

**VIETNAM AIRLINES BRANCH OFFICE IN KOREA**

## **REQUEST FOR PROPOSAL**

**Name of goods /services:**

“Newspaper Advertising in Korea”

**Invitator:** Vietnam Airlines JSC, Korea Branch

Seoul, 16 - Oct - 2025

**GENERAL MANAGER**



**NGUYEN HUY DUC**

**1. Supplier's eligibility**

Supplier must provide business registration in case of being chosen.

Supplier must not be involved in any disputes, lawsuits, conflicts of interest or contract violations.

**2. Supplier's capabilities and experience criteria**

Supplier must have capability to provide requested services.

**3. Scope of work**

Time of contract: From 26/10/25 to 31/10/2025

**4. Language in proposal:** English

**5. Currency in proposal:** Korean Won

**6. Submission deadline:** 22 - Oct - 2025 (5:30pm)

**7. Proposal Assessment:**

Steps of Proposal assessments are:

**Step 01:** Assess the validity and eligibility of the proposals; supplier's capabilities and experience. Method: "pass/fail"

**Step 02:** Newspaper name and side for Advertisement:

- Chosun daily: Quantity: 1
- Dong A Daily: Quantity: 2
- Seoul Economic Daily: Quantity: 2
- Side (mm): from 170\*290

**Step 03:** Price comparison:

Supplier with lowest price offered will be prioritized.

In case more than one supplier offer the same lowest prices, the supplier providing more value to VNA (based in the technical assessment) will be prioritized.

**Step 04:** Negotiation

Chosen supplier will be contacted for negotiation and correction (if any).

In case of having more than 03 qualified suppliers, VNA will negotiate with the 3 suppliers who has the highest value provided. In case of having less than 03 qualified suppliers, VNA will negotiate with all off the qualified suppliers.

**Step 05:** Contract discussion, completion and signing

Based on the results of the first 04 steps, VNA and the potentially chosen supplier will discuss about the contracts and its terms.

**8. The method of payment**

Transfer to supplier's bank account the amount of 100% total contract value after signing the contract or apply monthly payment.