

APPENDIX II

(Please complete and insert the Proforma 1 & 2 into the “Technical Proposal Envelope”)

INFORMATION REQUIRED FROM TENDERER

Proforma 1 : Background of Tenderer

In accordance with **paragraph 3 of the Notes for Tenderer**, Tenderers are required to provide the following information -

1. (a) Name of Tenderer: (in English)
 (in Chinese)

Registered address:

Telephone Number:

- (b) Length of business experience:

Period	Length	Place of Business	Description of Business	Scale (No. of outlets, size, no. of staff.)

- (c) Proprietor, shareholders/partners of the company/business organisation:

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Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

- (d) Names and residential addresses of the following, where appropriate major directors or partners:

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Sole proprietor:

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- (e) A copy of the Memorandum and Articles of Association, Certificate of Incorporation, partnership agreement, or other documents evidencing business status:

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- (f) A photocopy of the current Business Registration Certificate. The Certificate should bear a machine printed line to show that full registration fee has been effected.

2. Present Business:

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Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

Tender Reference: AFCD/WP/02/06

3. Particulars of Company (Please attach copies of the latest audited or certified financial statements of the company):

(a) Year of Establishment:

(i) Ownership:

(ii) If a subsidiary, name of parent company:

(b) No. of Staff

(c) Liability

(d) Capital

(i) Authorized Capital : (as at)

(ii) Issued Capital : (as at)

(iii) Paid up Capital : (as at)

(e) Net Worth (i.e. Total Assets - Liabilities) :

HK\$ (as at)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

Tender Reference: AFCD/WP/02/06

4. Please provide contact person(s) in the event of any queries relating to the tender offer:

Name:

Post Title:

Telephone No.:

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

1 Tenderers' Previous Experience and Current Operations in Relevant Business

- [illegible]

- | Name | Location | Total Area (sq.m) | Date of Holding and Duration | Service Categories |
|------|-------------------------|-------------------|------------------------------|--------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | Total number of outlets | | | |

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Tender Reference: AFCD/WP/02/06

- (c) Proposed trade name(s) for the Shop Area. Please provide evidence of your full power, authority and legal right to carry out the Business under the proposed trade name(s):

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- (d) Provide other pertinent information relating to your relevant experience which may assist the Government Representative in assessing your tender. The information shall include a list of merchandise currently on sale, audited sales record of each outlet for the past 3 years.

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- (e) Provide at least one (1) client's reference for assessment purpose.

Company Name:

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Service period:

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Name of Contact person:

--

Post Title:

--

Telephone No.:

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Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

2. Facilities and Decoration Plan

Tenderers must provide the facilities and decoration plan with information, such as the description of the proposed overall design theme for the decoration, shop front design and furniture and facilities of the Shop Area to blend with the image and function of the HKWP (Tenderers are advised to refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix 5 for Park's image and functions). Tenderers are advised to provide sketch of design layout with a view to creating an ambience to tie in with the architectural design and artistic identity of the HKWP. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

- (a) A wetlands impression showing the overall theme for the Shop Area, shop layout and the shop front design and a brief layout plan in accordance with design parameter set out in Appendix III:

(Please provide Photos, brochures, etc. may also be used to illustrate the proposed concept in separate sheet)

- (b) Facilities proposed to be provided in the Shop Area to catch the attention of the visitors, creating a comfort ambience and to tie in with the architectural design and artistic identity of the HKWP:

(Please provide Photos, brochures, drawings etc. may also be used to illustrate the proposed design in separate sheet)

(Note: If there is not enough space, please make photocopy of this sheet)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

3. Merchandise Plan

Tenderers must provide the merchandise plan with the list of commodities to be supplied for sale in the Shop Area and specify the proposed items in **Schedule 3**, such as souvenirs, publications and goods items. Tenderers shall also propose strategies in providing commodities (range and class of goods to be sold and sources of goods/suppliers) for sale at the Shop Area to meet the demand of the HKWP visitors and to tie in with the services, image and function of the HKWP, its exhibition programs and activities (Tenderers are advised to refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix 5 for Park's image and functions). Commodities items shall include but not limited to gift or souvenir merchandises including art, history, public and community art related items, tourist items, Consignment Items from the HKWP and the Government and other items that relate to the image and functions of the HKWP and promotion of wetland conservation. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

(Note: If there is not enough space, please make photocopy of this sheet)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

4. Marketing Plan for Promoting the Image and Functions of the HKWP

Tenderers must provide the marketing plan in attracting more visitors and promoting the image and functions of the HKWP and the Shop Area to blend with the image and functions of the HKWP (Tenderers are advised to refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix 5 for Park's image and functions). The plan shall include but not limited to strategies for different categories of patrons / occasions / seasons / relevant to venue exhibitions and activities, etc. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

(Note: If there is not enough space, please make photocopy of this sheet)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

5. Marketing Plan for Promoting the Sale of Consignment Items

Tenderers must provide the marketing plan on marketing and promoting the sales of HKWP Consignment Items in connection to consignment agreement in paragraph 3.5 of the Fourth Schedule of this tender document, such as publications and souvenirs to be sold at or outside the Shop Area, to blend with the image and function of the HKWP (Tenderers are advised to refer to Park's website at <http://www.wetlandpark.com> and Park's brochures at Appendix 5 for Park's image and functions). Tenderers are advised to provide information on the proposed design layout with sketch of the designated display area for the HKWP Consignment Items in addition to strategy on promoting the consignment items. The plan shall include but not limited to strategies for different categories of patrons / occasions / seasons / relevant to venue exhibitions and activities, etc. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

(Note: If there is not enough space, please make photocopy of this sheet)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

6. Operation and Customer Services Plans

Tenderers must provide operation and customer services plan in running the Business. The operation and customer services shall include but not limited to aspects of purchase of commodities, inventory control, safe-keeping and replenishment of stock; the customer services plan in enhancing customer services to provide courteous and efficient services to customers, provision of customer services training to staff engaged for the business and the strategy for enhancing customer services to encourage repeat visits, i.e. policy on refund/exchange of substandard goods, handling of customers complaints, etc. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

(Note: If there is not enough space, please make photocopy)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____

7. Staff and Training Plans

Tenderers must provide staff deployment plan in running the business and information of the proposed work force including number of staff for the Shop Area, the requirement of staff's working experience and qualification, their staff training strategy and training programme. Tenderers may also include other materials as appropriate to facilitate consideration of their offer by the Government.

(Note: If there is not enough space, please make photocopy of this sheet)

Authorized signature & company chop: _____

Name of person authorized to sign tender: _____

Name of Tenderer (English): _____

(Chinese): _____

Tel. No.: _____ Fax. No. _____ Date: _____