



**Tender and specifications "takeover of Café Mademoiselle"
restaurant of Alliance Française of Bangkok**

*Submission of applications at sylvain.bano@afthailande.org
before November 10, 2022*

TERMS OF REFERENCE dated 22/10/2022.

Table of contents

1. A restaurant at the heart of the AF	3
2. General information	6
3. Services: restaurant, cafeteria, takeaway.	7
4. Services: events, activities, communication.	8
5. Quality Policy	9
6. Quality control / Expenses sharing / Social responsibility 6.1 Quality control	9
7. Tender	10
8. Appendices	11

1. A restaurant at the heart of the AF

1.1 Background and strategy:



Since 2018, the Alliance Française Bangkok occupies a **6,000m² building** located in the heart of the **Sathorn business district**, close to **Lumpini Park**, the Australian and Japanese Embassies, and the **future One Bangkok real estate complex**.

Alliance Française Bangkok is the leading Franco-Thai cultural center in Thailand. Every year, it welcomes nearly **35,000 visitors**, including over 25,000 cultural spectators, 2,000 students per year, as well as many families (French, Thai and international), especially on weekends, and other users of Alliance's services: a bookstore, a media library, a translation service, a 219-seat auditorium, an independent research institute, and some 30 classrooms, etc.

Alliance Française's student public is 80% Thai, aged 18 to 35 (45%), with strong growth in the young public (children aged 3 to 12 for 15%, accompanied by their parents, especially on weekends). **The international public** nevertheless visits the café regularly (proximity of the Australian and Japanese embassies, Chinese, Japanese, Korean, American, and Indian students, etc.) along with French expatriates.

Alliance Française's current strategy is to promote:

- Digital world and **innovation** (digital education offer, artistic proposals, etc.);
- **Youth** (development of recreational and educational activities for children);
- **The business world** and the organization of **thematic fairs** (development of corporate events, attraction of new types of customers, popular fairs gathering several hundred people several times a year).

Alliance's café-restaurant has an essential role in ensuring its development as a real place of living, meeting, and exchange for Thais, Frenchs as well as the international public, especially in light of its integration into **One Bangkok project (150-200,000 people/day estimated by the developer for the site's opening in the next two years)**, or the integration of other possible services in its building (activities for children, rental of workspaces, etc.).

1.2 The restaurant space: 4 years with Café Mademoiselle, followed by a lease transfer



From 2018 to 2022, the restaurant space has been occupied by **Café Mademoiselle**, which has provided throughout its presence at the Alliance Française:

- a **varied menu** adapted to Alliance's public
- **catering service** for cultural events
- coordinated actions with the **pedagogical and cultural services** of Alliance.

Café Mademoiselle now wishes to cede its tenancy and sell its assets, with the agreement of the owner, Alliance Française, to find a new investor. Based on the experience gained during the first lease management contract between Alliance Française Bangkok and Café Mademoiselle, the specifications aim to **define the owner's requirements**.



The total surface area of the subject space is approximately 365m² (room/kitchen/terrace), including 107m² of the terra

1.3 Alliance Française's expectations

Alliance Française expects, following the first lease management contract signed with Café Mademoiselle for the restaurant space at 179 Wireless Road, to delegate the operation of the restaurant space to a professional service provider. In addition to managing the functional requirements detailed in the following document, Alliance Française expects the service provider to be **committed to its values**: conviviality, multiculturalism, accessibility, and openness to the greater number of customers. This is also expressed through active participation in Alliance Française's activities (courses, events, fairs, performances, cocktail receptions for events, and occasional hosting of events in the restaurant, especially for young public).

Good ethical and environmental standards, as well as a strategy of buying fresh and local products, will be strongly recommended and valued in the contractor selection process.

The restaurant represents the image of AF and must promote French culture and gastronomy in terms of dishes, soundtrack, activities/entertainment and decorations. The restaurant must also adapt its menu to the different festivals and celebrations of Alliance Française (e.g. Christmas, Valentine's Day, Galette des rois, Chandeleur...).

As a partner, the restaurant must be open during Alliance Française opening hours and during cultural events (DELf sessions, etc.).

1.4 Contractor's profile

Alliance Française prefers an independent contractor to a large restoration company for the same service.

The contractor and its team must demonstrate an interest in and desire to participate in the project as described above.

In addition to fulfilling the operational criteria, it can **demonstrate its creativity by proposing, from the application stage, ideas or projects beyond the daily activities** such as those related to the center's activities or to school or educational activities, or to the promotion of products from local producers. A perspective of sustainable partnership is strongly desired.

2. General information

2.1 Restaurant's missions

The ambition of Alliance Française for the restaurant is to provide a general service to a diversity of publics, while respecting the specificities of each, and therefore to meet the quality of service standards inherent to the project.

The restaurant owner must cover **5 main aspects of activity**, each with its own set of requirements.

1. A **café** area is open seven days a week, from morning to evening (from 8:00 a.m. or 8:30 a.m. to 6:30 p.m. minimum or later, Monday to Friday, with Sunday closing at 4:00 p.m. or later)
2. A **restaurant** service open seven days a week
3. A **take-away** service with quality products (bread, pastries, pastries, cold cuts, cheeses, etc.)
4. A **catering** service for the cultural events of Alliance Française and its clients (e.g.: for space rentals).
5. A **bar** at the exit of the auditorium before and after cultural events.

2 other aspects may be developed by the contractor and are strongly recommended:

1. Set up a **grocery section**
2. Develop **gastronomic workshops** in collaboration with Alliance Française

All additional ideas are welcome!

2.2 Contract type

The lease is for 3 years and is renewable.

The kitchen equipment is provided partly by Alliance Française and partly from Café Mademoiselle's business takeover.

The current lease rate is 40,000 THB, with monthly cost sharing ranging from 15,000 to 25,000 THB depending on activities. This amount will be calculated each month from the various statements related to the Café restaurant's activity and may eventually change above or below this range based on the activity and the price of the charges.

The charges for the property will also be adjusted on a yearly basis.

2.3 Pricing policy

Considering the public nature of the premises, which must encourage interactions, the **restaurant's pricing policy must guarantee financial accessibility to its services for a wide range of customers.**

These deals' rates and price ceilings are listed below.

In addition, AF, IRASEC, Asian Carnets, other tenants in the building who may relocate to AF, and AF members will receive a 10% discount. Other discount options could be considered including canteen or daily specials for employees, coupons, etc. Furthermore, Alliance employees may access the terrace without necessarily consuming on a case-by-case basis.

3. Services: restaurant, cafeteria, takeaway.

3.1 Restaurant

The restaurant is designed to accommodate 90-95 people, including indoor (50) and outdoor (40-45) seating.

Expectations of the Alliance Française from the provider:

- **Affordable entry-level dishes** for Alliance students and staff - a few dishes starting at 90 THB and at least 30/40% of the dishes on the menu available for less than 190 THB (negotiable)
- A ratio of $\frac{3}{4}$ **French/European dishes** (including pastries) and $\frac{1}{4}$ Thai/Asian dishes (negotiable)
- **Options for children** (menus, dishes, cutlery) (important)
- **Sandwiches/dishes/desserts on site or to takeaway** (important)
- **Affordable salad bar or buffet area** (optional)

The restaurant will be able to offer formulas adapted to the Alliance's activities:

1. A daily formula (business lunch) for about 200 to 300 THB
2. A "children's menu" for about 150-200 THB
3. A "Sunday Brunch" formula for about 300-400 THB
4. "Lunch boxes for class visits" at 80-100 THB / lunch box with two sweet bites and a small drink

The formulas and prices presented above can be discussed during the presentation of the candidate's project.

3.2 Small catering, takeaway

A take-away food service should be offered (delicatessen).

3.3 Inclusion and sustainability

The service provider also undertakes to offer on its menu:

- at least 1 vegetarian dish
- at least 1 vegan dish
- at least 1 gluten-free dish

To use/encourage the consumption of organic/local/fair trade products.

4. Services: events, activities, communication.

4.1 Events / activities

Depending on Alliance's events, the restaurant will have to remain open to welcome clients for parties, concerts, aperitifs, or exams (DELF-DALF, etc.). The activities calendar will be communicated at the beginning of the month by Alliance Française, and a weekly update, every Monday, will be done in addition.

The contractor will host or co-host gastronomic workshops organized by Alliance Française and make its space available for them. The activities will be designed to promote gastronomy, taste training, nutrition, or French-speaking cultures.

Alliance Française will give priority to the restaurant for its catering services, subject to competitive prices and quality.

Glasses will be made available to Alliance Française for cocktail parties.

The contractor may also, if desired, offer events in its café in agreement with Alliance Française.

4.1 Grocery store (optional)

The contractor may offer a "**grocery**" section with a wide range of French, international or Thai products available for on-site purchase or delivery orders.

It can sell its products, engage local producers, or even partner with a brand/distributor who must also be approved by Alliance Française based on an appropriate complementary specification.

4.2 Communication and pedagogical activities

The contractor is expected to communicate regularly in order to inform the public about the restaurant's activities, present the products and suppliers, and animate the center from the viewpoint of gourmet activities (exhibitions, workshops).

As such, the provider's campaigns and communication tools must be presented to Alliance, which may, if necessary, request modifications in the interest of the institution.

The contractor will be in charge of **creating "digital communication" content in partnership with Alliance Française's communication department, as well as ensuring that communication rhythms and methods converge as much as possible.**

A pedagogical collaboration with the teaching teams is desired in order to engage in the culinary education of students and Alliance Française members.

The soundtrack should include French music at regular intervals.

Alliance Française must be able to put flyers on the tables to promote its activities.

In general, the service provider and Alliance Française must ensure that their communication and

decorative elements are in harmony, particularly in the context of events organized at Alliance.

5. Quality Policy

The contractor will implement a system adapted to the multiple quality requirements inherent to the services.

5.1 Hygiene and safety

The contractor shall adhere to the legal provisions in terms of hygiene and food safety, applying the standard procedures relating to:

- premises and equipment (including maintenance)
- personnel and their training plan
- documentation system and self-checking
- epidemiological investigations in case of food poisoning
- public disclosure of information

6. Quality control / Expenses sharing / Social responsibility

6.1 Quality control

Alliance Française and the contractor mutually agree to implement appropriate measures to maintain and increase quality and services.

6.2 Expenses sharing between Alliance Française and the contractor

Expenses sharing between Alliance Française lessor and the lessee (concerning the equipment - small and large, and certain maintenance areas) will follow the table in the annex. (see §8.1)

6.3 Social responsibility

Social responsibility is expected from the contractor. In addition, an ongoing training plan for quality standards and customer service should be established and implemented.

Staff must be proficient in English as a minimum. A knowledge of French is a plus.

There must be sufficient staff to provide service at lunch and on Saturdays.

To ensure quality service, a French or English speaking manager must be present to supervise the activity, especially on Saturdays.

The contractor and its responsible team members must have received adequate training.

6.4 Security

The contractor is dedicated to enforcing safety standards within its facility.

7. Tender

7.1 How to respond to the call for tender

Candidates will submit a file containing the elements of the current specifications, as well as a detailed description of their concept, presentation of their experience, explanation of their financial and personnel resources, and attachment of their menu and delicatessen proposal.

7.2 Agenda and contacts

Responses to the tender should be sent by email to Mr. Sylvain Bano, Director of Alliance (sylvain.bano@afthailande.org) before November 10, 2022.

The terms of the business transaction will be discussed independently of Alliance Française with Ms. Bénilde Blanc (bb.cafemademoiselle@gmail.com), Director of Café Mademoiselle.

The new contractor must be chosen by mutual agreement between Alliance Française Bangkok and Café Mademoiselle.

Alliance Française Bangkok is at the disposal of the candidates to accompany them in the setting up of their application and to adjust if necessary the specifications to their proposals.

7.3 Selection criteria

Criteria will be based on:

- The relevance of the project to AF
- The quality of the products
- The diversity of the offer
- The cost
- The originality
- Adequacy (materials/human)
- Staff takeover

7.4 Documents required :

- Project presentation letter
- Example of menus / dishes / prices

- Design or decoration project if there is one
- Other projects (events / grocery stores / workshops / other, etc.)

8. Appendices

8.1 Division of responsibilities between AF and the contractor (excluding food) :

Restaurant facilities	AF	Contractor
Heavy maintenance of large equipment	X	
Compliance	X	
Daily maintenance		X
Safety / fire equipment		X
Tables and chairs		X
Tableware		X
Large kitchen equipment	AF	Contractor
Supply	X	
Renewal	X	
Maintenance		X
Repair		X
Compliance		X
Cash register hardware and software	AF	Contractor
Hardware (server and cashier stations)		X
Softwares		X
Consumable items		X
Computerized payment orders		X
System maintenance		X
Small service equipment	AF	Contractor
Supply (basic allowance)		X
Renewal		X
Small cooking equipment	AF	Contractor
Supply (basic allowance)		X
Renewal		X
Media	AF	Contractor

Telephone (Subscription / Communications)		X
Water (excluding dedicated meter) *	X	<i>to be re-invoiced to the contractor</i>
Gas (excluding dedicated meter) *	X	
Electricity (excluding dedicated meter) *	X	
Heating, air-conditioning *	X	
Possible cleaning contracts and exceptional work	AF	Contractor
Floors		X
Walls over 2 meters, ceilings, windows, domes		X

Pipes		X
Extraction ducts and extractor		X
Fume hoods		X

Grease filters		X
Recovery of used fryer oil		X
Pest control and rodent control		X
Decoration and signage		X
Emptying the grease trap		X
Waste removal		X
Green plants		X
Playlist		X
Daily cleaning	AF	Contractor
Tables and chairs		X
Small and large kitchen equipment		X
<u>Kitchen and storage areas</u>	X	X
<u>Floors, walls, at less than 2 meters</u>		X
<u>Floors of consumption areas</u>		X
<u>WC (accessible to the public)</u>	AF	Contractor

Various supplies and consumables		
<u>Office supplies and postage</u>		X
Single use products		X
<u>Cleaning products</u>		X
<u>Laundry products</u>		X
Softening salts		X
Paper towels		X
Payment		X
Salaries and social charges	AF	Contractor
Business tax on salaries		X
Transportation costs		X
Medical visits		X
Supply of professional clothing		X
Others	AF	Contractor
Public liability insurance		X
Rental risk insurance		X
Bacteriological controls		X
Service vehicle expenses		X
Various expenses for theme days		X
Office maintenance costs		X
Bank fees		X
Postage costs		X
Administrative documentation		X
Accounting fees		X