



Request for Quotation
Food & Beverage Services Bid

Date January 2024

1. Introduction to Tender

1.1 Purpose of the Request for Quotation (RFQ)

Expo City Dubai wishes to engage suitably experienced and resourced concessions services partners to manage and operate cart/s during the Hai Ramadan 2024 event.

The purpose of this RFQ is for each potential operator to present their best offer to deliver services aligned to the vision and ambitions of Expo City Dubai.

1.2 Overview

The Hai Ramadan event in Expo City Dubai is a spectacular and culturally rich celebration that takes place during the holy month of Ramadan. Held within the sprawling Expo 2020 Dubai site, this event brings together a diverse array of activities, performances, and experiences that showcase the essence of Ramadan and its significance in the Islamic calendar. Visitors can immerse themselves in the spirit of the season through traditional iftar gatherings, where they can break their fast with a variety of delectable dishes, and engage in spiritual reflections amidst the stunning backdrop of Expo City.

As a unique cultural and social initiative, Hai Ramadan at Expo City Dubai aims to foster a sense of unity, understanding, and community during this sacred month. The event features a blend of traditional and contemporary elements, including cultural performances, art exhibitions, and interactive displays that highlight the cultural diversity within the region. Through its commitment to creating an inclusive and immersive experience, Hai Ramadan at Expo City Dubai stands as a testament to the city's dedication to promoting cross-cultural dialogue and celebrating the values of compassion, generosity, and harmony that define the spirit of Ramadan.

2. Timeline and Milestones

The schedule set out below provides an indication of the anticipated timeline for the period up to the Commencement Date of the services. ECD is not bound in any way by such timeframes and has provided it to the Bidders for indicative purposes only.

The Bidder(s)' must strictly adhere to the RFQ implementation schedule milestones set out below, unless notified otherwise:

Action	Date	Remarks
RFQ Issue Date	Jan 31 st	
Bid Closing Date – 6pm	Feb 9th	No bids will be accepted after 6pm on this date
Award Date	Feb 16 th	This date is tentative and subject to change by ECD
Agreement Completion	Feb 23 rd	

3. Scope of Work

This F&B RFQ document outlines the terms, conditions, and requirements for potential operators.

3.1 Key Event Details

Event Date: 9th March to 14th April 2024

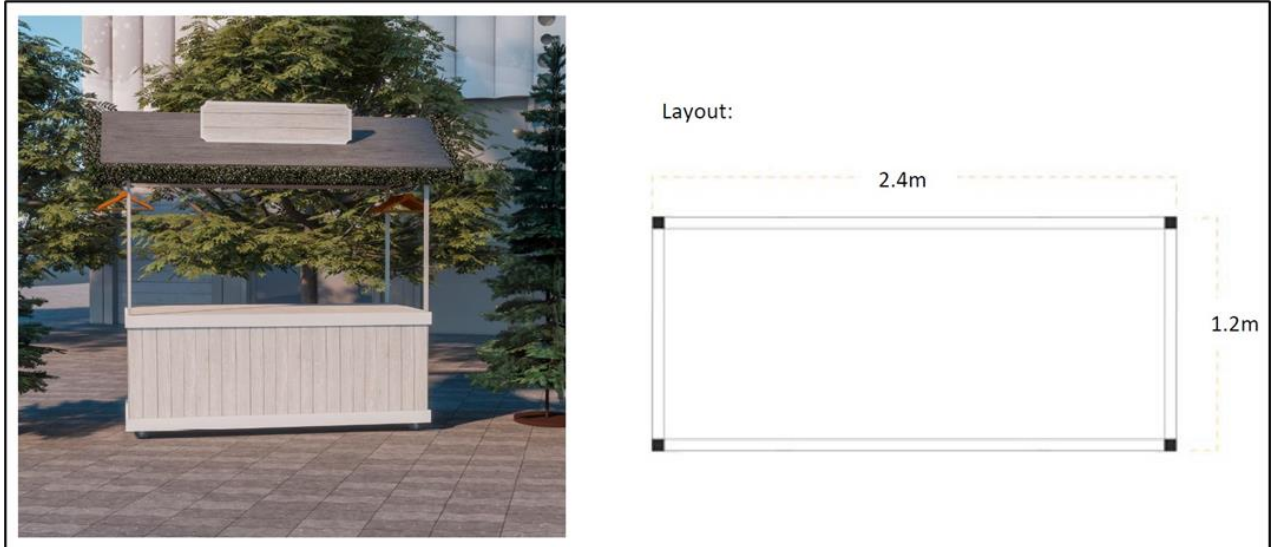
Operation Timings: 16:00 to 21:00, Monday to Sunday (subject to change based on programming)

3.2 Concession Requirement

Expo City welcomes F&B cart operator/s to submit proposals for participating in our Hai Ramadan Event. We are seeking passionate operators who can bring their culinary expertise and creativity to our festive landscape.

Wooden Carts

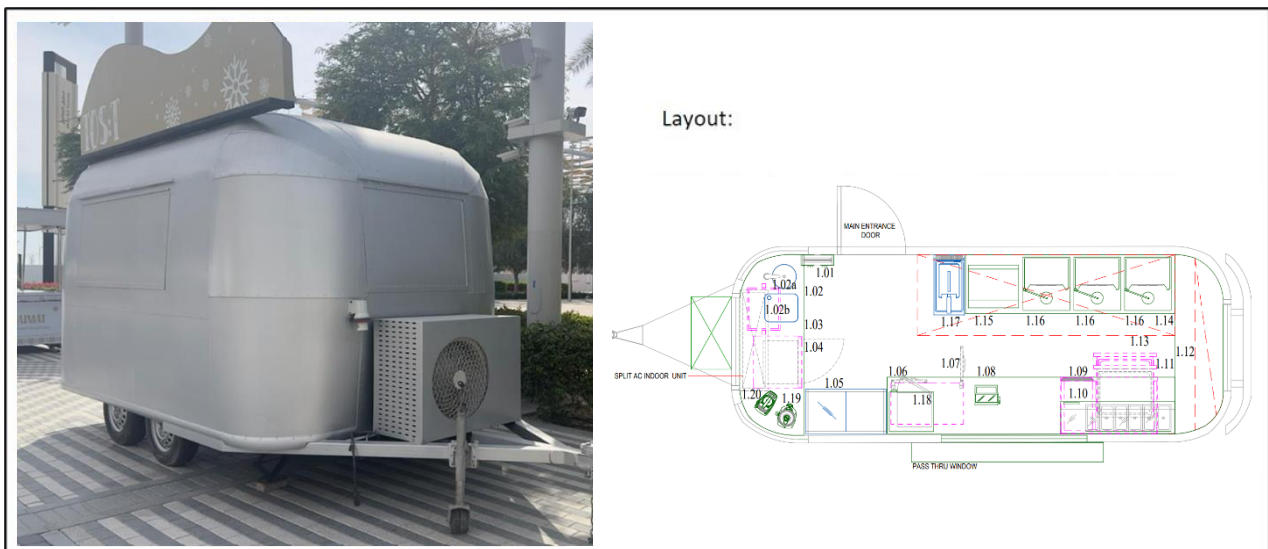
These wooden carts will be activated inside the ticketed Ramadan Market inside Al Wasl Dome adorned in intricate Arabic patterns to showcase and offer a diverse selection of Arabic sweets and snacks.



Size 2.4m x 1.2m - Each cart has lockable cabinets & hanging rails under the cart's roof.

Food Trucks/Carts

Food trucks or carts will be mobilized in Mangrove Inner Loop with an enticing array of local favourites and homegrown food truck concepts. Bidders can opt to use either their own mobile setups or leverage Expo City's available assets.



Ramadan themed menus

Expo City Dubai’s Hai Ramadan Event thrives on its diversity, and food carts are no exception. Each cart/kiosk should offer unique themed menu items that are thoughtfully curated to reflect the season, with preference to one item with multiple variation.

Menu items may include the below examples, but should not be limited to:

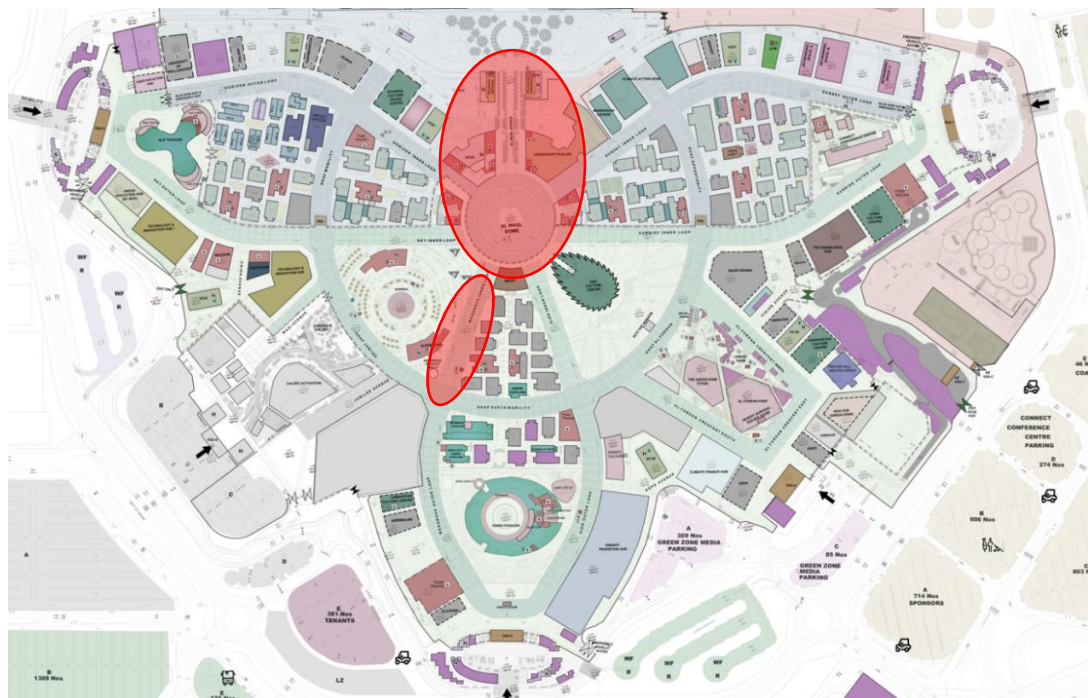
- Kunafa (Knafeh)
- Dates
- Qatayef
- Halawet Jeben
- Saj
- Baklava



3.3 Commercial Location:

Carts – Al Wasl Dome/Al Wasl Avenue

Food Trucks/Carts – Mangrove Inner Loop



*** All designs are subject to change based on the final plan and programming of ECD.

4. Commercial Terms

4.1 Revenue Share

In the spirit of transparency and fairness, we invite bidders to propose their desired percentage revenue share as part of the commercial terms for the project. We encourage bidders to provide a comprehensive explanation or justification for their proposed percentage, outlining the reasoning behind their chosen revenue share model. ECD will assess the viability and alignment of the bidder(s) revenue share proposal with the objectives of the project.

In addition to the above terms outlined, please be aware of the following conditions:

- Minimum Revenue Share Wooden Carts: 25%
- Minimum Revenue Share Food Trucks: Own Assets – 25%

ECD Assets – 30%

4.2 Participation Fees

ECD encourages bidder(s) to consider the participation fee associated with this project and carefully evaluate the fee structure and incorporate it into their proposed percentage revenue share model. The fees associated are as follows:

Wooden Carts – 5,000AED

Food Trucks/carts – 5,000AED

The above fees include the following:

- Business Operating Permit
- NOC for Food Watch application
- POS terminal/credit card machine, Cash Drawer
- Utilities – power and/or water supply

Credit Card Commission Rates shall be borne by the operators

Card Type	Commission Rates %
Standard Cards	1.6%
Premium Cards	2.15%
International Cards	2.5%
DCC Rebate	1%

5. Technical Submission

5.1 Menu

Bidders need to submit sample menu(s) based on the proposed concept(s) including but not limited to:

- Item Name and Description
- Pricing information
- Tax disclaimers
- Calorie information
- Allergens & dietary notes

The menu ought to feature a concise selection, comprising a maximum of two to three special items. It should encompass offerings that cater to all age groups, including the provision of a kids' meal option.

ECD reserves the right to request additional information on the bidder(s) menu.

5.2 Concept/Brand Deck

Bidder(s) are to submit a concept/brand deck as part of their proposal submission. This presentation should highlight and visually communicate the bidder's proposed ideas, strategies, and solutions. The deck should encompass key aspects such as branding elements, design concepts, messaging frameworks, and any other relevant visual or graphical representations.

5.3 Pre-Qualification Documents

Bidders need to submit the following documents:

- Trade License
- VAT Certificate
- Company profile & website
- Contact Person email and contact information