

APPENDIX I

MARKING SCHEME FOR TENDER EVALUATION

1. The Government in assessing the tender will use this Marking Scheme. Offers fail to meet the mandatory requirements in Stage 1 will not be considered. Those meeting the mandatory requirements will be assessed according to the Marking Scheme in Stage 2. The Technical Score (non-revenue criteria) in Stage 2 would carry a weight of 30% as against a weight of 70% for Price Score (revenue criteria) in Stage 3. The overall passing mark for Stage 2 is 25 before applying the 30% weighting for the Technical Score. **Tenderers failing to obtain the passing mark of 3 for any one of the Criteria 2 to 4 or the passing mark of 1 for any one of the Criteria 5 to 7 or the overall passing mark in Stage 2 will not be considered further.** Tender with the highest overall Combined Score in Stage 4 will normally be recommended for acceptance.

Stage 1 - Mandatory Requirements

2. Tenderer who has submitted a Proposal fail to meet any one of the following mandatory requirements will be disqualified and will not be considered further in the evaluation process:

- a. **Background and Experience**

Tenderers must have at least two (2) year's experience in running retail business during the past 10 years. **Tenderers shall provide documentary proof to substantiate their claim of relevant experience and at least one (1) client's reference for assessment purpose. Tenders will not be considered if any or all of the aforesaid documents are not provided. The closing date of this tender will be the cut-off date for calculation of years of experience.**

- b. A tender will not be considered if during a period of 12 months immediately preceding the Tender Closing Date, the Tenderer has been convicted of any offence under the following Ordinances –
 - (i) the Employment Ordinance (Cap. 57) and/or the Employees' Compensation Ordinance (Cap. 282) convictions of which individually carries a maximum fine corresponding to Level 5 or higher within the meaning of Schedule 8 to the Criminal Procedure Ordinance (Cap. 221);
 - (ii) Section 17I(1) of the Immigration Ordinance (Cap. 115);
 - (iii) Section 89 of the Criminal Procedure Ordinance (Cap. 221) and Section 41 of the Immigration Ordinance (Cap. 115);
 - (iv) Section 38A(4) of the Immigration Ordinance (Cap. 115); and
 - (v) Sections 7, 7A and 43E of the Mandatory Provident Fund Schemes Ordinance (Cap. 485).

In connection with this Clause 2(b), the Tenderer shall submit with the tender a statement of either all convictions under the Employment Ordinance, and/or Employees' Compensation Ordinance, the Immigration Ordinance, Criminal Procedure Ordinance, Mandatory Provident Fund Schemes Ordinance and the dates of all such convictions during the 12-month period prior to the Tender Closing Date or a statement of "no conviction". The statement shall be submitted in respect of the Tenderer, each company participating in the partnership or unincorporated joint venture, or each company holding the share of the incorporated joint venture, as applicable. The statement shall be certified by an authorized person of the Tenderer who is duly authorized by the Tenderer to execute contracts with the Government. Tenderer's convictions of the relevant offence will be considered in the tender evaluation unless such conviction has been quashed by a higher court before the tender evaluation is considered. If the Tenderer which has been awarded the Contract is found to have made false declaration or untruthful revelation in, including but not limited to, its record of convictions of offences under the Employment Ordinance, Employees' Compensation Ordinance, Immigration Ordinance, Criminal Procedure Ordinance and Mandatory Provident Fund Schemes Ordinance, the Government may, without prejudice to any other rights which it has or may have, terminate forthwith the Contract;

- (c) All Tenderers must forward with their tender a Banker's Draft/Cashier's Order for the amount of the first month's Monthly Fee payable to the Government of the Hong Kong Special Administrative Region as Tender Deposit in accordance to Clause 4.3 in Part A – Notes for Tenderer in these tender documents. **Tenders which are not accompanied by a deposit receipt will not be considered and will be rejected.**
- (d) Tenderers must complete and provide the information required in Appendix II in their submission of technical information for evaluation of the tender. Tenderers must also submit with their tenders the plans as described in Proforma 2 in Appendix II, including: i) facilities and decoration plan, ii) merchandise plan, iii) marketing plan for promoting the image of the HKWP, iv) marketing plan for promoting the sale of consignment items, v) Operation and Customer Services Plan and vi) Staff and Training Plans.

Stage 2 - Assessment of Proposals and Information Supplied by Tenderers according to the Pre-set Evaluation Criteria

- 3. Tenderers who have fully passed the mandatory requirements at Stage 1 will be further evaluated based on the following proposed non-revenue criteria and scores will be given to tenders in each criterion in accordance with the information supplied by the Tenderers.

| | Evaluation Criteria | Passing Scores | Maximum Scores |
|-----|--------------------------------------------------------------------------|----------------|----------------|
| (1) | Relevant experience during the past 10 years in running retail business. | nil | 8 |
| (2) | Facilities and Decoration Plan | 3 | 9 |
| (3) | Merchandise Plan | 3 | 9 |
| (4) | Marketing Plan for Promoting the Image and Functions of the HKWP | 3 | 9 |
| (5) | Marketing Plan for Promoting the Sale of Consignment Items | 1 | 5 |
| (6) | Operation and Customer Services Plans | 1 | 5 |
| (7) | Staff and Training Plans | 1 | 5 |
| | Overall | 25 | 50 |

4. Tenderers' attention is drawn on the considerations on evaluation criteria in the marking scheme as specified in the following table.

Marking Sheet for Stage 2 Assessment

| Technical Evaluation Criteria | Score | Technical Score obtained by the Tenderer |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|
| 1. Relevant experience during the past 10 years in running retail business (maximum 8 scores) | | |
| Years of relevant experience in retail business: | | |
| (a) 5 years or more | 8 | |
| (b) 4 years or more but less than 5 years | 6 | |
| (c) 3 years or more but less than 4 years | 4 | |
| (d) More that 2 years but less than 3 years | 2 | |
| 2. Facilities and Decoration Plan (Please refer to Park's website at http://www.wetlandpark.com and Park's brochures at Appendix V for Park's image and functions) (maximum 9 scores and passing mark of 3) | | |
| Proposed plan in décor design and facilities, and its compatibility with the HKWP's image and functions: | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 9 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 6 | |
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 3 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |

3. Merchandise Plan (Please refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix V for Park's image and functions) (maximum 9 scores and passing mark of 3)

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| Proposed plan in providing commodities for sale at the Shop to meet public demand and to blend with the image and functions of the HKWP: | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 9 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 6 | |
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 3 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |

4. Marketing Plan for Promoting the Image and Functions of the HKWP (Please refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix V for Park's image and functions) (maximum scores 9 and passing mark of 3)

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| Provision of marketing plan in promoting the image and functions of the HKWP | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 9 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 6 | |
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 3 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |

5. Marketing Plan for Promoting the Sale of Consignment Items (Please refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix V for Park's image and functions) (maximum scores 5 and passing mark of 1)

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| Provision of marketing plan in promoting the sale of Consignment Items to blend with the image of the HKWP | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 5 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 3 | |

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 1 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |
| 6. Operation and Customer Services Plan (maximum 5 scores and passing mark of 1) | | |
| Provision of operation and strategy in enhancing customer services in running the business and promote revisit of the customers: | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 5 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 3 | |
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 1 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |
| 7. Staff and Training Plans (maximum 5 scores and passing mark of 1) | | |
| Proposed staff plan and staff training plan to ensure service quality | | |
| (a) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II and other good and practical suggestions which will enhance the services. | 5 | |
| (b) Proposed plan includes information with detailed explanation on each item as listed in Proforma 2 in Appendix II. | 3 | |
| (c) Proposed plan includes information with brief account on all items as listed in Proforma 2 in Appendix II. | 1 | |
| (d) Proposed plan do not provide with all information as listed in Proforma 2 in Appendix II. | 0 | |
| <u>Total Technical Score</u> | | |

Qualified Tenderer

5. Tenderer whose Technical Score passed the passing mark (25 marks) in the Marking Scheme will become the Qualified Tenderer and its proposal will be scored in Stage 3.

Stage 3 - Calculation of Technical Scores and Fee Scores

6. The Technical and Fees Proposals of Qualified Tenderers will be scored and weighed in following approach:

The total Technical Score (non-revenue criteria) will constitute 30% of Combined Score, while the Price Score (revenue criteria) will constitute the remaining 70%.

7. The weighted Technical Score and Price Score are calculated using the following formulas:

The weighted Technical Score achieved by a Qualified Tenderer = 30 multiplied by (the total Technical Score attained by that Tenderer) divided by (the highest total Technical Score attained by a Qualified Tenderer)

The Price Score achieved by a Qualified Tenderer = 70 multiplied by (the Monthly Fee submitted by that Qualified Tenderer) divided by (the highest Monthly Fee submitted by a Qualified Tenderer)

Stage 4 - Calculation of Combined Score

8. The Combined Score of a Qualified Tenderer will be calculated as follows:

Combined Score = weighted Technical Score plus Price Score

9. Tender with the highest Combined Score will normally be recommended.