

**ISRAEL MAIN HOTELIER SCHOOL LTD –  
TADMOR (IN VOLUNTARY LIQUIDATION)**

**Procurement 01/2018**

**Volume 1 – Invitation to Bid  
Part III – Evaluation Criteria**

**FOR THE  
Assignment of Concession  
and Activity and the Lease and Operation  
of Israel Main Hotelier School LTD –  
Tadmor (in Voluntary Liquidation)**

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## Evaluation Criteria

### 1. Introduction

The Bidder shall provide a comprehensive and detailed Proposal to demonstrate capabilities and expertise for evaluation by Tadmor. This section states the evaluation criteria and methodology to be adopted by Tadmor. The Bidder is advised that the objective in evaluating Bids is to select the most advantageous Bid.

### 2. Bidders Proposal: Evaluation Criteria, Scoring and Weights

2.1 Bids submitted in response to this Invitation to Bid will be evaluated in accordance with the following stages:

Stage 1: Evaluation of Bidder's General Information AND Threshold Criteria in accordance with Clause 6.1 of the ITB;

Stage 2: Evaluation of the Bidder's Technical Proposal and Evaluation Criteria, in accordance with the provisions specified herein below;

Stage 3: Evaluation of the Bidder's Price Proposal with respect to the lease amount and the renovation investment, in accordance with the provisions specified herein below, and the calculation of the Final Proposal Score (FS)

2.2 **Stage 1** Tadmor will review and evaluate the General Information and Threshold Criteria in order to determine whether such part has been submitted in compliance with the requirements of the Procurement Documents (and in particular the Bid Guarantee).

Tadmor will only proceed in its evaluation of the Technical Proposal and Evaluation Criteria of Bids which Tadmor deems to have fully complied with the applicable requirements of the Bid Documents, provided they are not disqualified pursuant to the provisions of Section 7.5.

2.3 **Stage 2** The Bidder's technical scoring will be assessed in accordance with Section 3 of this document.

2.4 **Stage 3** The Bidder's price will be scored and assessed in accordance with Section 4 of this document.

2.5 The Technical Proposal Score (TPS) and the Price Proposal Score (PPS) shall be combined to give an overall score out of 100.

In the ultimate assessment of the combined scores the Technical Proposal Score (TPS), as specified in Clause 2.3 above, shall be 55% of the total score available and the Price Proposal Score (PPS), as specified in Clause 2.4 above, shall be 45% of the total score available.

The PPS will be reviewed and scored in accordance with the percentage of the Bidder's yearly revenues to be paid as the lease amount (which will be no less than 7%), as detailed hereunder (LP) and the renovation price proposal (RP) as set in Clause 4.

The Bidder will be required to pay a monthly price for leasing Tadmor's facilities, as set hereunder, subject to the provisions of the State Agreement and the Lease Agreement:

1. For the first 1.5 years, as of the signing of the State Agreement, the Awarded Bidder will not be obligated to pay any amount for the lease of Tadmor's facilities;
2. For the following 3.5 years, the Awarded Bidder will pay 40% of NIS 218,000 (two hundred and eighteen thousand new Israeli Shekel), per month (the "**Set Lease Amount**");
3. For any additional year after that, the Awarded Bidder will pay 70% of the Set Lease Amount or the proposed LP, whichever is higher.

Each of the elements of the Price Proposal (LP and RP) will be reviewed and scored separately in the following manner 50% for the LP and 50% for the RP.

In addition, Tadmor has prepared an overall estimation for the Renovation Works amount and the Monthly lease amount, which will not be published.

Nonetheless, Tadmor reserves the right to disqualify any Bid in which the price proposals with respect to the Renovation Works and/or the lease amount significantly deviates from the estimation, and the Bidders will have no claims in that respect.

The most advantageous bid will be that bid which achieves the highest overall percentage of the combined scores.

### **3. Scoring and Weighting - Technical Proposal (TPS)**

3.1 The evaluation criteria and the weightings for the evaluation of submitted Bids are set out below within Table 1.

3.2 Bidders shall take into consideration both the criteria set out in Table 1 below.

**Table 1: Score Calculation Criteria**

Item	Area	Points Allocated
<b>1.</b>	<b><u>Main Practice and Relevant Experience</u></b>	<b>40</b>
	A Bidder will receive up to 30 points of the allocated points in the event it has (or in the event of a SPV, at least one of its Members has) an experience in vocational training in the fields of hotelier, culinary and/or tourism, as follows. Experience as such can be shown by the experience of the owners of the Bidder or the Member, as long as it has control of at least 20% thereof:	
	1. 10 points allocated for each field (hotelier or culinary) in which, the Bidder has conducted and completed at least 5 vocational educational training courses, in the last 7 years, ending at the Bid Submission Date, each course includes minimum of 1000 hours of teaching, and at least 15 students have completed the course. (" <b>Training Course</b> "). (up to 20 points)	20
	2. For every additional Training Course in the relevant field (hotelier or culinary), within the last 10 years (including the last 7 years specified in section 1 above), ending at the Bid Submission Date, the Bidder will be granted additional point (1) with maximum of 5 points per field. (up to 10 points)  Example: a Bidder which had 5 Training Courses in hotelier in the last 7 years and 3 more in the 3 previous years and 7 Training Courses in culinary in the last 7 years and 4 more in the 3 previous years will be granted 28 points as follows: the full 20 points due to the criteria in section 1 above; the full 5 points for the culinary field in this section; and 3 points for the field hotelier in this section.	10
	3. Upon receiving all 20 points, as allocated in section 1 above, a Bidder which conducted and completed at least 5 vocational Training Courses (in this section the	5

Item	Area	Points Allocated
	minimum hourly requirement is of 400 hours of teaching), in the last 7 years, ending at the Bid Submission Date, in the fields of tourism (other than hotelier and culinary), will be entitled to an additional 5 points. (up to 5 points)	
	4. Upon receiving 5 points, as allocated in section 3 above, for every additional Training Course (in this section the minimum hourly requirement is of 400 hours of teaching) in the fields of tourism (other than hotelier and culinary), within the last 10 years (including the last 7 years specified in section 3 above), ending at the Bid Submission Date, the Bidder will be granted additional point (1) with maximum of 5 points. (up to 5 points)	5
<b>2.</b>	<b><u>Academic Institute</u></b>	<b>5</b>
	The Bidder has a written agreement for cooperation with an academic institute in the State or abroad which is authorized to grant academic degrees in the fields of tourism, hotelier and/or culinary.	5
<b>3.</b>	<b><u>Overall Impression</u></b>	<b>5</b>
	An overall impression by Tadmor of the Bidder including but not limited to its presented business plan, physical renovation simulation (including class equipment, overall structures and hotel renovation, addressing the physical structure's faults etc.), curriculum (beyond the requirements in the Government Agreements), the presentation of its leading team, academic experience, etc.	5
<b>4.</b>	<b><u>Renovation Plan and Amount compliance with Tadmor's objectives</u></b>	<b>5</b>
	An overall impression of the contribution of the Renovation plan and amount to Tadmor's objectives in the fields of teaching and vocational training above the minimal requirements as detailed in Volume 4 of the Procurement Documents.	5
	<b><u>Total</u></b>	<b>55</b>

#### 4. Price Proposal (PPS)

The Lease Price Proposal shall be calculated according to the following:

The highest Lease Price Proposal for the percentage of the Bidder's yearly revenues to be paid as the lease amount ("**Highest Lease Proposal**"), as detailed above, shall be

awarded a Lease Proposal Score of 22.5. The remaining Bidders' Lease Price Proposals shall be awarded a score which is proportional to the ratio between the Highest Lease Proposal and the Lease Proposal of the evaluated Bid, in accordance with the following formula:

$$LPS = \frac{ELP}{HLP} * 22.5$$

LPS = the Lease Proposal Score for the examined Proposal

HLP = the Highest Lease Proposal

ELP = the Examined Lease Proposal in the evaluated Bid

The Renovation Price Proposal shall be calculated according to the following:

The highest Renovation Price Proposal for the renovation sum ("**Highest Renovation Proposal**") shall be awarded a Renovation Proposal Score of 22.5. The remaining Bidders' Renovation Price Proposals shall be awarded a score which is proportional to the ratio between the Highest Renovation Proposal and the Renovation Proposal of the evaluated Bid, in accordance with the following formula:

$$RPS = \frac{ERP}{HRP} * 22.5$$

RPS = the Renovation Proposal Score for the examined Proposal

HRP = the Highest Renovation Proposal

ERP = the Examined Renovation Proposal in the evaluated Bid

The Price Proposal Score (PPS) shall be the sum of the Lease Price Proposal Score (LPS) and the Renovation Price Proposal Score (RPS) calculated above, in accordance with the following formula:

$$PPS = RPS + LPS$$

## 5. Final Score (FS)

The FS will be calculated as follows:

The Final Score (FS) will be comprised as such:

Technical Proposal Score (TPS)

Price Proposal Score (PPS)

For sake of clarity, the Final Score (FS) will be calculated in accordance with the following formula:

$$FS = TPS + PPS$$