REQUEST FOR PROPOSAL

Package: Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030

Purchaser: **Vietnam Airlines JSC**

Ha Noi, date **07.** month **01.** year **2025**

ON BEHALF OF CEO

CHIEF OF PROJECT TEAM

DINH VAN TUAN

EXECUTIVE VICE PRESIDENT

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ABBEREVIATIONS & DEFINITIONS

No	Abbreviation	Full meaning
1.	RFP	Request for Proposal
2.	VNA	Vietnam Airlines Jsc
3.	Day	Is the calendar day
4.	Website	Vietnam Airlines e-commerce website
5.	NDC	New Distribution Capability
6.	CutOver	The date that's the Website go live
7.	IBE	Internet Booking Engine
8.	FFP	Frequent Flyer Program
9.	VND	Vietnam Dong
10.	USD	US dollar
11.	EUR	Euro

LETTER OF INVITATION

To Whom It May Concern

Vietnam Airlines Corporation - Joint Stock Company (VNA) firstly would like to express warm greetings to your company!

VNA would like to invite your company to participate in the bidding for VNA's project "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030".

Request for Proposal (RFP) are hereby enclosed for your information and preparation. Please kindly send your complete proposal to our address through one of the following methods:

1. **Directly or by post**
- The deadline for receiving proposals is 3:00 PM (Hanoi time) on February 3, 2025;
- Place of receipt: Website Project Team, Vietnam Airlines JSC, 200 Nguyen Son, Long Bien District, Ha Noi City.
- Contact point of VNA: Mr. Pham Xuan Hung, Phone: 0934450777, Email: hungpx@vietnamairlines.com.

2. **Via email**
- The deadline for receiving proposals is 3:00 PM (Hanoi time) on February 3, 2025;
- Form of receipt: Suppliers send an email attached to the scanning of the original proposal to the email address: hungpx@vietnamairlines.com of the Vietnam Airlines JSC with the subject/title: (name of Company) submit Proposal for Project "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030". The email size must less than 20MB/ each email.
- Contact point of VNA: Mr. Pham Xuan Hung, Phone: 0934450777, Email: hungpx@vietnamairlines.com .

Thank you for your cooperation. We look forward to hearing back from you.

Your Sincerely,

Dinh Van Tuan

Executive Vice President

1. GENERAL REQUIREMENT FOR SERVICE/ PRODUCT SCOPE

1.1. Content, category and quantity of service/ product

1.1.1. Scope of work

Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030.

1.1.2. Category: Vietnam Airlines e-commerce website.

1.2. Requirements of products and services

The detail requirements are listed in Section 4.3 RFP.

1.3. Contract Period

- Implementation/installation and system training time: maximum 08 months from the effective date of Contract.

- Contract period (time for supplying service): 60 months from the date that Implementation/installation and system training are completed and both parties sign the Acceptance record, the estimate start date of June 01, 2025.

2. INSTRUCTIONS FOR SUPPLIER

2.1. Price offer requirements

2.1.1. Price offer

Price shall be quoted as specified in Letter of Offer (BM01) enclosed with Price Offer Table (BM03), after deducting discount amount listed in Letter of Discount (if any).

2.1.2. Letter of Discount

- In case the Supplier has a Letter of Discount and submit it before the deadline of Proposal submission, the Letter of Discount shall be considered in Supplier ranking step for the first time as provided in the Section 3.4 RFP.

- In case the Supplier submits the Letter of Discount at the negotiation phase as define in Section 3.4 and Supplier meets all requirements to be invited into the negotiation phase, the Letter of Discount will be considered in negotiation phase and re-ranking the Suppliers.

2.1.3. Letter of Offer

- Letter of offer must follow BM03 with the signature of the legal representative of Supplier, including all price components (not including tax and fee).

- VNA will consider all taxes and fees in the proposal evaluation process to ensure correct and complete calculation. The selected Supplier must be responsibe for all the taxes and fees by law.

2.1.4. Currency of price offer and evaluation:

- Currency of price offer VND or USD or EUR.

- Currency of evaluation: VND. In case the currency stated in the Letter of Offer (BM01)/ Price Offer Table (BM03), similar contracts or confirmation of payment by the Investor for performed service provision contracts or tax declarations or related documents proving the contractor's capacity and experience is not VND, VNA will convert it to VND as a basis for evaluating the Proposal. The

conversion applies the selling exchange rate of Joint Stock Commercial Bank For Foreign Trade Of Vietnam (Vietcombank) at the date of opening bid.

2.1.5. Payment condition requirement:

Payment is by bank transfer and is made as follows:

- The fee of service shall be equally distributed and paid after monthly or quarterly after both parties sign the Monthly service quality acceptance record (no advance payment).

- In case the actual number of days VNA using service is not enough days in the month, the service price of the month will be calculated according to: (monthly unit price of items divided by (:) the number of days of month of service use) multiple (x) the number of actual days used in the month.

2.2. Clarification of RFP

- In case the RFP needs to be clarified, Supplier should send a written request for clarification to make sure that VNA receives it no later than three (03) days prior to the submission date of the Proposal stipulated in section 2.3. VNA will send a response by email to all Suppliers who received RFP. If the clarification leads to amendment of the RFP, VNA shall send the revised RFP to all Suppliers who received RFP no later than three (03) days before the submission date of the Proposal.

- Language of RFP is Vietnamese and English. In case of conflict between the Vietnamese version and the English version, the Vietnamese version shall take precedence.

2.3. Proposal submission

2.3.1. Deadline of Proposal submission and validity of Proposal

- Proposal submission date: Before 3:00 PM (Hanoi time) on February 3, 2025. Proposal submitted after the Deadline of Proposal Submission is deemed illegitimate and will be rejected.

- The Proposal's validity is 180 days from the date of the Proposal submission deadline.

2.3.2. Proposal specifications

Submit the original Proposal and 01 USB/DVD containing the demo (submit directly or by post) or scanned documents from the original Proposal and a file containing the demo (submit via email). Demo is a demo of software functions and website designs that Supplier is proposing for Vietnam Airlines or websites the supplier had deployed for other airlines.

2.3.3. Language of Proposal: Vietnamese or English.

2.3.4. Proposal submission method

Supplier could choose one of two method as:

a) Direct or by post to the following address:

- *Website project team – Vietnam Airlines JSC.*
  Address: 4th Floor VN2 building, 200 Nguyen Son street, Long Bien district, Hanoi.

Contact point of VNA: Mr. Pham Xuan Hung, Phone: 0934450777, Email: hungpx@vietnamairlines.com.

b) Via email (sending email attach scanned documents from the original Proposal and a file containing the demo) to the following contact point:

- *Email: hungpx@vietnamairlines.com;*
- *Contact point of VNA: Mr. Pham Xuan Hung, Phone: 0934450777, Email: hungpx@vietnamairlines.com.*

The Proposal must have the signature of the legal representative/ authorization of Supplier. Letter of Authorization must be followed TL05 at Section 2.4 below. The email size must less than 20MB/ each email. The supplier could send multiple emails in case the email size is more than 20MB.

In case the Proposal is submitted via both above method and both coming before submission date, VNA shall evaluate the latest one.

2.4. Proposal materials

Supplier's Proposal shall include the following materials:

Docs ID	Documents	References
TL1	Documents to prove criteria for evaluating Supplier's eligibility, Proposal's eligibility	Section 4.1
TL2	Documents to prove the competence and experience of Supplier	Section 4.2
TL3	Documents to prove criteria for evaluating the eligibility of technical requirement	Section 4.3
TL4	Letter of Offer	BM01
TL5	Letter of Authorization (if any)	BM02
TL6	Price Offer table	BM03
TL7	List of similar contract(s)	BM04
TL8	History of unfinished contracts	BM05
TL9	Supplier's Written commitment	BM06
TL10	Financial situation of Supplier	BM07
TL11	Joint venture agreement (if Supplier is joint venture Supplier)	BM08
TL12	Bid Security	BM09
TL13	Written commitment on compensation for failure to meet the requirement of progress	BM10

Docs ID	Documents	References
TL14	Technical solution description	
TL15	Documents on hosting plans, maintenance, and ensuring website operations	

2.5. Proposal clarification

- In the process of evaluating Proposal, VNA may request Supplier to supplement, clarify the contents of the Proposal, provided that this clarification does not change the basic content of the submitted Proposal and Price offered.

- Method of Proposal clarification: VNA invites Supplier to come to meet directly or sends the emails/letters and Supplier should response by emails/letters. Clarified contents in writing are kept by VNA as a part of the Proposal. When the due date of clarification is over but VNA does not receive the clarification, VNA shall relies on submitted Proposal to evaluate.

2.6. Proposal evaluation

The evaluation of Proposal is performed step by step according to the regulations specified in section 3, including:

- Evaluating the eligibility of Supplier's eligibility, Proposal's eligibility.
- Evaluating the competence and experience of Supplier.
- Evaluating the technical requirements.
- Financial evaluation and Financial point determination. Determining the Aggregate score and ranking Supplier.x

2.7. Proposal negotiation

In case there are 3 or more Suppliers satisfying requirements of RFP, VNA shall negotiate with the 3 highest ranking Suppliers. In case there are less than 3 Supplier who satisfy the requirements of RFP, VNA shall negotiate with all Suppliers.

2.8. Conditions for successful Supplier

The Supplier shall be awarded and selected for contract negotiation if satisfying the following conditions

- Having Supplier's eligibility and legitimate Proposal as stipulated in Section 3.1.
- Meeting the requirements of competence and experience as stipulated in Section 3.2.
- Meeting the technical requirements as stipulated in Section 3.3.
- Having the highest Aggregate score after negotiation.
- Having price after negotiation (include all tax and fee) not exceeding the VNA's approved price.

2.9. Announcement of the result to Supplier

- After having the approved decision of successful Supplier, VNA will send a written notification (by email or courrier) to all Supplier who submitted

Proposals. Notification to successful Supplier will include the time and venue for contract conclusion.

- VNA reserves the right to reject any Proposal or cancel the selection process at any time before entering into agreement without any liability to Suppliers or without responsibility to explain the reason. Then, VNA shall notify Suppliers in writing in the case of cancellation of the selection process or reject all proposals.

2.10. Information security

The RFP, Proposal and Evaluation of Proposal information need to be secreted and not allowed to disclose to any person that is not relative to the bid processing. In any case, it is not permitted to disclose the RFP and Proposal to other Supplier.

3. PROPOSAL EVALUATION STEP

The evaluation of the Proposal is performed in the following order:

3.1. The eligibility of Supplier and proposal evaluation

- Evaluating the eligibility of Supplier and legitimate proposal will follow by the criteria of Supplier and proposal requirement that defined at section 4.1.
- The proposal will be rejected if do not meet any criteria. The Proposal meets all the above requirements will be evaluated the competence and experience at section 3.2.

3.2. Competence and experience evaluation

- The evaluation of competence and experience is carried out according to the evaluation criteria of competence and experience prescribed in section 4.2.
- The Proposal will be eliminated if it does not meet the criteria of competence and experience. The Proposal meets criteria of competence and experience will be evaluated at the next section 3.3.

3.3. Technical evaluation

- The technical evaluation is performed by scoring according to the technical evaluation criteria mentioned in section 4.3.
- VNA shall invite all Suppliers that pass the technical evaluation to present DEMO products.
- Only Proposals that pass the technical evaluation and have a DEMO product evaluated "Pass" will be included in the financial evaluation according to section 3.4.

3.4. Financial evaluation and Financial point determination. Determining the Aggregate score and ranking Supplier

3.4.1. **Step 1**. Determine Offer prices – BM03

3.4.2. **Step 2**. Arithmetical error correction will be following step below:

- Arithmetical errors:

Arithmetical errors include errors due to incorrect addition, subtraction, multiplication and division when calculating Offer price. If there is a discrepancy between the unit price and the total price, the unit price shall prevail and the total

price shall be corrected; In case the Supplier inserts no value or insert "0" in the columns "unit price" and "total price", the Supplier shall be considered allocating the price of this work item to another work item of the procurement, the Supplier shall be responsible for performing these work items in conformity with the RFP's requirements without any payment from the Investor during the contract performance.

- Other errors:
  + If a total price is fully filled but the equivalent unit price is left blank, the unit price shall be determined by dividing the total price by the quantity; if a unit price is fully filled but the equivalent total price is left blank, the total price shall be determined by multiplying the unit price and the quantity; if a unit price and the equivalent total are fully filled but the equivalent quantity is left blank, the quantity shall be determined by dividing the total price by the unit price. If the additional quantity determined above is different from the equivalent quantity mentioned in the RFP, such discrepancy shall be the deviation related to Scope of Supply which shall be adjusted as prescribed in the Step 3;
  + Physical unit errors: correct units in conformity with the RFP requirements;
  + Unit errors: replace "." (stop) with ","(comma) and vice versa in conformity with the Vietnamese unit. If the Purchaser believes that the stops and commas in the unit price are put in wrong position, the total price shall prevail and the unit price shall be corrected;
  + If there is an error in a total corresponding to the addition of subtotals, the subtotals shall prevail and the total shall be corrected;
  + If there is a discrepancy between words and figures, the amount in words shall prevail, and the amount in figures shall be corrected. If the amount in words is related to arithmetic error, the amount in figures prescribed in this Section shall prevail.

3.4.3. **Step 3**. Adjustment of deviation

- If there is a deviation from the Scope of Supply, the deficiency shall be added and the redundancy shall be subtracted according to the equivalent unit price in the Proposal.
- If there is a deficiency in Proposal (deficiency in work item(s) in comparison with the supply requirements) without an equivalent unit price in the Offer, the deficiency shall be adjusted as follows:
  + The highest unit prices of work items in deficiency of the Proposals satisfying technical evaluation shall prevail for adjustment of deviation; if the Financial Proposals satisfying technical evaluation having no equivalent unit prices, the unit price constituting the price of procurement shall prevail.
  + If there is only one Supplier passing the technical evaluation, its equivalent unit price shall be prevailing for adjustment of deviation; if the Financial Proposal has no equivalent unit price, the unit price of the approved estimates of the procurement shall prevail.

-   If there is a redundancy in Financial Proposal (redundancy in work item(s) in comparison with the supply requirements) without an equivalent unit price in the Offer then the redundancy will not adjust.

    + If the Supplier has a Letter of Discount, the correction and adjustment of deviation shall be carried according to the Offer price without subtracting the discount. The rate of deficiency (%) shall be determined according to the ratio of deficiency to Offer price mentioned in the Letter of Offer

3.4.4. **Step 4**. Determine the Offer price after error correction and adjustment of deviation and minus (-) discount (if any): **(G)**.

3.4.5. **Step 5**. Determine Financial point

Financial point is determined base on Offer price after error correction and adjustment of deviation and minus (-) discount (if any), not include tax and fee as followings:

$$\textbf{Financial point}_x = G_{min} / G_x$$

Where:

-   Financial point$_x$: The Supplier's Financial point.

-   G_{min}: The lowest Supplier's Offer price after error correction, deviation adjustment, and minus discount (if any) not include tax and fee.

-   G_x: The Supplier's price after error correction, deviation adjustment, and minus discount (if any) not include tax and fee.

3.4.6. **Step 6**: Determining the Aggregate score

Apply a combination of technical and price methods to determine the Aggregate score according to the following formula:

$$\textbf{Aggregate score}_x = (30\% \times \textbf{Technical point}_x / \textbf{Technical point}_{max} + 70\% \times \textbf{Financial point}_x) \times 100$$

Where:

-   Aggregate score$_x$: Aggregate score of the Supplier.

-   Technical point$_x$ and Technical point max: Technical score determined at Technical evaluation step.

-   Financial point$_x$: The Supplier's Financial point determined at Financial point evaluation step.

The Proposal having the highest Aggregate score (Aggregate score$_x$) shall be ranked the first. In case there are more than one Supplier having the same Aggregate score (Aggregate score$_x$), the Supplier with higher Technical point (Technical point$_x$) will be ranked higher. In case the Supplier have same Technical point$_x$ and Financial point$_x$, the Supplier has the better commercial condition will be ranked higher.

3.4.7. **Step 7**. Proposal negotiation and re-ranking Supplier

Base on Supplier satisfying requirements of RFP, VNA will negotiate following instruction at section 2.7.

The negotiation is implemented based on the following documents:

-   Proposal and all clarification documents (if any) of the Supplier.

RFP;

Negotiation shall include decreasing price, get better technical and commercial conditions.

-   Base on the negotiation result, VNA will re-ranking Supplier again.

- In case 2 or more Suppliers having the highest and equal Aggregate score after plus preferential value, then the ranking Suppliers shall be combined with following additional factors to decide the re-ranking with the following order
  1) Supplier has the shortest total implementation time;
  2) Supplier has the lowest offering price for hosting services, maintenance and ensuring website operation after 05 years;
  3) Supplier has the lowest unit labor cost (man-day) during working hours;
  4) Supplier has Longer service fee payment period;
  5) Supplier offers ADOBE solution;
  6) Supplier offers SITECORE solution.

4. EVALUATION CRITERIA

4.1. Criteria for evaluating Supplier's eligibility and proposal's eligibility

No	Requirements	Satisfaction level		Evaluation Documents
		Satisfied	**Not Satisfied**	
1.	Proposal's submitted before the Deadline of Proposal submission	Satisfied	Not Satisfied	The Deadline of Proposal submission of RFP.
2.	The Letter of Offer is signed by the legal representative of the Supplier (or authorized person within valid Letter of Authorization)	Satisfied	Not Satisfied	Letter of Offer and Letter of Authorization (if any)
3.	The Price Offer Table is signed by the legal representative of the Supplier, including all elements of price (not include tax, fee) and fixed price for whole contract period.	Satisfied	Not Satisfied	Price Offer Table
4.	Currency of price offer: VND or USD or EUR	Satisfied	Not Satisfied	Letter of Offer
5.	Language of Proposal: Vietnamese or English	Satisfied	Not Satisfied	Proposal
6.	The validity of Proposal	≥ 180 days	< 180 days	Letter of Offer
7.	Operation Registration Certificate or Business Registration Certificate issued by competent authorities according to laws.	Yes	No	Copies of Operation Registration Certificate or Business Registration Certificate issued by competent authorities according to laws of the country where Supplier is operating
8.	Any dispute with VNA that has not been solved until the time of	Yes	No	Written commitment

No	Requirements	Satisfaction level		Evaluation Documents
		Satisfied	Not Satisfied	
	Proposal submission			following BM06
9.	Not having name in 2 Proposals as independent or joint venture Supplier	Satisfied	Not Satisfied	Letter of Offer
10.	- Commitment to having full and legal intellectual property rights for Website software. - In case of a third party's complaint about a violation of intellectual property rights, Supplier commits to take full responsibility for resolving the complaint and bear all costs related to overcoming the consequences of the violation.	Yes	No	Written commitment following BM06
11.	Commitment to having Implementation/installation and system training time: maximum 8 months from the effective date of Contract	Yes	No	Written commitment following BM06
12.	The joint venture agreement is signed and sealed by the legal representative of each joint venture member (if Supplier is the joint venture).	Yes	No	joint venture agreement following BM08
13.	Commitment to not requiring VNA to make an advance payment and service fee is evenly distributed, paid later monthly or quarterly after both parties sign the monthly service quality acceptance record.	Commit	Not Commit or commit but not meet the requirements	Written commitment following BM06
14.	Commit to bear all costs related to interface design, development, and integration with 3rd party partner systems/applications/functions existing on the current website to the new website during the implementation phase.	Yes	No	Written commitment following BM06
15.	Commit to bear all costs related to interface design, additions, and functional edits to the Website for free during the contract period (without changing the structure of the Website as agreed upon by both parties)	Yes	No	Written commitment following BM06
16.	Commit to bear all costs related to	Yes	No	Written

| No | Requirements | Satisfaction level | | Evaluation Documents |
		Satisfied	Not Satisfied	
	change requests of VNA for a maximum of 260 man-days in the first 12 months from the date the two Parties sign the overall Acceptance Minutes.			commitment following BM06
17.	Submit a bid guarantee with a minimum value of 4 billion VND before the bid closing time and be a Letter of Guarantee legally represented by a domestic credit institution or foreign bank branch established under the law. Vietnamese law signed and stamped with the guarantee value, validity period and beneficiary according to the Guarantee form specified in HSYC	Having bid guarantee meeting full requirements	Not having or having but not meet the requirements	Submit bid guarantee following BM09
18.	Commitment provides the contract performance guarantee with the minimum value is 03% contract value if selected as successful Supplier. Contract performance guarantee is effective from the effective date of the contract until completion of overall service acceptance.	Commit	Not Commit or commit but not meet the requirements	Written commitment following BM06
19.	Commit to compensating all costs incurred and paying a fine of 0.26% of the total Contract value for each day of delay in acceptance, system installation and training within a maximum of 08 months from the Contract date. The contract is valid due to Supplier's fault	Commit	Not Commit or commit but not meet the requirements	Written commitment following BM10
20.	Commitment to transfer the rights to use and ownership all images and brands; website design; data, source code (excluding CMS and CEM platforms) of Website and Sub-site... when the service lease ends	Commit	Not Commit or commit but not meet the requirements	Written commitment following BM06

Supplier is evaluated as "Satisfied" provided that they satisfy all the above requirements.

4.2. Criteria for evaluating the competence and experience of Supplier

No	Content	Requirements	Requirements to meet			Evaluation Documents
			Independent Supplier	Joint venture Supplier		
				Total joint venture members	Each joint venture members	
1.	History of unfinished contracts	From January 1, 2022 to the time of proposal submission, supplier has no unfinished contracts	Satisfied	Not applicable	Satisfied	BM05
2.	Financial capacity	Submit copy of financial statements or tax finalization declaration documents for the years 2021, 2022, 2023 to prove Supplier's healthy financial situation. Supplier 's net asset value in 2023 must be positive.	Satisfied	Not applicable	Satisfied	BM07 and copy financial statements or tax finalization declaration documents for the years 2021, 2022, 2023
3.	Average annual revenue	Average annual revenue (excluding VAT) of 03 fiscal years (2021, 2022, 2023) of Supplier has a minimum value of 41 billion VND	Satisfied	Satisfied	Not applicable	BM07
4.	Experience in implementing similar contracts	Within 10 years up to the time of closing the bid, Supplier has 01 contract to provide services to develop and ensure the operation of an e-commerce website for a domestic or foreign airline, in which: (i) the contract includes: minimum value of 14 billion VND/year (including taxes and fees) or (ii) the airline has a commercial fleet of at least 50 aircrafts.	Satisfied	Satisfied	Satisfied (equivalent to the work undertaken)	BM04 Copy of the contract to provide development services and ensure the operation of an e-commerce website or equivalent documents to prove experience in implementing similar contracts.
5.	Ability to maintain software or provide other after-sales services	Documents on plans for hosting, maintenance, and ensuring website operations must meet the requirements specified in Appendix 01 - "Technical requirements and technical evaluation methods" proposed by Supplier if successful in the bid.	Satisfied	Satisfied	Not applicable	

No	Content	Requirements	Requirements to meet			Evaluation Documents
			Independent Supplier	Joint venture Supplier		
				Total joint venture members	Each joint venture members	
6.	Certificate	- Supplier has certified experts to build websites that meet WCAG 2 standards as required by US DOT; - Supplier has at least 03 experts certified to deploy one of the Sitecore or Adobe technology platforms (in accordance with the solution proposed by supplier) for the latest version of website development.	Satisfied	Satisfied	Not applicable	Copy of effective certificate
7.	Power of Attorney and Letter of Commitment	In case Supplier is not the manufacturer of ADOBE or SITECORE, the manufacturer's authorization or sales license or partnership certificate or other documents of equivalent value must be provided and a Letter of ADOBE or SITECORE's commitment (synchronized with the solution offered by Supplier) to support Supplier during installation, deployment, training, maintenance, and use of the software before signing the contract.	Satisfied	Satisfied	Not applicable	Copy of Power of Attorney (or sales license) and valid Letter of Commitment

Supplier is evaluated as "Satisfied" provided that they satisfy all the above requirements.

4.3. Criteria for Technical evaluation and Technical evaluation method

Detail criterias of technical evaluation are listed at the attached appendix 01.

Supplier is evaluated as "Satisfied" and go to next step evaluation when Supplier has technical score ≥ 700/1000 for Section A "Scored technical requirements" and meet all contents for Section B "Compulsory technical requirements".

FORMS

LETTER OF OFFER

Location, date

To: Vietnam Airlines JSC
(Hereinafter called VNA)

After studying your Request for Proposal ref. no.............dated........ *[ref number and date of revised versions, if any]* which we received, we, *[name of Supplier]*, commit to provide you with Package *[name of Package]* subject to the regulations stipulated in your Request for Proposal with the sum of ....(in numbers and letters) together with the attached Price Offer Table.

If our Proposal is chosen, we commit to supply the goods and services in compliance with terms and conditions agreed in the contract.

Our Proposal is valid within ..... days [number of days] since [hour, date] *[please insert the submission deadline]*.

On behalf of

[Please insert your name, title, sign and stamp]

If Supplier's legal representative authorizes his/her sub-level staff to sign the above Letter of Offer, he/she must attach the Letter of Authorization in accordance with the Form 02 hereafter. If Supplier's business Regulations and/or Decision of establishing its branches and/or other documents relating to authorizing sub-level staffs to sign Letter of Offer, Supplier must attach scanned files of relevant documents (Supplier does not need to issue the Letter of Authorization in accordance with the Template No. 2 hereafter). Before signing the contract, the winning Supplier must submit to the VNA the certified copy of these documents. If detecting that the initial declaration information is inaccurate, Supplier shall be considered as violating Clause 4, Article 16 of the Bidding Law and be handled according to State regulations.

LETTER OF AUTHORIZATION [1]

Today, [date], in …….. [City]

I am ……..[name, identity number or passport number, title of the supplier's legal representative], the legal representative of …….[supplier's name], whose registered office at………[address], officially authorize ………[name, identity number or passport number, title of the authorized person] in written to implement the following tasks in the proposing Package …..[name of Package] of VNA:
- To sign the Letter of Offer;
- To sign written documents to make a business deal with VNA in the bidding process including other clarification and explanation writings of the Proposal Documents;
- To participate in negotiating and completing contract;
- To sign the contract with VNA if being chosen.](2)

Above-mentioned authorized person solely implement tasks within the scope of authorization as a legal representative of _____ [Supplier's name]. [Supplier's name] are entirely responsible for tasks performed by …. [Name of the authorized person] within the scope of authorization.

This letter will be valid from … [date] to ….. [Date] (3). This letter of authorization is published in [number]….copies with the same legal value, the authorizer keeps [number]….copies, the authorized person keeps [number]….copies.

The authorized person	**The authorizer**
(Insert name, title, sign and stamp	(Insert name of supplier's legal
(if any)	representative, title, sign and stamp)

Note:
(1) In case of authorization, the Supplier sends the original Letter of Authorization (in case of submitting Proposal directly or by courier) or the scanned one (in case of submitting by email) to VNA along with the Letter of Offer.

(2) The scope of authorization is decided by the authorizer, including one or some above listed jobs.

(3) Insert the beginning and expiry date of the validity of Letter of Authorization suitable to the bidding process.

PRICE OFFER TABLE

1. Price Offer table

Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030:

No	Item	Unit	Quality	Unit price (exclude taxes, fees)	Price (exclude taxes, fees)
1	**Website design and construction (implemention fee):** - New design, new UX/UI interface and advanced CMS: Developed on the latest version of Sitecore or Adobe CMS platform; - Meets US Department of Transportation standards on access for people with disabilities (US DOT and Accessibility); - Deploy CEM (Customer Experience Management) integration: develop on the same platform as the website's CMS system (Sitecore or Adobe latest version); Implementation, installation, training and transfer of use.	Package	01		
2	**Hosting services, maintenance and website operation assurance for 05 years**				
2.1	Content Management System and Customer Experience Management software copyright	Month	60		
2.2	Cloud Hosting System	Month	60		
2.3	Maintain and ensure website operation for 05 years: Ensure website functions, including coding to support changing the interface, editing or upgrading additional features on the website	Month	60		
3	**Total price (1+2)**				
	In words:				
4	**Hosting services, maintenance and website operation assurance after 05 years**	Month	60		
	In words:				

Note: Any additional costs other than those mentioned above are not accepted.

1. Discount value (if any).

2. Supplier's commitment to fully meet the requirements for providing goods/services in accordance with the Technical Evaluation Standards specified in Section 4.2 RFP.

3. Suppliers are encouraged to offer other conditions that benefit the third party beneficiaries of the goods/services (if any).

4. Supplier must quote a fixed labor unit price (man-day) applicable from the 13th month until service termination.

5. Supplier commits to continue providing services for the next 5 years with a price ceiling, not exceeding the quoted price for "Hosting services, maintenance and website operation assurance for 05 years" during the period of 2025-2030, in case VNA require a contract renewal.

6. The validity of the quoted price list is 180 days from the time _____ hour, day _____ month _____ year _

Representative of Supplier

[Insert name, title, sign and stamp (if any)]

LIST OF SIMILAR CONTRACT(s)

Supplier's name: _____

No	Name and Ref number of Contract	contract signing date	name of the contracting partner	address of the contracting partner	Tel/ fax/ email of the contracting partner	Contract value
1						
2						
3						

Representative of Supplier

[Insert name, title, sign and stamp (if any)]

HISTORY OF UNFINISHED CONTRACT

Supplier's name: _____

Unfinished contracts prescribed in Section 4.2 - Criteria for evaluating the competence and experience of Supplier
□ No signed contract without execution from January 1, ___[year] prescribed in criterion 1 in the Table of Criteria for evaluating the competence and experience of Supplier in Section 4.2.
□ Having signed contract without execution from January 1, ___[year] prescribed in criterion 1 in the Table of Criteria for evaluating the competence and experience of Supplier in Section 4.2.

Year	Unfinished tasks in the contract	Description of contract	Total value of contract (current value, currency unit, exchange rate, equivalent value in VND)
		Description of contract Investor's name: Address: Reasons for unfinished tasks in the contract	

Notes:

(1) The Bidder must declare accurately and truthfully history of unfinished contracts; any unfinished contract being not declared shall be considered "fraudulent" and rejected.

Representative of Supplier

[Insert name, title, sign and stamp (if any)]

SUPPLIER'S WRITTEN COMMITMENT

Supplier's name: _____

After studying your Request for Proposal "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030. We commit:

	Dispute with VNA that have not been solved			
1	Not having dispute with VNA that has not been solved			☐
	Having dispute with VNA that has not been solved: Description about dispute that has not been solved and Supplier is one party			☐
	Year	**Dispute description**	**Value of Dispute has not been resolved equivalent value in VND**	**Ratio of unresolved disputes compared to net asset value**
2	Commitment provides the contract performance guarantee with the minimum value is 03% contract value if selected as successful Supplier. Contract performance guarantee is effective from the effective date of the contract until completion of overall service acceptance.			☐
3	- Commitment to having full and legal intellectual property rights for Website software. - In case of a third party's complaint about a violation of intellectual property rights, Supplier commits to take full responsibility for resolving the complaint and bear all costs related to overcoming the consequences of the violation.			☐
4	Commitment to having Implementation/installation and system training time: maximum 8 months from the effective date of Contract			☐
5	Commitment to not requiring VNA to make an advance payment and service fee is evenly distributed, paid later monthly or quarterly after both parties sign the monthly service quality acceptance record.			☐
6	Commit to bear all costs related to interface design, development, and integration with 3rd party partner systems/applications/functions existing on the current website to the new website during the implementation phase.			☐
7	Commit to bear all costs related to interface design, additions, and functional edits to the Website for free during the contract period (without changing the structure of the Website as agreed upon by both parties)			☐

8	Commit to bear all costs related to change requests of VNA for a maximum of 260 man-days in the first 12 months from the date the two Parties sign the overall Acceptance Minutes.	☐
9	Commitment to transfer the rights to use and ownership all images and brands; website design; data, source code (excluding CMS and CEM platforms) of Website and Sub-site... when the service lease ends	☐

Day ..... Month .... Year ....

Representative of Supplier

[Insert name, title, sign and stamp (if any)]

FINANCIAL SITUATION OF BIDDER[1]

Supplier's name: _____

Information about the Balance sheet

	2021	2022	2023
Total assets			
Liabilities			
Net asset value			
Short-term assets			
Short-term liabilities			
Working capital			

Information about income statement

	2021	2022	2023
Total revenues			
Annual average revenue from business[3]			
Pre-tax profits			
Post-tax profits			

Attached copy of financial statements or tax finalization declaration documents for the years 2021, 2022, 2023

JOINT VENTURE AGREEMENT

Base on Request for Proposal "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030",

We, Representatives of signatories to the joint venture agreement include:

Name of 1st joint venture member _____[insert name of joint venture member]

Mr./Ms. _____

Position: _____

Address: _____

Phone number: _____

Name of 2nd joint venture member ____[insert name of joint venture member]

Mr./Ms. _____

Position: _____

Address: _____

Phone number: _____

The members have reached a consensus on entering into a joint venture agreement with the following contents:

Article 1. General rules

1. Members voluntarily establish this joint venture to participate in proposing for "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030".

2. Official name of the joint venture used in every transaction related to the procurement: _____ [insert the agreed name of the joint venture].

3. Every member is committed not to unilaterally participate or establish a joint venture with another member to participate in this procurement. If awarded the contract, no member is entitled to refuse to fulfill the duties and obligations prescribed in the contract. Any member of the joint venture that refuses to perform their duties as agreed must:

- *Pay damages to other parties in the joint venture;*

- *Pay damages to the Investor as prescribed by the contract;*

Article 2. Assignment of duties

All members unanimously to undertake joint and separate responsibility to execute Package "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030" as follows:

1.   Head member of the joint venture:

All parties unanimously authorize _____ [insert name of a party] as the head member of the joint venture who represents the joint venture to perform the following tasks:

[- Sign the Letter of Offer and Table of Offer;

- Sign documents with VNA during the Supplier Selection processing, including the request for Clarification of RFP and document to clarify Proposal;

- Participate in contract negotiation and conclusion;

- Sign complaint letter (if any);

- Perform other tasks except for contract conclusion: _____ [specify other tasks (if any)].

2. Tasks of joint venture members are specified in the table below[4]:

No.	Name	Tasks	Proportion of total bid
1	Name of head member	- ___ - ___	- ___% - ___%
2	Name of second member	- ___ - ___	- ___% - ___%
....	....	....	......
Total		All tasks of the procurement	100%

Article 3. Effect of Joint venture agreement

1. The Joint venture agreement takes effect from the day on which it is signed.

2. The Joint venture agreement expires in the following cases:

- All parties have fulfilled their duties and finalize the contract;

- The agreement is unanimously terminated by all parties;

- The joint venture is not awarded the contract;

- The bidding for Package "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030" is cancelled as notified by the Purchaser.

The joint venture agreement is made into _____ copies with equal legal value, each party keeps _____ copies.

LEGAL REPRESENTATIVE OF HEAD MEMBER

[Full name, position, signature and seal]

LEGAL REPRESENTATIVE OF JOINT VENTURE MEMBER

[Full name, position, signature and seal of each member]

BID SECURITY

Beneficiary: *Vietnam Airlines JSC*

Date of issue: _____ *[insert date of issue]*

BID GUARANTEE No. ___*[insert number of the Bid Guarantee]*

Guarantor: ___*[insert name and address of issuing bank, if it is not written in the title]*

We have been informed that _____ [name of the Supplier] (hereinafter called "the Supplier") has submitted to participate in the bid for the execution of "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030" under Letter of Invitation No. [number of the Letter of Invitation to bid].

We hereby act as a guarantee for the Supplier to participate in the bid for this procurement with an amount of _____ *[amount in figures, in words and currency]*.

This Guarantee takes effect within 210 days, from _____ [date](3).

At the request of the Supplier, we, as the Guarantor, hereby undertake to pay you any sum or sums not exceeding in total an amount of _____ [amount in figures] (_____) [amount in words] upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s), because the Supplier:

1. has withdrawn its Proposal after the Proposal submission time and during the effective period of Proposal;

2. fails or refuses to negotiate the contract within 5 working days, from the date on which the notification of contract negotiation sent by the Purchaser is received, excluding force majeure events;

If the Party requesting the guarantee is selected: this guarantee will expire immediately after the Party requesting the guarantee signs the contract (if required to submit a contract performance guarantee) and submits the Contract Performance Guarantee. (if required to submit contract performance guarantee) to the Beneficiary as agreed in that contract.

If the Party requesting the guarantee is not selected: this guarantee will expire immediately after we receive a copy of the written notice of Supplier selection results from the Beneficiary to the Party requesting the guarantee; within 30 days after the validity period of the proposal expires.

Any claim under this guarantee must be made to our office on or before that date.

Legal representative of Bank

[Full name, position, signature and seal]

COMMITMENT LETTER ON COMPENSATION FOR FAILURE TO MEET THE REQUIREMENT OF PROGRESS

Base on Request for Proposal "Supplying development and hosting services, maintain and ensure the operation of Vietnam Airlines e-commerce website for the period June 2025 to May 2030", and base on our Proposal, Supplier commit:

If the Vietnam Airlines e-commerce website system is not accepted, installed and trained within a maximum of 08 months from the effective date of the Contract due to Supplier's fault, Supplier must pay all costs incurred for VNA and Supplier will be subject to pay a fine of 0.26% of the total Contract value for each day of delay in progress. TCTHK will have the right to unilaterally terminate the Contract if Supplier delays completing the service implementation for more than 30 (thirty) days.

Representative of Supplier

[Insert name, title, sign and stamp (if any)]

APPENDICES

APPENDIX 01: TECHNICAL REQUIREMENTS AND TECHNICAL ASSESSMENT METHODS

I. TECHNICAL REQUIREMENTS WITH SCORE

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
I	Request for Idea			60	60		
1	Design trends	Analysis of design trends, including: - Website design trends in the world in general; - Current designs of other 4 and 5 star airlines.		10	10		
1.1		Website design trends in the world in general	2 levels are 0 or 5	5	5	Mandatory	Require technical Solution Description
1.2		Current designs of other 4 and 5 star airlines	2 levels are 0 or 5	5	5	Mandatory	Require technical Solution Description
2	Business area	There is an analysis of VNA's business areas, including: - Products and services; - Targeted customers.		20	20		
2.1		Products and services	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
2.2		Customer target	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
3	Design	There are suggestions for website homepage design ideas: - Suitable and consistent with the above analysis - Suitable with VNA's brand identity - Creative, modern, friendly, suitable for the 4.0 trend		30	30		
3.1		The VNA website homepage design idea is consistent with the directional analysis.	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.2		VNA website homepage design ideas suitable for VNA's brand identity requirements	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
3.3		Creative, modern, friendly design ideas, suitable for 4.0 trend	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
II	**Design Requirements**			**180**	**180**		
1	Design for website homepage			80	80		
1.1.		Meet VNA's brand identity requirements	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.2		Modern, creative, youthful, friendly interface	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.3		Have at least 2 designs of home page (prototype) Desktop & Responsive	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.4		The design is suitable for current website design trends.	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.5		The design is suitable for the analysis of VNA's products and services.	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.6		The design is suitable for VNA's customer analysis.	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
1.7		UI/UX: Flexible, convenient and customer-friendly	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.8		DOT Responsive Design	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
2	Design for Booking Menu	- Design according to the main color tone, Header and Footer of the new website, meet DOT; - Provide design templates that meet requirements.	2 levels are 0 or 40	40	40	Mandatory	Require technical Solution Description
3	Design for the Lotusmiles program sub-site/section	- Design according to the main color tone, Header and Footer of the new website, meet DOT; - Provide design templates that meet requirements.	2 levels are 0 or 40	40	40	Mandatory	Require technical Solution Description
4	Design for Check-in Menu	- Design according to the main color tone, Header and Footer of the new website, meet DOT; - Provide design templates that meet requirements.	2 levels are 0 and 20	20	20	Mandatory	Require technical Solution Description
III	**HTML and Coding Requirements**			**60**	**60**		
1	HTML and coding	Perform HTML creating and coding for the entire design in section II	2 levels are 0 and 20	20	20	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
2	Inspection	After completing HTML creating and coding, the design must be tested to meet the requirements of WCAAG 2.0 (Website Content Accessibility Guidelines) and DOT. 1. Testing tools: + Testing through a number of Screen Reader applications such as: JAWS, NVDA, Voiceover, Talkback...; + Testing through one of the testing tools such as: aXe, Ware, Xcode Accessibility Inspector.... 2. Testing by a third party such as: WebAIM, Me2Accessibility, Website Accessibility Experts...		40	40		
2.1		Committed to HTML creating and coding that meets the requirements of WCAAG 2.0 (Website Content Accessibility Guidelines) and DOT	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
2.2		Commit to test by one of the following Screen Reader devices: JAWS, NVDA, Voiceover, Talkback	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
2.3		Commit to test by one of the testing tools such as: aXe, Ware, Xcode Accessibility Inspector	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
2.4		Commit to verified by third parties such as: WebAIM, Me2Accessibility, Website Accessibility Experts	2 levels are 0 or 10	10	10	Mandatory	Require technical Solution Description
IV	CMS Functional Requirements			160	250		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1	**Structural requirements**			27	36		
1.1	URL structure supports multi-market, multi-language	-The website has a URL structure that supports multiple markets and languages (at least 10 languages currently supported, including: Vietnamese, English, French, German, Japanese, Korean, Russian, Traditional Chinese, Simplified Chinese, Thai and can be expanded in the future); - Do not use parameters in the URL (for example: /news/promotion/summer-2013/ instead of /news/promotion?id=123) to suit SEO and caching content according to the URL later; - The URL can be displayed in many different languages (for example: https://www.vietnamairlines.com/vi-vn/ve-may-bay-tu-ha-noi); - The URL structure must be user-friendly, easy to read, and meaningful to users. The system allows editing URLs according to administrative requirements; - The system fully supports existing locations and has the ability to expand additional locations in the future.		3	6		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.1.1		-The website has a URL structure that supports multiple markets and languages (at least 10 languages currently supported, including: Vietnamese, English, French, German, Japanese, Korean, Russian, Traditional Chinese, Simplified Chinese, Thai and can be expanded in the future); - Do not use parameters in the URL (for example: /news/promotion/summer-2013/ instead of /news/promotion?id=123) to suit SEO and caching content according to the URL later; - The URL can be displayed in many different languages (for example: https://www.vietnamairlines.com/vi-vn/ve-may-bay-tu-ha-noi).	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
1.1.2		- The URL structure must be user-friendly, easy to read, and meaningful to users. The system allows editing URLs according to administrative requirements; - The system fully supports existing locations and has the ability to expand additional locations in the future.	Detailed score from 0 to 3		3		Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.2	Manage cookies	-The system has a mechanism to automatically identify users to transfer users to the corresponding language and market through cookies from previous visits or identification by the browser's IP address. Automatic or manual transfer mechanism; - Record and manage cookies: + There is a popup page showing consent cookies with policy information and accept, reject buttons; + There is a cookies management page to manage allowing users to change their choices. The page includes many different cookie options such as Essential Cookies and Non-essential Cookies such as: Ease of use, Analytic, Marketing...; + VNA website needs to allow customers to Agree or Disagree at the Cookies Banner that appears when the Customer visits. If the Customer chooses Disagree, VNA cannot process Non-essential Cookies but can still process Essential Cookies; + The website must build a mechanism to allow customers to choose the purpose of using cookies (especially Analytics cookies, Advertising Cookies, Marketing cookies). VNA website only processes these Cookies based on the		6	6		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		customer's choices. Customers must be able to access and adjust Cookies management/preference at any time. For example, in case a customer has "Agree" (ie VNA has the right to collect cookies for advertising or analyze or create a profile), then the customer wants to change this consent, the customer can access Cookies management/preference on VNA website to change (enable those purposes).					
1.2.1		Record and manage cookies: + There is a popup page showing consent cookies with policy information and accept, reject buttons; + There is a cookies management page to manage allowing users to change their choices. The page includes many different cookie options such as Essential Cookies and Non-essential Cookies such as: Ease of use, Analytic, Marketing...; + VNA website needs to allow customers to Agree or Disagree at the Cookies Banner that appears when the Customer visits. If the Customer chooses Disagree, VNA cannot process Non-essential Cookies but can still process Essential Cookies; + The website must build a mechanism to allow customers to	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		choose the purpose of using cookies (especially Analytics cookies, Advertising Cookies, Marketing cookies). VNA website only processes these Cookies based on the customer's choices. Customers must be able to access and adjust Cookies management/preference at any time. For example, in case a customer has "Agree" (ie VNA has the right to collect cookies for advertising or analyze or create a profile), then the customer wants to change this consent, the customer can access Cookies management/preference on VNA website to change (enable those purposes).					
1.2.2		The system has a mechanism to automatically identify users to transfer users to the corresponding language and market through cookies from previous visits or identification by the browser's IP address. Automatic or manual transfer mechanism	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
1.3	Website internal search engine	- There is a separate search engine on the VNA website; - Search by approximate or exact keyword; - Shows predictive search keywords based on entered keywords; - Search engine incorporates AI-ML (machine learning) to suggest user search		12	12		Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		results based on previous searches.					
1.3.1		There is a separate search engine on the VNA website	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo
1.3.2		Search by approximate or exact keyword	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo
1.3.3		Shows predictive search keywords based on entered keywords	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo
1.3.4		Search engine incorporates AI-ML (machine learning) to suggest user search results based on previous searches	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo
1.4	Sitemap	-There is a general sitemap and sitemaps by market and language; - There is a sitemap for users in HTML format and a sitemap XML for search engines; - Has a site map export function that allows setting up key parameters such as priority and change frequency of each page so that Search Engine can arrange the importance of the page accordingly.			6		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.4.1		-There is a general sitemap and sitemaps by market and language;- There is a sitemap for users in HTML format and a sitemap XML for search engines.	Detailed score from 0 to 3 points		3		Require technical Solution Description
1.4.3		Has a site map export function that allows setting up key parameters such as priority and change frequency of each page so that Search Engine can arrange the importance of the page accordingly.	Detailed score from 0 to 3 points		3		Require technical Solution Description
1.5	Headless CMS	- CMS is a Headless form that allows unified content management for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks platforms; - CMS provides and distributes content for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks... platforms via API/WebService and display images, content about aircraft, services, supplementary products... on IBE.		6	6		
1.5.1		CMS is a Headless form that allows unified content management for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks platforms.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.5.2		CMS provides and distributes content for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks... platforms via API/WebService and display images, content about aircraft, services, supplementary products... on IBE	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description; Require Demo
2	Interface requirements			24	39		
2.1	Form	-Beautiful, friendly, easy-to-use interface, menu displays scientific content according to VNA design; - Has a function that allows displaying customized content for each individual.		6	6		
2.1.1		Beautiful, friendly, easy-to-use interface, menu displays scientific content according to VNA design	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
2.1.2		Has a function that allows displaying customized content for each individual	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
2.2	Flexibility	Easily change the interface according to the theme (like creating multiple interface templates to be able to change according to the season, according to promotions, according to customer target)	Detailed score from 0 to 3 points		3		Require technical Solution Description
2.3	Content block	Easily arrange content blocks, support many ways to display content (such as expand/collapse menu, anchor link, list of articles) to help administrators change	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		the position of content on the page.					
2.4	Responsive Design Interface	- The website has independent design versions for each screen size (Desktop, Laptop, Tablet, Mobile) and the ability to customize and display optimally on devices and screens with different resolutions and on the latest version; - The website focuses on design priority for Mobile -> Tablet -> Laptop -> Desktop (Mobile First)		6	6		
2.4.1		The website has independent design versions for each screen size (Desktop, Laptop, Tablet, Mobile) and the ability to customize and display optimally on devices and screens with different resolutions and on the latest version.	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description; Require Demo
2.4.2		The website focuses on design priority for Mobile -> Tablet -> Laptop -> Desktop (Mobile First)	2 levels are 0 or 3	3	3	Mandatory	Described in Technical Solution Description; Require Demo
2.5	Browser compatibility	Works well and is compatible with major browser types and versions such as: Firefox, Edge, Chrome, Safari, Opera on PC and on Mobile devices	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
2.6	Adhere to standard format	HTML and CSS code must follow W3C standards. Content is displayed consistently across browsers. Minimum HTML5, SS3 required	Detailed score from 0 to 3 points		3		Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
2.7	Error message interface	Have a friendly error notification interface: Errors 404 (not found) and 500 (internal server error) must be displayed as normal pages and have content to remind users or display an HTML sitemap for users to choose content.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
2.8	Switch between languages, markets easily	Language and market switching function according to the following criteria: (i) Does not redirect to a second page; (ii) Uses a drop down list that can be sorted alphabetically or geographically; (iii) Has the ability to search by entering initial characters	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
2.9	Templates are easy to edit and create new ones	Language, template structure easy for future editing and expansion	Detailed score from 0 to 3 points		3		Require technical Solution Description
2.10	The interface must be in harmony between content and images.	- Has a mechanism to automatically adjust content and images according to levels: Top, bottom, left, right, hidden behind text; - Has automatic mechanism resize/compress images Fit with user interface.			6		
2.10.1		Has a mechanism to automatically adjust content and images according to levels: Top, bottom, left, right, hidden behind text	Detailed score from 0 to 3 points		3		Require technical Solution Description
2.10.2		Has automatic mechanism resize/compress images Fit with user interface	Detailed score from 0 to 3 points		3		Require technical Solution Description
3	Administrative requirements			24	84		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.1	Content management via web or mobile interface	Manage website content easily through web or mobile interface without any other tools.	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
3.2	- Multi-language, multi-market management; - Allows displaying information content by market, city, language, IP address	- Website content must be displayed well in different languages; - The administration interface must support adding languages and markets to the content. The operation must be simple and not take much time and effort.	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
3.3	Has WYSIWYG mechanism (preview final state while editing)	- Good support tool for removing codes when copying from office suites such as word, excel; - Good support for drawing tables, merging cells; - Support for automatically creating Table Of Contents in articles based on H tags; - Allows uploading files during content creation/editing.	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.4	Photo editing and compression functions	- Has at least one photo editing function: resize, crop; - Automatically compresses photos when uploaded; - The system automatically converts images to new generation image formats such as AVIF and WebP to improve faster page loading speed.	2 levels of 0 and 3	3	3	Mandatory	Described in Technical Solution Description; Require Demo
3.5	Ability to edit directly from the page being viewed (front end editing)	Front end editing capability helps administrators preview the layout and content of the page being edited.	Detailed score from 0 to 3 points		3		Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.6	Preview content before publishing	There is a mechanism to preview content with full interface before publishing on Desktop/Mobile/Tablet	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.7	Add or remove pages, subpages at multiple levels	- Can add or remove pages, sub-pages at multiple levels; - Features pre-configured editable elements like text, images, and responsive grid columns to create and manage brand-consistent page templates.	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.8	The system supports easy mounting and moving of plugins | portlets | webparts	The system supports easy mounting and moving of plugins | portlets | webparts	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.9	Can manage content of plugins | portlets | webparts as well as support multi-language, multi-market	Can manage content of plugins | portlets | webparts as well as support multi-language, multi-market	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.10	Workflow	- Has a basic Workflow for 1 content: Create/Edit -> Save Draft/Return for Edit (create version)-->Submit for Review --> Approve/Reject--> Publish; - Has a workflow builder that allows creating different workflows to suit business needs. The intuitive drag and drop interface in the workflow allows for simple creation and editing of custom workflow diagrams; - Allows creating two or more approval requests	2 levels of 0 and 3	3	3	Mandatory	Described in Technical Solution Description ; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		for any content to ensure proper content governance.					
3.11	Content Version Management | Page	- Support content version management | page; - Have a mechanism to save and review versions (unlimited number of versions) of content with full information about the creator, editor, approver, and publisher of that version; - Have a mechanism to store deleted content (Recycle Bin) or content that is no longer displayed on the website so that it can be restored/reused when needed; - Have a mechanism to display and compare content from 2 language versions of 1 content on the same administration screen; - There is a connection mechanism so that 1 content can be displayed on many different websites. When editing, just update in 1 place, other display places will also be updated.	2 levels of 0 and 3	3	3	Mandatory	Described in Technical Solution Description; Require Demo
3.12	Manage viewing permissions, access permissions by page, content, language	Support for managing viewing permissions, access permissions by page, content, language	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
3.13	Manage media, images, upload multiple files at once	Support media management, images, upload multiple files at the same time	Detailed score from 0 to 3 points		3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.14	Manage menu and footer content	Support menu and footer content management	Detailed score from 0 to 3 points		3	Mandatory	Require technical Solution Description
3.15	Schedule content publishing, unpublishing, and destruction	Schedule automatic and manual publishing, unpublishing, and destruction of content	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
3.16	Sitemap Management	Support Sitemap management and have tool to upload sitemap to search engine	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.17	Has site SEO management tools	Including but not limited to: title, description, keywords, alt, images. Meta data is updated and displayed as well as other displayed content. SEO by content and language	Detailed score from 0 to 3 points		3		Described in Technical Solution Description ; Require Demo
3.18	Connected system, compatible with social networks	Allows easy sharing of content/pages from VNA site to include but not limited to social networks such as Facebook, twitter...	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.19	Mechanism for saving log of edits	Has a mechanism to save a log of edits	Detailed score from 0 to 3 points		3	Mandatory	Require technical Solution Description
3.20	Reuse of pre-declared content	Pre-declared content can be reused	Detailed score from 0 to 3 points		3		Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.21	Compatibility, extensibility	Scalable, integrated with third-party applications such as AI automatic translation - allows to automatically identify content that needs to be translated in the CMS system, translate and automatically save the translation into the corresponding languages in the CMS in Draft status; integrate with social networks allowing to publish content at the same time on both social networks and websites; integrate with customer experience management applications; SEO tools....	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.22	Activity log file	- Allows storing and looking up all the activities of administrators and customers; - Has a mechanism to create statistical reports according to a set schedule: edited content, edited/approved users, editing time.	Detailed score from 0 to 3 points	3	3	Mandatory	Described in Technical Solution Description ; Require Demo
3.23	Ability to improve content with AI	- The system provides AI content generation capabilities to create or improve copywriting materials out of the box; - The system provides AI content generation capabilities to edit and enhance web content assets such as images.	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.24	GraphQL API Features	The system provides GraphQL API features including pagination and sorting for better performance integration.	Detailed score from 0 to 3 points		3		Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
3.25	Workflow automation	- Automate workflows to create and scale a master image into multiple variants right out of the box; - Support writing documents based on tools like MS Word, Google Docs and then automatically publishing the written content as HTML.	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.26	Support interactive media	- Supports emerging rich media assets and formats such as 3D; - Supports business users to create interactive media	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.27	Automate tasks	Automate repetitive tasks for internal content management system (CMS) users	Detailed score from 0 to 3 points		3		Require technical Solution Description
3.28	CI/CD Tools	The system comes with built-in and self-service CI/CD tools to manage environments.	Detailed score from 0 to 3 points		3		Require technical Solution Description
4	Functional and site requirements			6	6		
4.1	Fully functional, the pages are currently available on the website www.vietnamairlines.com	- Fully deploy but not limited to functions, content, form, design, color according to VNA's requirements; - Develop on one of the CMS platforms such as Adobe, Sitecore latest version; - Continuously update the latest genuine CMS version for free and within the manufacturer's support period.	Detailed score from 0 to 3 points	3	3	Mandatory	Require technical Solution Description
4.2	Single sign-on	Design and implement Single Sign-on mechanism for online applications on VNA website	Detailed score from 0 to 3 points	3	3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
5	**Requirements for building and integrating with 3rd party partners**	1. Design interface, develop, integrate and maintain existing applications and functions through integration with applications, APIs/Webservices provided by VNA or third parties. Details of applications and functions are in Appendix 02 of the HSYC. 2. Design interface, develop, integrate and maintain new applications and functions through integration with applications, APIs/Webservices provided by VNA or third parties.	**2 levels are 0 or 10**	**10**	**10**	**Mandatory**	Require technical Solution Description
6	**Requirements for supporting modules (Portlet, Plugins, Webpart)**			**15**	**18**		
6.1	Functional module	Meet the minimum modules available on the VNA website	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
6.2	Management Module	- Easily manage display content, easily customize display methods such as Fade-in, Fade-out...; - Content management by market, city, language.		6	6		
6.2.1		Easily manage display content, easily customize display methods such as Fade-in, Fade-out...	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
6.2.2		Content management by market, city, language	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
6.3	Search module	- Has the function to search for content (articles, files, images...) in CMS by title, file name, tag; - Develop search functions placed on content pages: The search module automatically retrieves data in real time from existing content pages that are continuously updated with information.		6	6		
6.3.1		Has the function to search for content (articles, files, images...) in CMS by title, file name, tag	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
6.3.2		Develop search functions placed on content pages: The search module automatically retrieves data in real time from existing content pages that are continuously updated with information.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
6.4	Statistical functions	Displays statistical data on user behavior on the site. Allows filtering data by City, IP, Location, page, content	Detailed score from 0 to 3 points		3		Require technical Solution Description
7	**Performance**			12	15		
7.1	Fast response speed	Under 4s to download 01 page with minimum capacity of 9 MB	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
7.2	Support multiple users accessing at the same time	Minimum 10,000 concurrent visitors	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description

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No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
7.3	Load balancing mechanism	Has load balancing mechanism	Detailed score from 0 to 3 points		3		Require technical Solution Description
7.4	Cache mechanism, increase access speed, page rendering	Has a cache mechanism, increases access speed, and renders pages	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
7.5	Compatible with Content Delivery Network (CDN) systems	Compatible with VNA's Content Delivery Network (CDN) system	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
8	**Security & Backup**	-		27	27		
8.1	Separate the admin interface from the production server	- The production page https://vietnamairlines.com is read-only, not including the Admin interface; - The Admin page must be at another portal or another address such as https://vietnamairlines.com:port/.	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
8.2	SSL	Install SSL to secure information as required by VNA	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
8.3	Error message	Do not display system errors but display error messages	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
8.4	Cookies, secure cookies	Support cookies, secure cookies	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
8.5	Validate user input before submitting	Validate user input before submitting	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
8.6	Prevent cross site scripting and click jacking, sql injection	Prevent cross site scripting and click jacking, sql injection	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
8.7	Update patches	Software must be regularly updated with patches and at no additional cost.	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
8.8	Data Backup	Weekly data backup and quick recovery mechanism	2 levels of 0 and 3	3	3	Mandatory	Require technical Solution Description
8.9	Comply with information security regulations	Comply with information security policies of GDPR (EU), KISA (Korea), China, USA, ASEAN, Japan, India, Russia, Australia..., Vietnam Cyber Security Law, Vietnam Information Security Law and VNA's Security Regulations	2 levels are 0 or 5	3	3	Mandatory	Require technical Solution Description
9	**Environment**			9	9		
9.1	Development environment	Have a dedicated environment for developing new features	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
9.2	Testing environment	There is a separate environment for end users to test the functionality.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
9.3	Real environment	Have a separate environment for customers to access	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
10	**Data and operational assurance**			6	6		
10.1	Data Ownership	Website data is owned by VNA.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description
10.2	Experienced in CMS system migration	List the number and names of customers who have made the conversion.	2 levels are 0 or 3	3	3	Mandatory	Require technical Solution Description

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
V	**CEM Functional Requirements**			**140**	**250**		
1	Convert existing customer journeys on Insider to CEM	Convert and build scenarios such as welcome, pending orders, upsell, cross sales	2 levels are 0 or 30	30	30	Mandatory	Require technical Solution Description
2	Identify visitors	- Collect and identify customers accessing the Website and Mobile App as a basis for customer identification through data collected from the following channels: + Website; + Mobile App; + Customer data systems including databases and applications. - Provide reports on collected customer information; - The minimum number of unique visits to the Website is 60 million/year (equivalent to an average of at least 5 million/month) for the first year and increases by at least 5%/year for the following years; - The minimum number of unique visits to the Mobile APP is 42 million/year (equivalent to an average of at least 3.5 million/month) for the first year and increases by at least 20%/year for the following years.	2 levels are 0 or 20	20	20	Mandatory	Described in Technical Solution Description ; Require Demo
3	Create, refine and classify customer profiles	- Allows updating and adding customer information; - Has a mechanism to automatically merge duplicate profiles according to certain rules and a manual merging mechanism performed by the user; - Customer segmentation based on a	2 levels are 0 or 20	20	20	Mandatory	Described in Technical Solution Description ; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		combination of collected information in the form of: + End user interface: drag and drop; + SQL.					
4	Personalizatio n	Based on the classified customer groups, the system allows: - Embedding java-script from the system to interact with the website; - Embedding SDK from the system to interact with Mobile App (iOS and Android); - Personalizing the experience based on access history (last view time, number of visits, number of purchases...), user behavior (login, not completing the transaction, leaving the page,...), user information (full name, order value, transaction history...); - Performing A/B testing of many different versions; - Building different experience scenarios based on data collected from users; - Providing available display templates, changing the website interface such as: + Changing display elements on the website such as: text, images, colors, CTA button position...; + Creating survey templates, giving voucher codes, pop-up banners... - Providing sets of Result Reports related to each personalized journey.	2 levels are 0 or 20	20	20	Mandatory	Described in Technical Solution Description; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
5	Send notifications via browser (Web push)	- Send notifications via web browser with 1 image (Rich Push) and lead to 2 different pages (2 CTA buttons); - Has the feature to automatically send Web push according to customer groups, for example: when users have not completed booking tickets or leave the page, send automatic push according to the pre-set scenario...; - Segment users to personalize the displayed content based on access history (last view time, number of visits, number of purchases...), user behavior on the website (login, not completing transaction, leaving the page...) or user information (full name, order value...).	2 levels are 0 or 20	20	20	Mandatory	Require technical Solution Description
6	Send Mobile App Notifications	- Send application notifications with 1 image (Standard, Rich Push) or multiple images (Discovery/Carousel/Slider Push); - Has the feature to automatically send App push according to the following scenarios: Conversion Push (when the user has not completed booking a ticket, Recurring Push (automatically send according to pre-set schedules), Geofence Push (automatically send according to geographic location), In-app from Push (App push connects to pop-up banner on App), In Time (automatically	2 levels are 0 or 20	20	20	Mandatory	Described in Technical Solution Description ; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		adjusts the optimal time to send push); - Divide users and personalize messages based on access history (last view time, number of visits, number of bookings...), user behavior on the application (whether the push app is opened, logged in, forgot to book a ticket...) or user information (full name, booking value...).					
7	Display messages in Mobile applications (In-App Messages)	- Create popups displayed on the App according to available templates (text, images, function buttons, coupon code); - Have a template to collect users' emails and phone numbers; - Display the number of users viewing/booking tickets on the app in real time; - Create interactive advertising and marketing templates on the Mobile App; - Have the function of distributing discount codes to different customer groups; - Fully display the conditions of the reward (Discount code, Air ticket, Lotusmiles, ...) when the customer wins; - Divide the user group by geographic location, behavior, purchase history, access history ...	Detaile d score from 0 to 20 points		20		Described in Technical Solution Description ; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
8	Optimize banner display	- Display personalized banners for different user groups based on their behavior on the website; for example: last viewed journey, viewed a journey 3 times...; - Prioritize banner display based on user behavior criteria; - Manage the frequency of banner display on the website; - Set the start and end time of banner display.	Detailed score from 0 to 10 points		10		Require technical Solution Description
9	Has self-learning algorithms to automate content	- Has self-learning algorithms to automate targeted content for customers; - Support and research data on some KPIs such as price, visualization, conversion rate...			10		
9.1		Has self-learning algorithms to automate targeted content for customers	Detailed score from 0 to 5 points		5		Require technical Solution Description
9.2		Support and research data on some KPIs such as price, visualization, conversion rate...	Detailed score from 0 to 5 points		5		Require technical Solution Description
10	Data integration and exchange	- APIs are available to send and receive data in near-realtime with other cross-platform systems; - Ability to further develop APIs to accommodate emerging requirements.		10	20		
10.1		APIs are available to send and receive data in near-realtime with other cross-platform systems.	2 levels of 0 and 10	10	10	Mandatory	Described in Technical Solution Description; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
10.2		Ability to further develop APIs to accommodate emerging requirements	Detailed score from 0 to 10 points		10		Described in Technical Solution Description ; Require Demo
11	Integration with T-DNA system	- The personalization tool needs to support connecting to the T-DNA API via REST protocol and using OAuth 2.0 for authentication; - The tool needs to be able to process data in real time and support JSON format; - The tool needs to allow customer segmentation based on attributes in T-DNA and personalize the content displayed on the website and mobile application.	Detailed score from 0 to 30 points		30		Require technical Solution Description
12	Integrate with CDP systems	Ability to integrate with VNA's CDP system to personalize and enhance user experience	Detailed score from 0 to 30 points		30		Require technical Solution Description
VI	**Demo**	- Provide DEMO versions of at least 2 design models (in section 1.3, section II) with software functions - Demo products deployed for other Airlines		**100**	**200**		
1	Demo basic functions	Demo basic functions		100	100		

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.1	URL structure supports multi-market, multi-language	- The website has a URL structure that supports multiple markets and languages (at least 10 languages currently supported, including: Vietnamese, English, French, German, Japanese, Korean, Russian, Traditional Chinese, Simplified Chinese, Thai and can be expanded in the future); - Do not use parameters in the URL (for example: /news/promotion/summer-2013/ instead of /news/promotion?id=123) to suit SEO and caching content according to the URL later; - The URL can be displayed in many different languages (for example: https://www.vietnamairlines.com/vi-vn/ve-may-bay-tu-ha-noi). - The URL structure must be user-friendly, easy to read, and meaningful to users. The system allows editing URLs according to administrative requirements; - The system fully supports existing locations and has the ability to expand additional locations in the future.	2 levels are 0 or 10	10	10	Mandatory	Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.2	Manage cookies	- The system has a mechanism to automatically identify users to transfer users to the corresponding language and market through cookies from previous visits or identification by the browser's IP address. Automatic or manual transfer mechanism; - Record and manage cookies: + There is a popup page showing consent cookies with policy information and accept, reject buttons; + There is a cookies management page to manage allowing users to change their choices. The page includes many different cookie options such as Essential Cookies and Non-essential Cookies such as: Ease of use, Analytic, Marketing...; + VNA website needs to allow customers to Agree or Disagree at the Cookies Banner that appears when the Customer visits. If the Customer chooses Disagree, VNA cannot process Non-essential Cookies but can still process Essential Cookies; + The website must build a mechanism to allow customers to choose the purpose of using cookies (especially Analytics cookies, Advertising Cookies, Marketing cookies). VNA website only processes these Cookies based on the	2 levels are 0 or 10	10	10	Mandatory	; Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		customer's choices. Customers must be able to access and adjust Cookies management/preference at any time. For example, in case a customer has "Agree" (ie VNA has the right to collect cookies for advertising or analyze or create a profile), then the customer wants to change this consent, the customer can access Cookies management/preference on VNA website to change (enable those purposes).					63
1.3	Website internal search engine	- Has its own search engine on the VNA website; - Searches by approximate or exact keyword; - Displays pre-search keyword predictions based on entered keywords; - The search engine combines AI-ML (machine learning) to suggest user search results based on previous searches.	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.4	Responsive Web Design Interface	- Website has Independent design versions for each screen size (Desktop, Laptop, Tablet, Mobile) and the ability to customize, display optimally on devices and screens with different resolutions and on the latest version; - Website focuses on priority design (Mobile First) for Mobile -> Tablet -> Laptop -> Desktop.	2 levels are 0 or 10	10	10	Mandatory	Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
1.5	Photo editing and compression functions	- Has at least one photo editing function: resize, crop; - Automatically compresses photos when uploaded.	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.6	Workflow	Allows creating two or more approval requests for any content to ensure proper content governance.	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.7	Content Version Management | Page	Has display mechanism and compare content from 2 language versions of 1 content on the same admin screen	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.8	Has site SEO management tools	Including but not limited to: title, description, keywords, alt, images. Meta data is updated and displayed as well as other displayed content. SEO by content and language	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.9	Activity log file	- Allows storing and looking up all the activities of administrators and customers; - Has a mechanism to create statistical reports according to a set schedule: edited content, edited/approved users, editing time.	2 levels are 0 or 10	10	10	Mandatory	Require Demo
1.10	Demo of basic features of frequent flyer program	- Content about the loyalty program; - Login page to the loyalty program; - Features in the module of the loyalty program: + View member profile: name, date of birth, phone number, email, etc; + View member account information: card level, flight miles, etc; + View member transaction history; + Change	2 levels of 0 and 10	10	10	Mandatory	Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		password/reissue password; + Register for membership + Reward function.					
2	Demo advanced functions	Demo advanced functions			100		
2.1	Headless CMS	- CMS is a Headless form that allows unified content management for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks... platforms; - CMS provides and distributes content for Web, App, Refx, ARDWeb, NDC, AIDL, TAP, Electronic Advertising Devices, Social Networks, Kiosks... platforms via API/WebService and displays images, content about aircraft, services, supplementary products... on IBE	Detailed score from 0 to 10 points		10		Require Demo
2.2	Identify visitors	Collect and identify customers visiting the Website and Mobile App as a basis for customer identification through data collected from the following channels: + Website; + Mobile App; + Customer data systems including databases and applications.	Detailed score from 0 to 10 points		10		Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
2.3	Create, refine and classify customer profiles	- Allows updating and adding customer information; - Has a mechanism to automatically merge duplicate profiles according to certain rules and a manual merging mechanism performed by the user; - Customer segmentation based on a combination of collected information in the form of: + End user interface: drag and drop; + SQL.	Detailed score from 0 to 10 points		10		Require Demo
2.4	Personalization	Based on the classified customer groups, the system allows: - Embedding java-script from the system to interact with the website; - Embedding SDK from the system to interact with Mobile App (iOS and Android); - Personalizing the experience based on access history (last view time, number of visits, number of purchases...), user behavior (login, not completing the transaction, leaving the page,...), user information (full name, order value, transaction history...); - Performing A/B testing of many different versions; - Building different experience scenarios based on data collected from users; - Providing available display templates, changing the website interface such as: + Changing display	Detailed score from 0 to 10 points		10		Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
		elements on the website such as: text, images, colors, CTA button position...; + Creating survey templates, giving voucher codes, pop-up banners...; - Providing sets of Result Reports related to each personalized journey.					
2.5	Send notifications via browser (Web push)	Has the feature to automatically send Web push messages according to customer groups, for example: when users have not completed booking tickets or leave the page, send automatic push messages according to a pre-set scenario...	Detailed score from 0 to 10 points		10		Require Demo
2.6	Send Mobile App Notifications	Has the feature to send automatic App push according to the Conversion Push scenario (when the user has not completed booking)	Detailed score from 0 to 10 points		10		Require Demo
2.7	Data integration and exchange	- Available API sets to send and receive data at near-realtime frequency with other platform systems; - Ability to develop additional APIs to suit emerging requirements.	Detailed score from 0 to 10 points		10		Require Demo

No.	Requirement	Detail requirement	Detail score	Minimum score	Maximum score	Classification	Note
2.8	Demo of advanced features of frequent flyer program	Features in the module of the loyalty program: - Buy, sell, transfer air miles, flight segments; - Add and compensate missing bonus miles; - Accumulated/rewarded miles calculator; - My offers - Bonus miles charity; - Convert bonus miles to qualifying miles; - Extend miles; - Restore expired miles; - Other features.	Detailed score from 0 to 10 points		10		Require Demo
2.9	Organize new services	Organize new services such as Pre-paid meal, Lotus Shop, VNA Mall, Tailor made services (birthday greetings, marriage proposal organization...)	Detailed score from 0 to 10 points		10		Require Demo
2.10	Organize journeys and games	Organize journeys and games on the Website such as Building the food menu that customers like the most, the ideal passenger experience...	Detailed score from 0 to 10 points		10		Require Demo
	Total score			700	1000		

II. MANDATORY TECHNICAL REQUIREMENTS

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
VII	**Cloud Hosting System Requirements**			Committed	Not committed
1	Deployment model	Deployment according to Cloud Hosting model	Require technical Solution Description	Committed	Not committed
2	Load bearing requirements	The Hosting system ensures the load capacity calculated by the number of concurrent requests/01 second (Hits/second) meets the following minimum requirements: - Year 01: 200 Hits/second; - Year 02: 340 Hits/second; - Year 03: 450 Hits/second; - Year 04: 580 Hits/second; - Year 05: 750 Hits/second. The number of requests is calculated based on valid requests directly accessing the original server system.	Require technical Solution Description	Committed	Not committed
3	System performance requirements	Ensure hosting provision to meet system performance always below 75%. In any case of exceeding the threshold, the provider is responsible for adding server hardware infrastructure, bandwidth... to meet this standard.	Require technical Solution Description	Committed	Not committed
4	Storage	Ensure to store all data serving the website during the service provision period.	Require technical Solution Description	Committed	Not committed
5	Load balancing solution	There is a load balancing solution to distribute traffic and ensure service quality. The provider needs to provide a corresponding load balancing solution.	Require technical Solution Description	Committed	Not committed
6	Monitoring system			Committed	Not committed
6.1	Data collection and monitoring system	Have a system for collecting data and monitoring operations in the form of logs, metrics and events to provide a unified view of resources, applications and services running on the system	Require technical Solution Description	Committed	Not committed
6.2	Monitoring tools	Features WebPortal monitoring tool that provides customers with real-time metrics on website and application performance and reliability	Require technical Solution Description	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
6.3	Data Classification	Ability to monitor and classify data based on conditions such as bandwidth usage, uptime	Require technical Solution Description	Committed	Not committed
7	Management and performance monitoring system	System to manage and monitor website and application activities in the form of logs, metrics and events to provide a unified view of the system	Require technical Solution Description	Committed	Not committed
8	Scope of implementation: Applicable to website at: www.vietnamairlines.com	Includes all information stored at the host with domain vietnamairlines.com. Can be expanded to other VNA websites.	Require technical Solution Description	Committed	Not committed
9	Cloud Hosting Provider Location and Requirements			Committed	Not committed
9.1	Cloud hosting provider	- Use Cloud Hosting service from one of the following providers: Amazon Web Services, Microsoft Azure, Google Cloud Platform, VNPT, Viettel, FPT, CMC. - Connect and work well with the CDN system provided for VNA's website.	Require technical Solution Description	Committed	Not committed
9.2	Server location	Meet Tier 3 standards or higher	- Cloud provider has at least 01 server headquarters in Vietnam and meets Tier 3 standards. - Require technical Solution Description	Committed	Not committed
9.3	DR, DC location	Supplier must have at least 01 DC center and 01 DR reaching Tier 3 or higher and at least 50km straight distance from each other.	Require technical Solution Description	Committed	Not committed
10	Access speed			Committed	Not committed
10.1	Fast response speed	Under 4s to fully load a page with a capacity of up to 9 MB (made in Vietnam)	Require technical Solution Description	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
10.2	Measurement and testing	- Implementation tool: use Google PageSpeed Insights; - Measurement parameters: Overall score of at least 50 points for desktop and 30 points for Mobile; - Measurement time: perform measurement at least 5 times in 01 day; - Measurement page: Home page (Vietnamese) of the Vietnamese market; The testing measurement tool can be changed at the time of acceptance in case there is a change in the Google PageSpeed Insights tool that makes it impossible to perform.	Commit to comply with the measurement methods and procedures according to this technical requirement	Committed	Not committed
11	System model	Provide Cloud Hosting system model documents to ensure SLA reaches at least 99.9%	Require technical Solution Description	Committed	Not committed
12	Backup and Restore	- Has a mechanism to backup VNA Website servers and databases weekly such as Web servers, database servers, etc.; - Has the ability to centrally and automatically backup, has a system to monitor backup activities.	Require technical Solution Description	Committed	Not committed
13	Security			Committed	Not committed
13.1	Anti-attack mechanism	The Website system must support high security. There must be a mechanism to prevent common attacks (SQL Injection, Flood, DOS / DDOS) through Firewall/IPS/IDS/WAF components...	Require technical Solution Description	Committed	Not committed
13.2	Authentication and encryption mechanisms	Implement authentication and access authorization mechanisms on the portal, while supporting information exchange mechanisms and encrypted data to ensure the security of the portal system during exploitation and operation.	Require technical Solution Description	Committed	Not committed
13.3	SSL	SSL support to secure customer information, avoid eavesdropping	Require technical Solution Description	Committed	Not committed
13.4	Update patch	Regularly update software patches	Require technical Solution Description	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
13.5	Antivirus Software	Has Antivirus software, multi-platform, regularly updated.	Require technical Solution Description	Committed	Not committed
13.6	Security compliance requirements	Commit to comply with Vietnamese laws (such as: network information security law, network security law...) as well as those of VNA	Require technical Solution Description	Committed	Not committed
13.7	Other requirements	There are measures to ensure security for the application system including but not limited to: Having a smart firewall system, smart WAF protection, and solutions to prevent APT attacks.	Require technical Solution Description	Committed	Not committed
14	CDN Connection	Connect and work well with the CDN system providing for VNA's website.	Require technical Solution Description	Committed	Not committed
15	Connection bandwidth	- Domestic bandwidth: minimum 01 Gbps; - International bandwidth: minimum 20 Mbps; - Supplier commits to all data exchanged into and out of the system (Data Transfer in/out) on all Internet connection directions Public as well as Private Line free of charge during the effective period of the service contract.	Require technical Solution Description	Committed	Not committed
16	Upgrade and expand	The design system can be upgraded to meet the website's development requirements each year and each sales campaign of VNA.	Require technical Solution Description	Committed	Not committed
17	Public IP	Provide the system with at least 08 Public IP v4 and 08 Public IP v6 for use by server components.	Require technical Solution Description	Committed	Not committed
18	System quality			Committed	Not committed
18.1	SLA	SLA commitment of at least 99.9%	Commitment	Committed	Not committed
18.2	Technical Support	Committed to 24/7/365 technical support	Commitment	Committed	Not committed
VII	**Maintenance and Operational Assurance Service Requirements**			Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
1	Service	Committed to providing genuine Maintenance and Warranty Services during the service period	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
2	Software copyright	Ensure full software copyright		Committed	Not committed
2.1	Copyright of related software	The system has full copyright of related software such as: CMS, CEM, Operating system, database management system and other related software.	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
2.2	Upgrade	Support for periodic upgrades, free of charge of genuine software versions during the service period	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
3	Number of visits			Committed	Not committed
3.1	Number of visits	The website must meet the following minimum number of concurrent users: No. Time Average number of concurrent users Number of concurrent users at peak time 1 Year 1 1,500 9,000 2 Year 2 2,000 10,000 3 Year 3 2,200 10,500 4 Year 4 2,400 11,000 5 Year 5 2,600 11,500	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
3.2	Extend	There is an expansion mechanism when the number of visits increases: The expansion process will not require reinstallation and will not interrupt service operations.	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
4	Data synchronization	Ensure data synchronization between the content management system and the customer display system	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
5	Integration with third parties	Support free integration of 3rd party services: Design interface, develop, connect and maintain new applications and functions through integration with applications, APIs/Webservices provided by VNA or 3rd parties	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
6	Upgrade/develop functions for Website	Design interface, add and edit functions for the Website for free during the service rental period (without changing the Website architecture agreed upon by both parties), including coding to support interface changes, edit or upgrade additional features on the website.	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
7	Website optimization	Based on user behavior analysis, periodically edit and optimize the website.	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
8	Has real-time monitoring system	Providing monitoring tools for VNA	Require technical Solution Description	Committed	Not committed
10	Reporting system	Reporting system according to VNA's template or customized according to requirements	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
11	Backup and Redundancy			Committed	Not committed
11.1	Backup	Data is backed up daily and weekly, ensuring system readiness for restoration when needed.	Require technical Solution Description	Committed	Not committed
11.2	Preventive	Has a backup mechanism for the application server system	Require technical Solution Description	Committed	Not committed
12	System quality			Committed	Not committed
12.1	SLA	SLA commitment of at least 99.9%	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed
12.2	Technical Support	Committed to 24/7 technical support	Commitment in the Document about Hosting Plan, maintenance, and website operation guarantee.	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
IX	Security and IT Security Requirements			Committed	Not committed
1	Attack resistance	The system is capable of integrating with DDos and Botnet attack prevention solutions to be able to prevent website destructive attacks such as DoS/DDos at the network and application layers and to prevent flood attacks and tools that intentionally automatically access large numbers.	Require technical Solution Description	Committed	Not committed
2	Prevent cross site scripting and click jacking, sql injection	The system is capable of integrating with Website protection solutions to prevent cross-site scripting, click jacking, sql injection and other forms of attack at least in the OWASP top 10.	Require technical Solution Description	Committed	Not committed
3	Update patch	The Web system software components that the supplier provides to VNA must be regularly updated with patches according to the manufacturer's regulations/notifications and without incurring any costs.	Require technical Solution Description	Committed	Not committed
4	Backup and Restore	Supplier must perform regular data backups on a daily basis and have a quick recovery mechanism.	Require technical Solution Description	Committed	Not committed
5	Security, encryption	The web system is designed and operated to ensure that all connections into and out of the system are secure and information is encrypted via HTTPS.	Require technical Solution Description	Committed	Not committed
6	Software Security Assessment	Commit to cooperate with VNA to evaluate software security when VNA requests.	Require technical Solution Description	Committed	Not committed
7	Fix security vulnerabilities	Commit to bear all costs related to Fix security vulnerabilities related to software source code discovered by VNA during software system exploitation	Require technical Solution Description	Committed	Not committed

No.	Requirement	Detail requirement	VNA's requirement	Vendor's response	
8	Security requirements	Commit to meeting the IT security requirements according to the Regulations on IT system classification according to Circular 12/2022/TT-BTTTT guiding Decree 85 and Decree 53/2022/ND-CP guiding the Law on Cyber Security	Require technical Solution Description	Committed	Not committed
X	**Other Requirements**			Committed	Not committed
1	Update solution	CMS and CEM functions are continuously updated with free upgrades from the supplier.	Commitment	Committed	Not committed
2	Browser	Browser: minimum support for Edge, Firefox, Chrome, Safari, Coc Coc, Opera browsers	Commitment	Committed	Not committed
3	Partner	Require a full service provider: website design and construction; Hosting; Website maintenance and operation assurance	Commitment	Committed	Not committed

APPENDIX 02: SYSTEMS/APPLICATIONS/FUNCTIONS TO INTEGRATE

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
1	Buy tickets	- Allows passengers to select travel information (Departure point, Destination, Departure/Return date, Number of passengers...); - Data is taken from CMS; - Search will redirect corresponding parameters to https://booking.vietnamairlines.com.	API 1A	Sitecore 7	FPT
2	Manage reservations	- Allows passengers to look up information of booked tickets (Itinerary, passenger list...), Purchase additional services (Baggage, Upgrade, Seat, Special services...) and After-sales support (Issuing invoices, Changing flights, Refunding tickets, Cancelling bookings...), Pay later, Update Email...; - Search will redirect the corresponding parameters to https://booking.vietnamairlines.com.	API 1A FPT API	Sitecore 7	FPT
3	Check in online	- Allow passengers to check in online or cancel check-in; - Pass the corresponding parameters to https://booking.vietnamairlines.com.	API 1A	Sitecore 7	FPT
4	Hotel	- Allow passengers to book hotels online; - Embed 3rd Party JS.	EMBEDDING JS/IFRAME		Booking.com
5	Klook	- Allow passengers to book travel services (Tours, sightseeing tickets, hotels, transportation, self-driving car rental...) online; - Embed JS of 3rd Party Partners.	EMBEDDING JS/IFRAME		Klook
6	Redeem Voucher	- Allow passengers to use vouchers to buy tickets; - Redirect to 3rd Party Partner website (https://voucher.vietnamairlines.com).	LINK		FPT
7	Flight Schedule	- Allows passengers to look up flight schedules online; - Airport data is retrieved from CMS; - Search will redirect parameters to https://booking.vietnamairlines.com	API 1A	Sitecore 7	FPT
8	Cancel booking	- Allow passengers to cancel seats according to conditions: online tickets, domestic flights, before flight time;	FPT API	Sitecore 7	FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
		- Call API 1A to validate PNR information, display passenger information, and cancel seats.			
9	Airport pick up and drop off	Allow passengers to book airport pick-up and drop-off services	LINK		NASCO
10	Car rental	Allow passengers to book self-drive car rental services	LINK		NASCO
11	Call airport car	Allow passengers to book airport shuttle service	LINK		NASCO
12	Viettel Package	Allow passengers to book telecommunication services	LINK		VIETTEL
13	Airport navigation map	- Allows passengers to look up maps at domestic and international airports; - Embed iframe.	EMBEDDING JS/IFRAME		Mobisoft
14	EveryMundo price display on homepage	- Allows passengers to look up price information by itinerary and flight date; - Embeds Mundo's JS library.	EMBEDDING JS/IFRAME		Every Mundo
15	Identify location by IP and display Taiwan/Taiwan-China name	- Display country information by IP access, applicable only to Taiwan; - Detect by client IP; - IP database provided by supplier.	WEBSITE FUNCTIONS	Sitecore 7	FPT
16	Identify Location by IP access and display location/Language suitable for users	- Display country information by IP access to automatically select country and language - Detect by client IP; - IP database provided by supplier.	WEBSITE FUNCTIONS	Sitecore 7	FPT
17	Notice of payment currency according to customer's selected location	- Display payment currency information by country and language; - Detect by client IP and Country Code to notify.	WEBSITE FUNCTIONS	Sitecore 7	FPT
18	ChatBot	- Allows chatbot integration into website; - Embeds FPTChatbot's JS library.	EMBEDDING JS/IFRAME		FPT
19	Content provided by Insider	- Show information about in-story on the Home page; - Embed Insider's JS library, FPT does not manage the content Insider provides.	EMBEDDING JS/IFRAME		FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
20	Check baggage standards	Allows customers to look up information about baggage standards, based on the itinerary and ticket class. The module has the function of managing input data through Excel or CSV files. 1. VNA staff imports the Excel file of baggage information into the SSRM system, the server located at VNA with IP address Lan: 10.1.10.94 and IP public: 183.90.160.44 port 8903; 2. VNA staff updates baggage information if there are any changes compared to the data imported from the Excel file; 3. Website users access the "Look up baggage information" page and enter search information; 4. Users click the "Search" button to get baggage information; 5. Website calls the API "/api/BaggageInfo/GetBaggageInfo" to query data; 6. Website displays the data received from the API on the user interface	FPT API	Sitecore 7	FPT
21	Check Ticket Price Conditions	Allows customers to look up information about fare conditions, based on the itinerary and ticket class. The module has the function of managing input data through Excel or CSV files. 1. VNA staff imports the Excel file of baggage information into the Lookup function management system 2. VNA staff updates baggage information if there are any changes compared to the data imported from the Excel file. 3. Website users access the "Look up Fare Information" page and enter search information 4. Users click the "Search" button to retrieve information related to fare conditions 5. Website calls the API to query data 6. Website displays data received from the API on the user interface	Partner API	Sitecore 7	Partner
22	Special Services (SSR)	Allow customers to register/order special services on VNA website	FPT API	Sitecore 7	FPT
a	*Medical oxygen service*	*Customers register online + Call Center handles manual processing*	*FPT API*	Sitecore 7	*FPT*
b	*Medical stretcher*			Sitecore 7	*FPT*

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
c	Additional seat purchase service			Sitecore 7	FPT
d	Passengers need to be picked up and dropped off at the airport			Sitecore 7	FPT
e	Passengers traveling with assistance animals			Sitecore 7	FPT
f	Passengers need health confirmation			Sitecore 7	FPT
g	Baby Crib			Sitecore 7	FPT
h	Services for deaf/blind passengers			Sitecore 7	FPT
i	Wheelchair service	Free + Customers register online + Auto confirm	FPT API	Sitecore 7	FPT
k	Passengers are pregnant women			Sitecore 7	FPT
l	Special meals			Sitecore 7	FPT
m	Special baggage	Charged (Integrated VNP & ADYEN payment gateway) + Auto confirm	FPT API	Sitecore 7	FPT
n	Unaccompanied minor service			Sitecore 7	FPT
23	Redeem GIFTCARD	Allow customers to use gift cards (GIFTCARD issued by AITS)	LINK	Sitecore 7	AITS + FPT
24	E-Voucher (Upgrade, Baggage, Lounge...)	Allows customers to purchase and use vouchers issued by URBOX to upgrade, book luggage, buy tickets... online	LINK		URBOX
25	DashBoard Page	Gather VNA's online functions in one common page. Avoid customers having to log in multiple times when using services like now.	FPT API	Sitecore 7	FPT
26	Vietnam travel map	Embed with script	EMBEDDING JS/IFRAME		FPT
27	Identified Customer	- Allows customers belonging to Students, CA, cooperation partners,...	LINK		FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
		to buy tickets at preferential prices; - Embed URL.			
28	Sign up for e-newsletter at Pax Info	Allow customers to sign up for ads at the ticket purchase flow - Connect to Gimasys' consent API via GTM	Gimasys API		Gimasys
29	Sign up for e-newsletter on Home page and E-News page	- Allow customers to register to receive advertisements on the home page and e-news page; - Direct connection to Gimasys's consent API.	Gimasys API		Gimasys
30	Google Analytics+ Google Tag Manager	Embed other apps (GA, Insider, advertising partners, affiliates,...) via GTM	Embed JS		Google
31	Amadeus Digital Experience Suite	Integrate Amadeus Digital Experience Suite	Web service		Amadeus
32	B2B web portal	Allows B2B customers (agents, CAs, CTDLs) to access and use VNA's services including: updating information and policies on products and services, viewing reports, sales figures, incentive results (CKTM, CA points), using self-service applications, creating and managing support requests (cases) according to the One-stop Shop model.	Link		GMS
33	Account login function (Login)	Allows students to log in using their FFP card number, phone number or registered email.	Web service	Sitecore 7	FPT
34	Forgot Password function	Allows HV to reset password by simply providing card number, email or phone number. Password reset link can be sent via SMS or registered email. OTP authentication is required before updating.	Web service	Sitecore 7	FPT
35	My Account Function	Display HV account information: card, qualifying miles, accumulated miles, expired miles, missing qualifying miles to maintain or upgrade card rank.	Web service	Sitecore 7	FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
36	Activities History Lookup Function	Display HV account information: card, qualifying miles, accumulated miles, expired miles, qualifying miles missing to maintain or upgrade the card. Some information needs to be shown in chart form to help HV have a visual view.	Web service	Sitecore 7	FPT
37	Flight Mileage Claim Function	Allows members to claim bonus miles for flights flown on Vietnam and on airlines in the SkyTeam alliance. Members need to provide full documents as required by BSV.	Web service	Sitecore 7	FPT
38	Mileage Calculator	Allows HV to calculate the number of bonus miles that will be accumulated with flights on VN and on SKT.	Web service	Sitecore 7	FPT
39	Change Password function	Allows HV to change password	Web service	Sitecore 7	FPT
40	Enrollment function	Register for new membership and start earning points immediately after the member activates the account.	Web service	Sitecore 7	FPT
41	My Offers (Giftbox) function	Display promotions and corresponding promotion codes	Web service	Sitecore 7	FPT
42	Member Profile Function (My Profile)	Displays member profile information, allowing members to update address, email, phone number, and register for enews. OTP authentication is required before updating.	Web service	Sitecore 7	FPT
43	Member preferences function (My preferences)	Displays the user's preferences information and allows the user to update preferences information.	Web service	Sitecore 7	FPT
44	Redeem Miles - Ticket	Allows members to redeem online award tickets on VN, SKT flights for themselves; for relatives, for others for T, G, P, M class customers; for family members. If redeeming awards for others, the number of award miles will be charged an additional 20%. Allows members who are CA to redeem awards for multiple people. The award mileage price will change seasonally. Members must pay additional taxes and fees when redeeming awards. Members must verify before redeeming awards. Members must satisfy the award redemption conditions set by BSV.	Web service	Sitecore 7	FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
45	Redeem Miles - Upgrade	Allows members to redeem online upgrade rewards to PE or Buz for flights within Vietnam. Members must satisfy the reward redemption conditions set by BSV.	Web service	Sitecore 7	FPT
46	Redeem Miles - Baggage	Allows members to claim baggage rewards online on flights operated by VN. Members must satisfy the reward conditions set by BSV.	Web service	Sitecore 7	FPT
47	Redeem Miles - Non air	Allows students to redeem online reward miles for rewards from Non-air partners. Students must satisfy the reward redemption conditions set by BSV.	Web service	Sitecore 7	FPT
48	Travel companions list function	Allows T, G, P, M class students to update the list of award recipients. Changing award recipients within a calendar year also depends on the student's card rank. The number of award recipients also depends on the student's card rank.	Web service	Sitecore 7	FPT
49	Donate Miles function	Allows students to donate miles to charity accounts according to each Donation program.	Web service	Sitecore 7	FPT
50	Function to contact the program (Sent message)	Allows HV to send messages to BSV according to different categories	Web service	Sitecore 7	FPT
51	Buy Bonus Miles function	Allows students to buy bonus miles online. Promotional programs apply. Applicable in 2 currencies: USD and VND.	Web service	Sitecore 7	FPT
52	Buy Qualifying Miles for upgrade/maintain	Allows members to purchase qualifying miles to upgrade or maintain their status. The system needs to calculate the missing miles when members purchase upgrades/maintains their status. Promotional programs apply. 2 currencies apply: USD and VND.	Web service	Sitecore 7	FPT
53	Buy Qualifying Segments for upgrade/maintain	Allows members to purchase qualifying segments to upgrade or maintain their status. The system needs to calculate the number of missing segments when members	Web service	Sitecore 7	FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
		purchase upgrades/maintains their status. Promotional programs apply. 2 currencies apply: USD and VND.			
54	Transfer Bonus Miles	Allows HV to transfer bonus miles to others. Promotional programs apply. Applicable to 2 currencies: USD and VND.	Web service	Sitecore 7	FPT
55	Convert Bonus Miles to Status Miles	Allows HV to convert bonus miles to qualifying miles/legs. Promotional programs apply. Applicable in 2 currencies: USD and VND.	Web service	Sitecore 7	FPT
56	Expired bonus miles reinstatement function	Allows HV to restore expired bonus miles within a specified period of time. Promotional programs apply. Applicable to 2 currencies: USD and VND.	Web service	Sitecore 7	FPT
57	Function to extend expiring bonus miles (Prolongation)	Allows HV to extend expiring bonus miles within a specified period of time. Promotional programs apply. Applicable to 2 currencies: USD and VND.	Web service	Sitecore 7	FPT
58	Cobranded card registration function	Allows registration of co-branded cards with domestic banks and with Japan's Sumitomo Bank (SMCC)	Web service	Sitecore 7	FPT
59	Member get member function	Allows students to refer new students via link or QR code. Referring students will be awarded a certain number of bonus miles based on BSV's policy at the time of implementation.	Web service	Sitecore 7	FPT
60	Family account function	The head of the household sends an invitation with documents proving the relationship. The invitee must accept the invitation before BSV verifies the membership. The head of the household is allowed to register an account for members under 16 years old.	Web service	Sitecore 7	FPT
61	Lucky number selling function	Current members can buy a nice card number, the nice card number will be attached to the current card number of the member without changing the member's profile and account information. For customers who are not yet members, when buying a nice	Web service	Sitecore 7	FPT

No	Requirement	Detail requirement	Interface mechanism	Current Platform	Provider
		card number, the customer will have a member profile created.			
62	Function of sending mail directly to members (ECM: Statement/enews)	Statement: Integrate with Lotusmiles' frequent customer management system (CLM), process and read statement file data and send monthly statement emails to customers according to the email template specified by BSV. Enews: Integrate with CLM frequent customer management system, send enews to customer groups according to BSV's regulations.	File	Sitecore 7	FPT