

Guidelines for Request for Proposal

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1 Introduction

Volkswagen Group Sales Middle East FZCO is structured into the divisions Volkswagen, Audi and Group Services. The company serves as the regional head office and first point of contact for all Volkswagen and Audi dealers across 12 countries of the Middle East region. It is responsible for steering the sales, marketing, dealer network development and after sales service activities across the region

2 PART 2 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

2.1 Definitions

For the purposes of this Request for Proposal (RFP) and any subsequent contract the following definitions, unless otherwise noted, apply.

| | |
|--------------------|--|
| VWGSME | Volkswagen Group Sales Middle East FZCO |
| Contract | any contract that results from this Request for Proposal |
| Contractor | the entity that forms a Contract with the Company for provision of the requirement. |
| Proposal | a written offer submitted in response to this Request for Proposal |
| Proposer | an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposal |
| Requirement | the supply to be made by the Contractor to the Company in accordance with Part 3 of the RFP. |

2.2 Summary of the Requirement

Volkswagen Group Sales Middle East FZCO ("VWGSME") invites you to submit a Proposal for the **ongoing RFP**. Further details of the requirement are described in Part 3 of this RFP.

2.3 Structure of this document

This RFP comprises five parts as described below:

| Part | Title | Description |
|------|---|---|
| 1 | Introduction | Introduction to VWGSME |
| 2 | Instructions to Proposers and Proposal Conditions | Sets out rules and requirements for participation in the RFP. |
| 3 | The Requirement | Sets out details of the requirement, including scope of works. |
| 4 | Information to be provided by Proposers | Sets out the minimum RFP response requirements to allow due consideration by the Company. |
| 5 | Proposed Contract | Sets out the applicable terms and conditions that will apply to any contract arising from this RFP. |

2.4 RFP key dates

The RFP key dates are attached to the email separately.

2.5 Company contact

All queries related to this tender will be directed to the Procurement Manager, whose contacts details are provided in the RFP brief.

| Name | Role | Contact |
|----------------|---------------------|--------------------------|
| Devinder Kapur | Procurement Manager | devinder.kapur@vwgme.com |

2.6 Queries and questions during the RFP period

Proposers are to direct any queries and questions regarding the RFP content or process to the Company contact. If a conflict of information in the Proposal documents is recognized, clarification should be sought by sending an email to the Company contact clearly stating the details of the conflict.

2.7 Interviews/Presentations

Shortlisted Proposers will be expected to attend an interview, presentation of Proposal and to explain its approach to undertaking the work.

Your team for interview should include, as a minimum, the responsible Company Director and the key members of the proposed team.

The interview will be followed by a question-and-answer session.

2.8 Amendments to RFP documents

The company may amend the RFP documents by issuing notices to that effect to all Proposers and may extend the RFP closing date and time if deemed appropriate.

2.9 Submission and delivery of proposals

The Supplier is required to submit its proposal electronically by email to the Company contact, with the information requested in this RFP.

- a) The subject of the email shall be **RFP CM00XXXX – Proposal –XXXXX**. Electronic copies are to be submitted in PDF or MS Word format and proposers may submit multiple emails (suitable annotated – eg Email 1 of 3) If attached files are deemed too large to suit a single email transmission.
- b) Proposals must be prepared in English and in the format requested in Part 3 of this RFP
- c) The Proposer is required to complete the submission of its proposal as per the deadline mentioned in the RFP brief (the "Proposal Return Date") Proposals received after the deadline may not be accepted.

2.10 Late Proposals

Proposers are responsible for submitting their Proposals prior to the RFP closing date and time in accordance with the acceptable submission requirements described in Clause 2.9. There will be no allowance made by the Company for any delays in transmission of the Proposal from Proposer to Company. Any Proposal received by the Company later than the stipulated RFP closing date and time may not be accepted.

2.11 Acceptance of Proposals

Proposal may be for all or part of the Requirement and may be accepted by Company either wholly or in part. A Proposal will not be accepted by Company unless and until Company has signed a Contract or sent a 'Notice of Award' in writing to the successful Proposer. Company is under no obligation to accept the lowest priced Proposal or any Proposal and reserves the right to reject any Proposal which is incomplete, conditional or not complying with the RFP documents.

2.12 Alternative Proposals

Proposers may submit alternative Proposals if they feel it may offer the Company additional benefits whilst still complying with the Requirement. Company reserves the right to accept or reject any proposed alternative either wholly or in part.

2.13 Validity of Proposals

The Proposer shall confirm at the time of returning its proposal that the proposal, including all Charges, is open for acceptance for a period of three calendar months from the Proposal Return Date.

2.14 Assessment of Proposals

VWGSME shall award a contract on the basis of the proposal which is the most economically advantageous to VWGSME. Contracts may be awarded to multiple suppliers for the Services described in this tender if deemed necessary.

2.15 Withdrawals

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to the Company.

2.16 Proposers to inform themselves

Company has taken all reasonable care to ensure that the RFP is accurate, however the Company gives no representation or warranty as to the accuracy or sufficiency of the contained information and that all Proposers will receive the same information. Proposers are required to inform themselves fully of all conditions, risks and other circumstances relating to the proposed contract prior to submitting a Proposal. Proposed prices shall be deemed to cover the cost of complying with all the conditions of the RFP and of all things necessary for the due and proper performance and completion of the Requirement. The Company shall owe no obligation to the Supplier for the accuracy or otherwise of any documentation, data or other information given to the Supplier.

2.17 Costs of preparing Proposals

All costs relating to the preparation and submission of a Proposal are the sole responsibility of the Proposer. Company shall not pay any Proposer, wholly or in part, for its Proposal.

2.18 Confidentiality

The contents of the tender documents are private and confidential and must not be disclosed to any third party other than with the explicit written permission of the Company and only where essential for the purposes of preparation of the proposal, and only where the Proposer has secured an undertaking from that third party to treat any such information disclosed as strictly confidential. All materials and documentation contained within the tender documents, or provided in support of them, remain the property of the Company and the intellectual property rights contained in such materials and documentation are reserved to the Company and may not be used or exploited for any reason by the Supplier, other than for the preparation of the Proposal.

2.19 Inconsistencies and omissions

Proposers must promptly advise Company in writing of any inconsistencies and omissions they discover in the RFP.

2.20 Proposal acknowledgement

By participating in this RFP Proposers are indicating their acceptance to be bound by conditions set out in this Part. Proposers' are to acknowledge this acceptance, and furnish details of their representative that will be the sole point of contact for all matters relating to the RFP, in writing, to the Company prior to the proposal acknowledgement due date set out in Clause 2.4.

Any Proposer choosing to not submit a Proposal is required to acknowledge this intent, in writing, to the Company.

3 PART 3 – THE REQUIREMENT/BRIEF

The Brief is attached to the email separately.

4 PART 4 – INFORMATION TO BE PROVIDED BY PROPOSERS

This Part details all the information proposers are required to provide to the Company. Submitted information will be used in the evaluation of Proposals.

4.1 Pricing information

This clause sets out the information necessary for Proposers to furnish rates and prices as consideration for delivering the Requirement against any resultant Contract.

Rates and Prices

- Rate card
- Fee and Fee structure
- SLA

Currency of proposed rates and prices

- a) All rates and prices submitted by Proposers shall be in AED.

Submitted rates and prices are to deemed include all costs, insurances, taxes, fees, expenses, liabilities, obligations risk and other things necessary for the performance of the requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant contract.

4.2 **Non-price commercial information**

Proposers are to submit the following;

- a) Company details including key offices and contact information
- b) Evidence of Company Registration – i.e. Trade License
- c) History and previous job performance, including details of reference clients, provide at least 3 references with email and telephone numbers
- d) Statement to confirm compliance with proposed Contract T&Cs

4.3 Technical/Operational information

Proposers are to submit the following.

Response to Summary of Services

How will Proposer manage the project and address the requirement/brief in PART 3

- a) Describe/summarize your experience of managing global brands
- b) Summary of Proposers current Key Clients (top 5)
- c) Provide Project Plan and key dates
- d) A list detailing the proposed organizational structure of personnel required for the Project/Services, including professions and positions. The structure shall be in the form of a chart accompanied by a full written description detailing functions, duties, authorities and the relevant past experience at the various levels of the proposed organization. CV's shall be included for the proposed Key Personnel who shall have sufficient relevant experience of similar size, nature, type and complexity of services, and where necessary experience of collaborative working similar to that required by the proposal for a contract.
- e) Summary of procurement of subcontractors in accordance with the proposal for a contract; identifying scope, role and responsibilities
- f) Risk Management plans and mitigation approaches.
- g) Transition/Implementation plans.
- h) Any proposed Alternatives.
- i) Other Literature - Proposers may provide any literature supporting their products and services, which would complement their response.

PROPOSAL PRESENTATION

Volkswagen Group Sales Middle East FZCO • PO Box 27758 • Dubai • United Arab Emirates

5 PART 5 – PROPOSED CONTRACT

A draft contract for the ongoing RFP is attached to the event. Proposers acknowledge that this is a draft contract and, as such, may be changed prior to a final Contract that is signed with the Company.