

17 February 2021

REQUEST FOR PROPOSAL (RFP)

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below:

RFP No. TPB-PR 2021.02.060

Requirement: Services of a Research/Survey Company to Conduct a Philippine Tourism Online News Media Scan and Social Media Listening

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount(PhP)
1 Lot	<p>Services of a Research/Survey Company</p> <p>Objectives To study/understand:</p> <ul style="list-style-type: none"> the current state of the industry; the readiness of travelers in the Philippines to travel between the period of March 2021 to February 2022 through news media scan and social media listening; the tourists' travel intentions and changes in their travel behavior; and the tourists' motivators in resuming travel <p>Scope of Work The selected survey company must undertake the following activities:</p> <ol style="list-style-type: none"> Conduct Online Tourism Monthly Trend Spotting for 11 months Conduct Monthly News Media Scan and Social Media Listening: Research and Analysis through digital listening tool, software, application or system to understand news media coverage and social media sentiment on Philippine Tourism Report Creation: <ol style="list-style-type: none"> Eleven (11) Monthly Philippine tourism news media scan and social media listening Reports; Summary of Findings 	990,000.00	990,000.00

	<p>4. Organize eleven (11) Monthly Client Presentations via Zoom</p> <p>5. Prepare eleven (11) Monthly Presentation Materials to be presented to the end-user during the monthly Zoom meeting</p> <p>6. Other Services Inclusions:</p> <ol style="list-style-type: none"> Data Collation Manual Review and Verification Data Processing Establishment of Data Points Comparison of Data Points Analysis of Findings Recommendation <p>Deliverables</p> <ol style="list-style-type: none"> Eleven (11) Trend Spotting Reports comprising of an Executive Summary and reports on specific subject matters/topics Eleven (11) monthly presentations of findings to the end-user. The research/survey company is required to submit two (2) sets of the presentation materials (similar to Powerpoint format) to TPB upon approval of the reports. <p>Eligibility and Technical Requirements of the Research/Survey Company</p> <ol style="list-style-type: none"> The research/survey company should possess at least five (5) years' experience in conducting consumer in-sighting and related researches, including data analysis & presentation. <ul style="list-style-type: none"> <i>Submit Articles of Incorporation, DTI or CDA registration, whichever is applicable</i> <i>Submit a list of ongoing and completed government or private contract for the last five (5) years whether similar or not similar to the project (provide copy of the contract, Notice of Award/Notice to Proceed, or certificate of project completion, whichever is applicable)</i> Member of good standing in any internationally-recognized association of 		
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research agencies (*provide proof of membership*).

- c. Have proprietary tool, software, application or system for conducting data mining, news media scanning and social media listening (*provide proof of availability of proprietary tool, software, application or system*).
- d. All key personnel to be assigned in the project should have relevant work experience in conducting research, preferably on the field of integrated marketing communications and data insights and analytics:

Key Personnel	Minimum No. of Experience
Project Manager	3 years
Assistant Project Manager	3 years
Statistician / Data Analytics Expert	3 years
Junior Data Analyst	3 years
Marketing Communications Specialist	3 years

Curriculum vitae (CV) of all key personnel must be submitted using the TPF6 Form.

CRITERIA FOR EVALUATION

Proposal	Weight
A. Technical Proposal	85%
B. Financial Proposal	15%

Technical and Financial Proposals Criteria and Rating (85% Passing Score)

Qualified Bidders shall be required to present their technical proposal (maximum of 15 minutes), the date of the presentation will be on short notice.

Please see attached Terms of Reference for the detailed scope of works, rating criteria for the technical proposal, methodology and expected output, and other details.

Terms	As stated in the TOR
Delivery	As stated in the TOR
ABC	Php990,000.00 inclusive of applicable taxes

Please submit your **proposal and legal documents** duly signed by your representative to the email address *janet_villafranca@tpb.gov.ph* not later than **23 February 2021, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.
Thank you very much.

The proposal shall be in a **compressed file folder**, for easy identification of emails, the subject shall be in this format: **Media Scanning_ <bidder name>**

Thank you very much.



ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person

JANET G. VILLAFRANCA

Email:

janet_villafranca@tpb.gov.ph

Note:

1. **All entries must be typewritten on your company letterhead.**
2. Price Validity shall be for thirty (30) calendar days.
3. Suppliers must submit the following legal documents to be eligible to participate in the bidding:
 - PhilGEPS Registration Certificate
 - Mayor/Business Permit
 - Latest Income Tax Return Certificate
 - Omnibus Sworn Statement
 - Company Profile