENTALS OF MARKETING FOR GUESTHOUSES OF THE MALDIVES)**

27TH December 2018

1. BID PROCESS SCHEDULE

The indicative schedule of the submitting Bid Proposal in accordance with this RFP is as set out herein below;

#	Event Description	Deadline
1	MARKETING SEMINAR (FUNDEMENTALS OF MARKETING FOR GUESTHOUSES OF THE MALDIVES)	BEFORE 1500 HOURS OF 10 JANUARY 2019 (GMT)

Note: The above Bid Process Schedule is indicative and is subject to change at the sole discretion of Maldives Marketing and Public Relations Corporation (MMPRC); and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

2. INTRODUCTION

The MMPRC intends to conduct two-day seminars for marketing staff of the Guesthouses of the Maldives. This Request for Proposal seeks a contractor for this project.

3. SCOPE OF WORK

- Create a two-day seminar that encompasses essential, up-to-date marketing strategies for the Guesthouses of the Maldives.
- Propose a five-month timeline and plan of execution for the seminars in the following islands of the Maldives. (Proposals can include for all 11 workshops in whole or separately)
 - Hulhumale'
 - Maafushi
 - Dhigurah
 - Rasdhoo
 - Thoddoo
 - Dharavandhoo
 - Laamu Atoll
 - Addu City
 - Vaavu Thinadhoo
 - Gaaf Dhaal Thinadhoo
 - Hanimaadhoo
- The seminar should be easily accessible to the marketing teams of ALL Guesthouses within a distance of approximately one hour from the hosted island.
- MMPRC will provide Air Transfer & Accommodation if applicable for trainers (Maximum 02)
- Sea Transfers must be included in the budget
- Propose detailed Course Content and Modules for the seminars

4. **MODULES (Suggestion of some modules that could be covered)**

Module 1 | Marketing Strategy

- Improve your understanding of marketing strategy, and what it takes to attract more visitors to your property

Module 2 | Content Marketing Strategy

- Learn how to measure content marketing specific objectives using Google Analytics

Module 3 | Website Marketing: Strategy, Management, Development + Design

- Understand how a website caters for your most profitable customers throughout each stage of their travel cycle

Module 4 | Website Marketing: Content Planning, Website Review + Measurement

- How to develop a sitemap that assists visitors and search engines to navigate your website with ease

Module 5 | Blogging Strategy

- Learn how to measure blogging specific objectives using Google Analytics

Module 6 | Search Engine Optimization

- Familiarize yourself with the complexities of Search Engine Optimization in layman's terms
- Understand how search engines work, and the major ranking factors

Module 7 | Social Media: Strategy

- Learn a variety of strategies on how to use social media to attract and convert more fans into visitors, including regional events
- Understand how to best collect and also leverage user generated content in your social media marketing

Module 8 | Social Media Optimization

- Practical tips to increase the engagement and reach of your social media posts
- See how to optimize your destination's social media channels of Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest and YouTube to drive customer conversions

Module 9 | Customer Advocacy, Online Reputation Management + Digital Visitor Servicing

- Discover practical tips on how to get your visitors to help market your destination for you on social media, TripAdvisor and other review websites

Module 10 | Email Marketing

- Understand how investing in email marketing supports your overall marketing strategy, to attract and convert more prospects into visitors

Module 11 | Online Advertising

- Understand how to use Facebook & Instagram Advertising strategically to attract new customers and drive more customer conversions

Module 12 | Your Digital Marketing Strategy

- Finalize your Digital Marketing Objectives and Action Plan

5. OBJECTIVE

The objective of this project is to assist the Guesthouses to find potential target markets, and choose the right marketing tools to develop an action plan and explain the different marketing strategies used in the tourism industry.

6. PROPOSAL SUBMISSION REQUIREMENTS

Proposals should include the following;

- Cover letter expressing interest (Dhivehi/English)
- Company Portfolio
- Team Portfolio
- Business Registration Certificate
- Project Timeline
- Project Cost

7. EVALUATION CRITERIA

Description	Marks
Company Portfolio	10
Team Portfolio	35
Project Timeline (<i>Most points will be awarded for the most comprehensively detailed timeline</i>)	25
Budget	30
Total	100

7.1. Company Portfolio (10 marks):

Bidders will be judged on the experience related to the scope of work in this RFP. Added points will be awarded to partners that have undertaken previous work similar to the project. Parties will also be judged on the number of previous individual projects undertaken, similar to the work to be carried out under this project. **Similar project** is termed as marketing training programs for tourism businesses.

#	Similar Project Description	Marks
1	More than 5 projects	10
2	Between 3-5 projects	5
3	Between 1-2 projects	2.5
4	0 Projects	0

7.2. Team Portfolio (35 marks):

Parties will be judged based on the diversity of skills and expertise of the team as well as technical capacity (type of equipment used). A maximum of 20 marks will be awarded.

#	Team Portfolio Description	Marks
1	Team members capability and roles	15
2	Technical capacity	15
3	Experience and academic qualifications	5

7.3. Project Timeline (25 marks)

Most points will be awarded for the most comprehensively detailed and time-efficient timeline. Parties will be judged based on the comprehensiveness (task breakdown) and feasibility of the proposed project timeline

Task Breakdown: 10 marks

Feasibility of the proposed project timeline: 15 marks

7.4. Proposed Budget (20 marks)

(Most points will be awarded for the most detailed and logical budget):

Partners will be judged based on the comprehensiveness and feasibility of the proposed cost of project.

8. PROPOSAL SUBMISSION

Interested parties must submit an expression of interest along with a written statement of qualification within the proposal. Upon evaluation of all submittals, MMPRC may select various respondents to provide an oral presentation for further evaluation of a respondent's ability to assist MMPRC towards achieving the expected results of this solicitation as outlined in this RFP. However, MMPRC may select contractors based on written proposals alone.

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9. INFORMATION REQUEST

Should you require any further information, feel free to contact Ms. Safa Musthafa safa@visitmaldives.com or +960 3323228.