**Prequalification Questionnaire**

**General Instructions**

The responses to Section 1 to 5 below by applicants for prequalificationshall provide complete, true, accurate and up to date information required to enable the MTR Corporation Limited (the Corporation) to prequalify a company (the Applicant) to tender for the Contract(s) as described in the Prequalification Questionnaire.

When completing this Prequalification Questionnaire, Applicants shall be aware of the following conditions:

1. The Corporation shall treat all responses in this Prequalification Questionnaire as confidential and undertakes not to disclose the responses to others (with the exception of the Corporation's financial, legal and insurance advisors and the Government of Hong Kong Special Administrative Region, as appropriate, during the prequalification and the tender assessment period).
2. Completion of the Prequalification Questionnaire shall not bind the Corporation to invite an Applicant to submit a tender and no reasons shall be given for the exclusion of unsuccessful Applicants.
3. The composition of the list of tenderers shall rest entirely with the Corporation and its decisions shall be final.
4. In the event that the applicant has or may have a conflict of interest which may affect its judgment in relation to the contract or its ability to properly discharge the works or services to be delivered (including dealings with third parties), then the applicant shall immediately notify the Corporation as to the nature of the conflict or potential conflict of interest and thereafter shall discuss and agree with the Corporation what action is necessary to resolve the conflict.
5. The Applicant shall not, and shall ensure that its directors, employees, agents and subcontractors shall not, offer or give any advantage as defined in the Prevention of Bribery Ordinance (Cap. 201) to any employee or agent of MTRCL. Any breach of or non-compliance of this condition by the Applicant shall, without affecting its liability for such breach or non-compliance, result in its application not being considered.

Applicant shall note the following:-

1. Please fill in all cells highlighted in yellow.
2. For Section 2
   1. Please submit job reference and clients’ commendation (if any) in Appendix with the Item No.
   2. Please insert additional table in same format for more job reference when necessary.
3. For Section 3, please insert additional table in same format for more personnel when necessary.

**Submitted by**

|  |  |
| --- | --- |
| **Company name:** |  |
| **Contact person:** |  |
| **Telephone No.:** |  |
| **Email address:** |  |
| **Date:** |  |

**Section 1**

|  |  |  |
| --- | --- | --- |
| **Company Profile** | |  |
| Year of company establishment | Established in \_\_\_\_\_\_\_\_\_\_\_  Copy of business and company registration is enclosed. |  |
| Organization chart | Submitted in the form of Appendix by referring to Section No. |  |
| Year of Experience |  |  |
| No. of direct staff employed |  |  |
| Agency/Campaign Awards, if any | Please submit copy of Award Certificate(s) by referring to Section No. |  |
| Financial Statements for  the latest 3 years | Not required for this tender |  |

**Section 2**

| **Item** | **Relevant Job Reference for Social Media Marketing Services in the past 5 years (from 2017 to 2021)** | |  |
| --- | --- | --- | --- |
| 1 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| 2 | Name of the Client |  |  |
|  | Location of Services |  |  |
|  | Industry / Sector |  |  |
|  | Scope of services provided |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| 3 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Scope of services provided |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| **Item** | **Relevant Job Reference for Social Media Marketing Services in the past 5 years (from 2017 to 2021)** | |  |
| 4 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| 5 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| 6 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| **Item** | **Relevant Job Reference for Social Media Marketing Services in the past 5 years (from 2017 to 2021)** | |  |
| 7 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |
| 8 | Name of the Client |  |  |
|  | Industry / Sector |  |  |
|  | Location of Services |  |  |
|  | Campaign |  |  |
|  | Detailed scope of services |  |  |
|  | Contract Period |  |  |
|  | Total Contract Value |  |  |
|  | Client’s commendation (if any) | Submitted in the form of Appendix by referring to Section & Item Nos. |  |

***(Please insert page and table beyond this page for more job reference when necessary)***

***\*Please provide your past job references illustrated with photos which can demonstrate the creativity, capability and experience of your company***

**Section 3**

|  |  |  |
| --- | --- | --- |
|  | **Strength and Quality of Resources (Marketing Team)** | |
| 1 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 2 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 3 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 4 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 5 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 6 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 7 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |
|  |  |  |
| 8 | Name |  |
|  | Position |  |
|  | Years of Relevant Experience in the industry |  |

**Section 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Others** | | | |  |
| Has your company worked with MTR Corporation before? | Yes / No | If Yes, please list out the job details: | |  |
|  | |  |
| Does your company have any Quality Management Plan? | Yes / No | If Yes, please specify  (e.g. ISO9001 or equivalent) |  |  |
| Please provide the related documents in Appendix. | |  |
| Does your company have any Environmental Management Plan? | Yes / No | If Yes, please specify  (e.g. ISO14001 or equivalent) |  |  |
| Please provide the related documents in Appendix. | |  |
| Does your company have any Safety Plan or Manual? | Yes / No | If Yes, please specify  (e.g. OHSAS 18001 or equivalent) |  |  |
| Please provide the related documents in Appendix. | |  |

***(Please insert page and table beyond this page for more job reference when necessary)***

**Section 5**

**Supplier Code of Practice**

Applicant is required to comply with the Corporation’s Supplier Code of Conduct.  This provides an ethical and behavioural framework for contractor doing business with the Corporation.



On behalf of the management and staff, I confirm full compliance with this Ethical Code of Conduct.

### (to be signed by the Chairman, CEO, Human Resources Director or a member of Senior Management)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Signature: |  |  | Date: |  |
| Name / Title: |  |  | Company: |  |
| And |  |  |  |  |
| Signature: |  |  | Date: |  |
| Name / Title: |  |  | Company: |  |