

Creation of video clips for Japanese language education  
【 Bid Specification-Request for Proposal 】

January 2021

**The Japan Foundation, Bangkok**

## 1. Bid outline

- (1) Owner                      The Japan Foundation, Bangkok  
(hereinafter referred to as “Client”)
- (2) Name of bid                Creation of video clips for Japanese language education
- (3) Project outline            Arranging interviewees (Thai celebrities) and creating a series of video clips by having interviews with interviewees on their experience of studying Japanese language.
- (4) Due date                    Friday, March 26, 2021

## 3. Bid schedule

Date of the public notice of the bid outline;	Thursday, January 28, 2021
Pre-bid briefing;	Wednesday, February 3, 2021 (10:00 a.m.)
Inquiry closing day;	Friday, February 5, 2021 (5:00 p.m.)
Answer inquiries;	Tuesday, February 9, 2021 (5:00 p.m.)
Period for submission of bid documents;	
	From                      Monday, February 15, 2021 (10:00 a.m.)
	No later than        Tuesday, February 16, 2021 (5:00 p.m.)

※ See item 8. and appendix 2: Project master schedule for further details

## 4. Handouts (Reproduction prohibited)

- Bid specification (this document)
- Appendix 1: Bid form

## 5. Purpose of the project

The main purposes of conducting this project in Thailand are:

- 1) To promote Japanese-language education in general
- 2) To encourage Thai Japanese-language learners to study more
- 3) To encourage Thai people who would like to start to study Japanese to take their first steps
- 4) To promote the Client’s resources for Japanese-language learning such as (but not limited to) “JFT-Basic”, “Irodori”, “Marugoto” and “JF Japanese e-learning Minato”.
- 5) To promote the name of the Japan Foundation, Bangkok to the general public

## 6. Scope of work

The contractor carry out the following works:

- 1) Casting for the interviewees
  - Arrange at least 3 Thai celebrities with the following conditions for the interviews.
    - Over 30,000 followers on his/her particular SNS
    - Have the experience of learning Japanese before and/or studying now
- 2) Shooting the videos including writing the scripts upon consultation with the Client in advance
  - The length of each video has to be within 5 min.
  - The shooting site has to be at the Client's facility.
- 3) Editing the videos including putting captions and/or subtitles
- 4) Translation and interpretation between Thai and Japanese during the production

## **7. Documents to be submitted and precautionary statements**

### (1) Documents to be submitted (submit 5 sets each)

- 1) Bid form with breakdown of each item attached
- 2) Project Proposal: Including the following items;
  - Title of the project
  - Names and profiles of suggested Thai celebrities
  - Outline of the contents of the interviews (with sequences)
  - Time schedule for the production of the videos as well as for the distribution of the videos including the method of the distribution with promotion strategy
- 3) Copy of business operator registration certificate
- 4) Past record of the contracts for the similar projects within 3 years
- 5) Company brochure
- 6) Recent financial statements

\*All documents shall be written in Japanese or English.

\*Submitted documents will not be returned.

### (2) Criteria for selection

- Whether the submitted documents comply with the bid specification or not;
- Whether the estimated price is appropriate or not;
- Whether the project proposal and the cost estimation are prepared with adequate understanding of the intension of this project or not;
- Whether the project proposal is effective to meet the main purposes of this project or not;
- Past record of the company;

## **8. Bid method**

(1) Date of the public notice of the bid outline;      Thursday, January 28, 2021

(2) Holding pre-bid briefing

[Date and time]                      Wednesday, February 3, 2021 (10:00 a.m.)

[Venue]                                  The Japan Foundation, Bangkok

※The interested bidders must participate in the pre-bid briefing. Those who wish to participate in the pre-bid briefing session must notify by e-mail to the prescribed address in item 8(5) with specifying the bidder's company name, information of person in charge, contact information and the number of participants by 12:00 p.m. on Tuesday February 2, 2021.

(3) Question and answer

After participating in the pre-bid briefing, if the participated bidders have any questions, please contact by e-mail. The Japan Foundation, Bangkok, will simultaneously answer inquiries from every company that participated in the pre-bid briefing by e-mail before Tuesday, February 9, 2021 (5:00 p.m.).

【Address】 Person in charge: Mr.Yoshioka e-mail(yoshioka@jfbkk.or.th)

【Inquiry closing】 Friday, February 5, 2021 (5:00 p.m.)

【Answer inquiries】 Tuesday, February 9, 2021 (5:00 p.m.)

(4) Period for submission of bid documents

From Monday, February 15, 2021 (10:00 a.m.)

No later than Tuesday, February 16, 2021 (5:00 p.m.)

(5) Address for submission

The Japan Foundation, Bangkok

10th Fl. Serm-Mit Tower, 159 Asoke Montri Rd., Bangkok 10110 Thailand

(6) Submission method

Any bid documents shall be submitted within the prescribed time period (from 10:00 a.m. to 5:00 p.m.). The submission by registered post is also acceptable (No late bids will be accepted under any circumstances).

(7) Presentation

The Client will consider the submitted documents, and individually contact the participants of presentation by Wednesday, February 17, 2021 (5:00 p.m.). In addition, the presentation will be held on Thursday February 18, 2021 at The Japan Foundation, Bangkok, 10th floor, Serm-Mit Tower.

(8) Notice of results

The Client will comprehensively consider the bidding price and the contents of the submitted documents, and make final decision. Results will be noticed by e-mail.

(9) As for the submission of the quotation and the proposal, please note that there is no rewards/compensation for participation.