

# **“ARIANA AFGHAN AIRLINES”**

## **ToR and Evaluation Criteria for Hiring General Sales Agent (GSA) in Stations**

### **Reference STD 002-069**

#### **Project Background:**

Ariana Afghan Airlines (ARIANA) is the largest airline in Afghanistan and serves as the country's National Carrier. Founded in 1955, ARIANA is the oldest airline of Afghanistan and has historical credibility in the aviation market. The company has its main base at Kabul International Airport, from where it provides flights to India, Russia, Saudi Arabia, Turkey, Kuwait and UAE. The carrier is headquartered in Char Rahi Shaheed, Shahr-e-Naw, and Kabul. A pleasant journey to Afghanistan with ARIANA is one more reason to come to our beautiful country. This, simultaneously, provides our contribution to the overall development of Afghan tourism and economy. ARIANA wishes to be recognized as a quality service airline and a safe airline, and well known for punctuality, customer satisfaction, and flight schedule integrity. A safe, reliable & profitable airline- providing excellent air transport services and encouraging business investments in Afghanistan. Our employees demonstrate personal commitment every day, and form a strong team with their wide-ranging expertise in different fields of service deliverance, based upon respect and appreciation. Our managers are role models who motivate and provide themselves as role-models. We offer our passengers an extremely well-maintained air fleet, convenient routes, attractive prices, and the best of traditional Afghan hospitality. Let us invite you to fly with us to visit the new Afghanistan.

As of today, AAA is fully owned by the Afghan government. The company is governed by Board of Management, Board of Supervisors, Board of Directors and Board of Shareholders. The main shareholders of the company are Ministry of Finance, Ministry of Economy, Afghan National Bank and Pashtany Bank.

#### **Purpose of Assignment**

AAA is looking to hire a reputable and experienced GSA for India Delhi station, the GSA will act as sales agent for passenger tickets and cargo consignment. It is required that GSA shall have enough sources to run the related works in timely manner with expected quality which may result in higher customer satisfaction.

All costs related to running the GSA's business are the responsibility of the GSA including insurance, rent, general office expenses and any travel within the country or region needed to promote and sell the services. The GSA shall be good assistant to Ariana's station manager/team and providing help and facility in daily works and making professional connections to public and private sectors for delivery of better and timely services to end users.

#### **Specific Responsibilities of GSA will be but not limited to following:**

- Play main and active part in general sales of services (passenger ticket and cargo) to customers and conduct adequate plan to increase revenues
- Create and maintain sustainable market and target appropriate customer's segment for long-run business
- Having well established offices and facilities for working team and sales agents throughout commercial areas
- Assist Ariana representative in preparing joint promotion and marketing strategies.
- Facilitate official meetings and talk for Ariana team and delegation to aviation or other relevant entities.

- Update Ariana representative or core team on market changes and business opportunities when applicable.
- Obtain and hold required working certificates and licenses.
- Having strong connection, qualified and expert personnel plus equipped office in the airport for daily management of works/ as a sales point.
- Accept and assist assigned members/delegation/audit from Ariana side for planned works or purposes.
- The GSA shall assign a Public Relation Officer (PRO) to coordinate the work related to the AAA with the local government departments.
- Assist AAA employee to obtain necessary authorization or work permits.
- Perform other related tasks as advised by AAA representative.

**Duration and Payment Scheme**

The duration of agreement with selected GSA shall be 3 years. The duration of agreement may be extended if the annually review passed successfully based on mutual agreement upon satisfactory performance of GSA, or AAA will have right to make other appropriate decision at the time.

The payment final terms and conditions shall be specified in the contract terms however the scheme of services plus a fixed fee will be applicable.

The GSA will provide Ariana with a cash security deposit with amount of INR (**17,500,000**) two Million only.

**Note: If the TOR term and condition is acceptable for your company so please sign and stamp all pages and submit it with your offer to the [quotation-box@flyariana.com](mailto:quotation-box@flyariana.com).**

**Name of Tender’s Representative:** -----

**Signature:** -----

**Stamp:** -----