



**REQUEST FOR PROPOSAL  
FOR  
APPOINTMENT OF PASSENGER GENERAL SALES AGENT**

This Request For Proposal is being released by Bhutan Airlines for the purpose of appointment of Passenger General Sales Agent in the territory of Bangladesh and UAE respectively.

RFP release date:	7 <sup>th</sup> November 2023
Last date to submit RFP:	6 <sup>th</sup> December 2023



## **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.

Bhutan Airlines 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 Bhutan Airlines is bound to select an Applicant or to appoint the selected Applicant, as the case may be, as its Passenger General Sales Agent (GSA) in the territory assigned and Bhutan Airlines reserves the right to reject any or all 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.



## **1. Statement of purpose**

Bhutan Airlines, having its registered office at Thimphu, Bhutan is interested in appointing a Passenger General Sales Agent (GSA from here on) in the territory of Bangladesh and UAE respectively and for this purpose is circulating this Request for Proposal (RFP from here on) inviting interested parties (Applicant/Applicants) possessing requisite wherewithal and capabilities to submit their tender of participation (Proposal/Application).

Bhutan Airlines is looking to appoint such GSA in the above-mentioned territories that will provide services as stated hereunder, making Bhutan Airlines presence across the territory assigned.

## **2. Introduction**

### **2.1 Overview**

Bhutan Airlines (Tashi Air Pvt. Ltd.), stands as Bhutan's pioneering private airline, having emerged through a competitive process where the Tashi Group of Companies triumphed over other joint venture entities to secure the license for both domestic and international air services.

On 4<sup>th</sup> December 2011, a momentous occasion unfolded as Bhutan Airlines proudly welcomed its inaugural aircraft, a Pilatus PC12 configured to accommodate 8 passengers, initiating domestic operations. Subsequently, marking its global presence, the airline embarked on its first international flight from Paro to Bangkok on 10<sup>th</sup> October 2013, and soon after, commenced daily scheduled flights to Kolkata on 16<sup>th</sup> December 2013. Orchestrating these vital routes was an Airbus A320 aircraft, capable of comfortably seating 150 passengers.

Today Bhutan Airlines operates with a fleet featuring two Airbus A319-115 aircrafts thoughtfully designed to accommodate 126 passengers.

At Bhutan Airlines, our unwavering commitment is to deliver a travel experience that blends safety and reliability, assuring our esteemed customers of a journey that surpasses expectations.

### **2.2 Current fleet**

- Two (2) Airbus A319-115
- Seating capacity of *12 business class* seats and *114 economy class* seats

### **2.3 Current routes**

- Bangkok, Thailand
- Delhi, India
- Gaya, India (seasonal)
- Ahmedabad, India (seasonal)
- Mumbai, India (seasonal)
- Kolkata, India
- Kathmandu, Nepal



## **2.4 Future routes**

- Dhaka
- Sharjah

## **3. Scope of work**

Bhutan Airlines is looking to appoint a GSA in the territory of Bangladesh and UAE respectively that will provide best value by enhancing the customer experience through exceptional service while being in compliance at all times with all applicable laws of the land, including regulations, orders, etc... (by whatsoever name called), as well as any other policies and/or practices as may be prescribed by Bhutan Airlines time to time

- 3.1 The GSA is expected to represent Bhutan Airlines in the territory assigned in connection with the sale of air passenger transportation on behalf of Bhutan Airlines.
- 3.2 The GSA is expected to make sales, direct and through its agents for the sale of air passenger transportation.
- 3.3 The GSA must furnish a security deposit as stipulated in the agreement.
- 3.4 Provide, furnish and maintain at the sole expense of the GSA a suitable office space in its principle office to be used exclusively for the transaction of Bhutan Airlines' business. This will include providing utilities such as electricity, water, and communication services.
- 3.5 Provide, furnish and maintain at the sole expense of the GSA an office space for the Representative of Bhutan Airlines at its Head Office.
- 3.6 Conceptualise plan, supervise and execute all marketing and sales activities of Bhutan Airlines in the territory assigned in consultation with Bhutan Airline's Representative in the territory.
- 3.7 Lead, guide and execute to promote Bhutan Airlines products and services that will assist the Management team in Commercial Division (HQ) in achieving the established sales budgets.
- 3.8 Provide three staff at the sole expense of the GSA to work during the flight operations in the territory. These staffs will report directly to the Representative of Bhutan Airlines in the territory.

## **4. Form of application**

- 4.1 Applicants should read all the terms and conditions in the RFP fully and carefully, and any application submitted pursuant hereto shall be deemed accepted thereof.
- 4.2 Applications submitted in any form or on terms other than those prescribed in the RFP shall not be considered.
- 4.3 Applicants will be required to submit two signed copies of their request Proposal to the address mentioned below, in sealed envelopes.

General Manager  
Commercial Division  
Bhutan Airlines  
Thimphu, Bhutan

## **5. Term of contract**

- The appointment shall be effective from 1<sup>st</sup> January 2024.



- The initial contract period for the Agent is expected to be for three (3) years from the date of appointment, (unless terminated earlier).
- By entering into an agreement with Bhutan Airlines the GSA shall undertake and accepts that they shall not represent any airline(s) registered in Bhutan or operating to Bhutan in the capacity of an agency, representative, advisor, etc (list being non exhaustive) to avoid conflict of interest.

## **6. Incentives**

The GSA shall be paid sales commissions and/or overriding commission in accordance with the terms that will be set forth in the agreement.

## **7. Pre-requisite**

- 7.1 Applicants must have been in operation for a minimum of three (3) years as an air travel agency.
- 7.2 The Applicant must be a registered IATA agent.

## **8. Proposal Preparation**

Interested eligible Applicant(s) are required to submit application detailing the following information:

### **8.1 Identification of agency (legal entity which will hold the GSA)**

- 8.1.1 Legal name of organisation
- 8.1.2 Trade name, if different from above
- 8.1.3 Full address and telephone number of the Main Office
- 8.1.4 If registration is required by law of your country, please provide:
  - a. The trade registration of licence number of the agency (*in English*)
  - b. The date that was granted
  - c. A copy of the trade license and any other relevant document
  - d. Date on which the office commenced operations as a Travel Agency
  - e. Whether the Travel Agency is IATA or non-IATA

### **8.2 General information**

- 8.2.1 Specify type of business entity
  - a. Sole proprietorship
  - b. Partnership
  - c. Limited Liability company
  - d. Others (describe)
- 8.2.2 Please attach the following
  - a. Memorandum and Articles of Association or Deed of Partnership of other relevant document.
  - b. Certificate of Incorporation or business registration certificate or other relevant document.
- 8.2.3 Principal business of organisation
- 8.2.4 Specify details of any other business that the organisation is engaged in
- 8.2.5 Registered address of the organisation
- 8.2.6 Date of establishment of the organisation



### 8.3 Financial information of the organisation

#### 8.3.1 Specify as applicable

- a. Registered capital
- b. Paid up capital
- c. Minimum paid-up capital required by the law of your company

#### 8.3.2 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.

### 8.4 Details of Managers and staff of organisation

- a. Name
- b. Position or title
- c. Date of employment
- d. Qualifications and work experience in travel business
- e. Total number of years' experience in the travel industry

*(Details should include staff of Main Office and Branch Offices if any)*

### 8.5 Premises of organisation (provide details of the current offices)

#### 8.5.1 Office space

CITY: .....

- a. Floor location
- b. The surface area of the office
- c. Actual space utilised for the sale of international air transportation
- d. The means of access the public has to the Travel Agency
- e. 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

#### 8.5.2 What display facilities are available for advertising?

#### 8.5.3 What are the normal business hours and days of the week the office is open?

#### 8.5.4 Are the premises located at an airport or in the main business area of the city?

#### 8.5.5 Describe the means by which the premises are identified as a Travel Agency

#### 8.5.6 Attach photographs of the exterior and of the interior of the location

#### 8.5.7 Details of Branch Offices if any

## 9. Process Schedule

9.1 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 Passenger General Sales Agency of Bhutan Airlines in ..... (Please specify the country you are applying for)" and addressed to:

Mr. Ugyen Tenzin  
General Manager  
Commercial Division  
Bhutan Airlines  
Thimphu Bhutan



9.2 Kindly note that the Proposal will have to be received by Bhutan Airlines to the above-mentioned addressee on or before 6<sup>th</sup> December 2023.

9.3 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 30<sup>th</sup> November 2023 and Bhutan Airlines will ensure that any such queries are clarified within three (3) working days.

Name: Mr. Ugyen Tenzin  
Designation: General Manager, Commercial Division  
Email: [ugyen.tenzin@bhutanairlines.bt](mailto:ugyen.tenzin@bhutanairlines.bt)  
Copy to: Ms. Sonam Yangchen  
Designation: Deputy General Manager, Commercial Division  
Email: [sonam.yangchen@bhutanairlines.bt](mailto:sonam.yangchen@bhutanairlines.bt)

## **10. Evaluation and award process**

10.1 Bhutan Airlines will have no obligation arising from this RFP unless and until it enters into a definitive agreement with the selected Applicant.

10.2 Bhutan Airlines 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 its discretion either award in whole or part or not at all.

10.3 Applicants wanting to give a presentation of their Proposal to Bhutan Airlines can do so, but all cost shall be borne by the Applicants. Bhutan Airlines shall not be liable in manner for any costs and expenses relating but not limited to the presentation, submission and travel, associated with the Proposal.

10.4 The assessment of Proposal may include a visit by Bhutan Airlines' representative to any relevant facilities/ locations currently operated by the Applicant.

10.5 Bhutan Airlines will award the contract, in its sole discretion on the basis of the Proposal that gives the best value economically and operationally to Bhutan Airlines. The criteria that Bhutan Airlines will use to determine, in no order of importance, will be:

- a. Diligent ability to deliver the desired service
- b. Service quality
- c. Ability to take hard block seats
- d. Financial condition and soundness
- e. Innovation to drive business and explore new business opportunities
- f. Cost to Bhutan Airlines
- g. Marketing Plans to promote Bhutan Airlines
- h. Ability to increase the reach of Bhutan Airlines.

## **11. 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 Bhutan Airlines 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.

## **12. Canvassing and collusive tendering**

- 12.1 Any Applicants who directly or indirectly canvasses any employee of Bhutan Airlines and/or its subcontractors concerning the preparation of Proposal or the award of the contract for provision of the services will be immediately disqualified.
- 12.2 Any Applicant who undertakes or engages in the following shall be forthwith disqualified.
- 12.3 Fixes or adjusts the Proposal by or in accordance with any agreement or arrangement with any person; or
- 12.4 Communicates to any person other than Bhutan Airlines the amount or approximate amount of the proposed Application (except where such disclosure is made in confidence in order to obtain insurance, etcetera); or
- 12.5 Offers to give, or agrees to give, to any person in Bhutan Airlines 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 Bhutan Airlines, 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 Bhutan Airlines.

## **13. Undertaking by applicants**

Along with the submission of a Proposal under this RFP, the Applicant hereby irrevocably acknowledge the contents of, and are required to provide an Undertaking annexed hereto as *Annexure A*.

## **14. Selection of Proposals submitted**

After selection, a Letter of Award (LOA) shall be issued, in duplicate, by Bhutan Airlines to the selected Applicant and the selected Applicant shall, within five (5) days of the receipt of the LOA, sign and return the duplicate copy of the 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, Bhutan Airlines reserves the right to appoint any other applicant as its GSA for the territory.





**Annexure A:**

**LETTER OF UNDERTAKING BY THE APPLICANT**

*[On the letter head of the Applicant]*

Date:

Chief Executive Officer  
Bhutan Airlines  
Thimphu, Bhutan

**Subject: Undertaking for appointment of Passenger General Sales Agent in (Name of Territory)**

Sir,

We *[please insert the full name of the Applicant]* hereby declare and confirm that we have read and understood all the terms and conditions of the RFP and that the said terms and conditions are acceptable to us. We accept that in the event that the documents submitted by us along with the Proposal are found by Bhutan Airlines to be inadequate/false/incorrect/misleading/incomplete, the Proposal may be rejected without assigning any reasons therefor. In addition, Bhutan Airlines reserves its right to prohibit us from participation in any future tenders of Bhutan Airlines.

We acknowledge that Bhutan Airlines reserves itself the right to reject the Proposal without assigning any reason thereto. We further acknowledge that Bhutan Airlines is not bound to accept any Proposal. We also acknowledge that Bhutan Airlines may share the Proposal and any other information provided by us during the RFP process or at any time thereafter with its advisors and agents, and we consent to the same.

The provision of the services outlined in this RFP, by us to Bhutan Airlines, will not create any conflicts of interest or appearance of impropriety, and we hereby indemnify Bhutan Airlines, its clients and/or officers and/or directors and/or employees and hold them harmless in this regard.

We declare that there is no pending/previous litigation (including but not limited to, litigation, claim, consent order, settlement agreement, arbitration, agency proceeding, investigation, challenge or other proceeding pending or threatened against us, our properties or business or any individuals acting on behalf of us, including, without limitation, subcontractors, assignees) that would prevent us from making the Proposal or executing the definitive agreement identified by Bhutan Airlines and fulfilling the terms and conditions of such definitive agreement in the event that we are the selected Applicant.

(Name of the Applicant)

**Authorized Signatory Name:**

**Designation:**