

TERMS OF REFERENCE

PROJECT: DEVELOPMENT, RE-DESIGN, WEB HOSTING AND MAINTENANCE AND EMAIL SERVICES OF THE 2020 TOURISM PROMOTIONS BOARD (TPB) CORPORATE SITE

OBJECTIVES:

- Maintain TPB's profile through digital presence
- Build a very responsive, interactive and effective tool to facilitate better transparency and information exchange and communication processes among members and stakeholders
- Create a restricted area for members only accessing valuable and fee-based information
- Serve as a future revenue source for the corporation with online payment facility

DELIVERABLES

The successful proponent must be able to deliver the following:

- **Operational website** based on agreed upon concept and specifications: main Web site and Database, Payment facility and Image Bank.

Web development with appropriate programming ensuring:

1. Enhanced usability through:
 - Simple and reliable navigation.
 - Achievement of faster browsing speed.
 2. Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.
 3. Active content which may include animation.
 4. Ensure browser compatibility especially with Firefox, Internet Explorer, Chrome and other browsers.
 5. Creation of databases
 - Maintenance of members list and other databases
 - Option for forwarding updates thru email blasts to members email addresses if requested.
 - Design and development of interactive contact forms that is easy to fill in by website visitors.
 - Design and development of easy forms and survey creation tools with the ability to send the form to identified email addresses.
 - Notification system for projects with the ability to send to identified email addresses
 - Development of automatic archives option for items such as reports, training programmes etc. by year.
 6. Provision for remaining, over-writing or deleting old files completely as and when required.
 7. Creating easy to print versions of documents.
 8. Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines.
 9. Submit the website to search engines including Google, Yahoo and Bing.
 - Easy accessibility of website by most if not all search engines.
 - Exchange links with identified websites for creating affiliations.
- **Documentation** – appropriate system documents to quickly guide users through specific tasks
 - **Staff training**

- Flexibility to adopt new technology and upgrade if applicable within the period of contract
- Any upgrade in the requirement of the Department of Information Communication Technology (DICT) template for government websites.
- Coordination with the existing website supplier on the transfer of the credentials and domain website and hosting.

TECHNICAL ELIGIBILITY DOCUMENTS:

1. Company Profile and Technical Proposal
2. Valid Mayor’s permit / Business Permit
3. PhilGeps Registration Number
4. 2018 Income / Business Tax Return
5. Omnibus Sworn Statement
6. List of Government and Private Sector Clients for the last three (3) years
7. List of ongoing and completed projects within the past three (3) years similar or related to the requirements
8. List of personnel to be assigned to the project with their respective job description and work experience for the last three (3) years

BUDGET COST : P1,000,000.00

TERMS OF PAYMENT :

15% of the total contract price - Submission of the following:

	REQUIREMENTS
1.	Timeline & Gantt Chart
2.	Presentation of three (3) proposed concepts / designs for the website

25% of the total contract price - 1st Quarter

	DELIVERABLES
1.	Approval and implementation of concept / design (should TPB decide to change the look of the TPB Website)
2.	Coordination with the existing website supplier on the transfer of the credentials and domain website and hosting.
3.	Renewal of the existing 180 Gsuite Accounts: <ol style="list-style-type: none"> 1. 175 (Basic Plan) with a 1 year validity 2. 5 (Business Plan) with a 1 year validity
4.	On-line Registration System for programs, trainings, seminars, conferences, and events which may include On-line payment requirement
5.	Monthly Accomplishment Report with Analytics / Interpretation Report on the Visitor Statistics
6.	Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.

7.	Maintenance of the Web site, Database, Payment facility and Image Bank / TPB Event Guide App with SMS Facility
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20% of the total contract price - 2nd Quarter

DELIVERABLES	
1.	On-line Registration System for programs, trainings, seminars, conferences, and events which may include On-line payment requirement
2.	Creation and management of databases
3.	Updates in Website content and design
4.	Monthly Accomplishment Report with Analytics / Interpretation Report on the Visitor Statistics
5.	Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
6.	Maintenance of the Web site, Database, Payment facility and Image Bank / TPB Event Guide App with SMS Facility

20% of the total contract price – 3rd Quarter

DELIVERABLES	
1.	On-line Registration System for programs, trainings, seminars, conferences, and events which may include On-line payment requirement
2.	Creation and management of databases
3.	Updates in Website content and design
4.	Monthly Accomplishment Report with Analytics / Interpretation Report on the Visitor Statistics
5.	Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
6.	Maintenance of the Web site, Database, Payment facility and Image Bank / TPB Event Guide App with SMS Facility

20% of the total contract price - 4th Quarter

DELIVERABLES	
1.	On-line Registration System for programs, trainings, seminars, conferences, and events which may include On-line payment requirement
2.	Creation and management of databases
3.	Updates in Website content and design
4.	Monthly Accomplishment Report with Analytics / Interpretation Report on the Visitor Statistics
5.	Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
6.	Maintenance of the Web site, Database, Payment facility and Image Bank / TPB Event Guide App with SMS Facility

QUALIFICATION OF BIDDER

1. Bidder must have at least three (3) years experience in web design development and system development.
2. Bidder must be knowledgeable in PHP java script, CMS and Wordpress.

ADDITIONAL REQUIREMENTS:

Bidders will be required to make a presentation (maximum of 10 minutes) of their Plan Approach for the project. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

The bidder shall be advised on the Schedule of presentation.