

SCOPE OF SERVICES

as of 26 March 2021

I. PROJECT: SERVICES OF A MARKETING COMPANY/IES TO PROVIDE A TOURISM PROMOTIONS BOARD (TPB) MARKETING COORDINATOR/S IN MALAYSIA

II. DURATION: C.Y. 2021 (Start of services upon issuance of Notice to Proceed – Target Duration Dates July – December 2021)

III. BACKGROUND

As stated in Rule III, Chapter IV, Section 46 of the Implementing Rules and Regulations of R.A. 9593, otherwise known as the Tourism Act of 2009, *'As may be necessary, the Tourism Board shall determine and authorize the designation and assignment of marketing coordinators in the Department's foreign and regional offices to coordinate and implement the international and domestic tourism promotions programs.'*

In view of the above, the TPB would like to hire a Marketing Coordinator each for the Malaysia markets for the implementation of the Work Program for 2021. The absence of a Marketing Coordinator in these markets is a challenge for TPB in implementing the work program, given the procurement and executional timelines of projects.

IV. OBJECTIVES

- To assist TPB in implementing the Work Program of Malaysia for 2021
- To support TPB in facilitating marketing and promotional projects for the Malaysia market
- To provide assistance in coordinating with Malaysian MICE & leisure, travel trade and media counterparts
- To support TPB in attracting tourists that are high-spending, long-staying, and looking for optimal experience
- To positively highlight the Philippines as a travel destination for MICE and leisure

V. ELIGIBILITY REQUIREMENTS

- PhilGEPs Platinum Membership
- Proof of Membership in an international/local tourism association/organization for at least three (3) years
- In-country-registered company (if company is bidding for must be Malaysian registered company, same as the other market). Existing Market Representative/Marketing Coordinator of other NTO in ASEAN/Asia is not allowed to apply

VI. QUALIFICATIONS

The Marketing Company to provide a Tourism Promotions Board (TPB) Marketing Coordinator in Malaysia must have the following qualifications:

- A. A marketing company doing marketing functions including market intelligence and competitor analysis for the past 3 years
- B. A marketing company holding an office in the country where the TPB Marketing Coordinator intends to bid for; existence of permanent sub-office in other prominent cities is an advantage. (Must be able to assign dedicated staff who can communicate in English and the major language of each country)
- C. Key Personnel
 1. Marketing Director
 - a. Bachelor's degree/college graduate. Master's degree is an advantage.
 - b. Citizen or permanent resident or a legal immigrant of the country they are bidding for and must have resided in the said country for a minimum of three (3) years prior to his/her hiring
 - c. Proficient in written and spoken English and the major local language
 - d. Must have participated in at least five (5) international tourism events
 - e. With extensive work experience (minimum of 3 years) in the travel and tourism industry particularly in destination management and marketing
 - f. Other qualifications: Work experience in the travel trade industry or in an NTO other than the Philippines is an advantage.
 2. Marketing Assistants (at least 2)
 - a. Bachelor's degree (Tourism or Marketing degree)/college graduate.
 - b. Citizen or permanent resident or a legal immigrant of the country they are bidding for and must have resided in the said country for a minimum of three (3) years prior to his/her hiring
 - c. Proficient in written and spoken English and the major local language
 - d. Must have experience in marketing and/or tourism for at least two (2) years

VII. SCOPE OF WORK

- A. Propose a market strategy and action plan to include, recovery plan, financial plan, media plan, crisis management and possible contingency plans, other significant reports affecting outbound travel from Malaysia, subject for approval of TPB.
- B. Implement travel trade & MICE marketing activities/events and consumer promotion and activations for the 2021 Work Program for Malaysia.
- C. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking.

- D. Identify new activities aside from the 2021 Work Program for Malaysia and develop of new market segments that would be effective in raising awareness on the Philippines for the Malaysia market.
- E. Facilitate/implement PR and publicity, to include media monitoring, program;
- F. Facilitate/implement projects by securing proposals/quotations from and advancing payments to suppliers, to be claimed as reimbursement to the TPB, subject to submission of supporting documents (e.g. official receipts, invoices, price quotations from suppliers, etc.)
- G. Implement other activities that may be prescribed by the TPB
- H. Other marketing services as required by the TPB

VIII. DELIVERABLES

- A. Market development strategy and action plan to include:
 - a. Annual market development plan;
 - b. Financial plan;
 - c. Media plan;
 - d. Crisis management and possible contingency plans; and
 - e. Pandemic recovery plan to regain the Malaysian market confidence to the Philippines.
- B. Facilitation of the Travel trade & MICE marketing activities and events (whether physical, virtual, or hybrid) of 2021 Work Program for Malaysia to include but not limited to:
 - a. Philippine tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, online/web-based workshops;
 - b. Travel trade, media and key opinion leaders/influencers, & MICE fair(s) participation and travel exhibitions that would provide increased exposure of the Philippines in the market to include other travel trade-related events like one-on-one business meetings/travel exchange with travel stakeholders (whether physical, virtual, or hybrid);
 - c. Tactical Digital Marketing Campaign which includes, but is not limited to, online ads and social media marketing;
 - d. Sales calls and sales presentations to tour operators, travel agencies (and front liners), general travel trade, corporate, associations, and other travel industry partners for the production of more tour packages to the country or to generate more sale of tour packages and/or increase market knowledge and equip sales people with in-depth know-how of the destinations (as allowed by the market's local government COVID-guidelines);

- e. Joint-promotional activities with private sector on destination presentations, front-liner/sales team workshops, consumer activities, etc;
 - f. PR and publicity activities as well as media monitoring reports;
 - g. New marketing initiatives to be implemented by TPB; and
 - h. Creation of database of travel trade, media, and other relevant/significant companies, agencies, personalities, etc. within Malaysia.
- C. Facilitation of Consumer Promotion and Activations to include:
- 1. Consumer fair(s) and other similar exhibits that would reach out to consumers and travelers;
 - 2. Consumer activation activities like in-store promotions and mall promotions, cross-promo activities or joint promo activities with consumer products directly or indirectly related to travel; and
 - 3. Innovative consumer branding activities like in-cinema promotions and branding, movie premieres promo and branding, talent search events, and tie-ups with consumer products manufacturers/stores like apparel stores to incorporate/feature locally-made textiles and products, culinary, etc.
- D. Provision of market research and intelligence data
- 1. Report on significant and current data to generate useful information to help in decision-making to include up-to-date market database of travel trade and MICE contacts;
 - 2. Report on current tourism trends as well as economic trends that may affect travel industry in general as well as travel patterns and decision to travel;
 - 3. Market research that includes competitor analysis and benchmarking; and
 - 4. Tourism investment opportunity activities to include participating in activities/tie-ups with other government agencies and private sector.
- E. Submission of monthly reports (format to be prescribed by the TPB) to include:
- 1. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month;
 - 2. Analysis of effectiveness of activities conducted/engaged during the said month;
 - 3. Market Research, Market Intelligence and Travel Trade Activities and News;
 - 4. Sales leads and contact reports;
 - 5. Press Releases and media/news monitoring reports;
 - 6. Other significant reports requested by DOT/TPB (if any);
 - 7. Targets and Terminal or Accomplishment Report/s for marketing projects and activities implemented during the said month (if any); and
 - 8. Market website and social media engagement.

- F. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness on the Philippines for the Malaysia market
- G. Other activities that may be prescribed by the TPB
- H. Securing and facilitation of necessary documents that pertains to the implementation of the abovementioned activities and events such as:
 - 1. Quotations and Proposals from pertinent suppliers
Liquidation Report from and advancing payments to suppliers, to be claimed as reimbursement to the TPB, subject to submission of supporting documents (e.g. official receipts, invoices, price quotations from suppliers, etc.)
- I. All outputs/reports/plans/research shall become the property of the TPB and will be subject to the TPB's approval as necessary

IX. APPROVED BUDGET FOR THE CONTRACT

- 1. Budget is as follows:

MALAYSIA: FIFTY-TWO THOUSAND FORTY AND 82/100 US DOLLARS (52,040.82) / TWO MILLION FIVE HUNDRED FIFTY THOUSAND PESOS (PHP 2,550,000.00) inclusive of taxes and other applicable charges

X. TERMS OF PAYMENT

- 1. Payments shall be made on the basis of the actual performance by the consultant of the services procured. The Procuring Entity shall certify the satisfactory performance of the services rendered by the consultant.
- 2. Processing of payment shall be initiated upon the submission by the consultant of duplicate, itemized billing statements based on the actual services rendered accompanied by copies of receipted invoices, vouchers, and other appropriate supporting materials, of the amounts payable as remuneration and reimbursement. The billing statement shall distinguish that portion of the total eligible costs which pertains to remuneration from that portion which pertains to reimbursable expenditures.
- 3. The final payment must be made only after the Consultant submits its final report and such report is approved as satisfactory by the Procuring Entity.
- 4. Insofar as practicable; payment shall be subject of the General and Special Conditions of Contract and shall be made in accordance with prevailing accounting and auditing rules and regulations.
- 5. Payment is on a per-tranche basis, and will be settled upon submission of deliverables.

DELIVERABLES/MILESTONES	PAYMENT TERMS
<p>JULY 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2021 Work Program 2. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 3. Sales leads and contact reports 4. Press Releases and media/news monitoring reports 5. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 6. Analysis of effectiveness of activities conducted/engaged during the said month 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 	<p>1st Tranche: 15%</p>
<p>AUGUST 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 2. Sales leads and contact reports 3. Press Releases and media/news monitoring reports 4. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 5. Analysis of effectiveness of activities conducted/engaged during the said month 6. Recommend and/or monitor tactical marketing activities (if any) 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 	<p>2nd Tranche: 15%</p>
<p>SEPTEMBER 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 2. Sales leads and contact reports 3. Press Releases and media/news monitoring reports 4. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 5. Analysis of effectiveness of activities conducted/engaged during the said month 	<p>3rd Tranche: 15%</p>

<ol style="list-style-type: none"> 6. Recommend and/or monitor tactical marketing activities (if any) 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 	
<p>OCTOBER 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 2. Sales leads and contact reports 3. Press Releases and media/news monitoring reports 4. Recommend and/or monitor tactical marketing activities (if any) 5. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 6. Analysis of effectiveness of activities conducted/engaged during the said month 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 	<p>4th Tranche: 15%</p>
<p>NOVEMBER 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 2. Sales leads and contact reports 3. Press Releases and media/news monitoring reports 4. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 5. Analysis of effectiveness of activities conducted/engaged during the said month 6. Recommend and/or monitor tactical marketing activities (if any) 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 	<p>5th Tranche: 15%</p>
<p>DECEMBER 2021</p> <p>Deliverables / Milestones:</p> <ol style="list-style-type: none"> 1. Market Research/Outlook, Market Intelligence, and Travel Trade/Consumer Activities news 2. Sales leads and contact reports 3. Press Releases and media/news monitoring reports 	<p>6th Tranche: 15%</p>

<ol style="list-style-type: none"> 4. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month 5. Analysis of effectiveness of activities conducted/engaged during the said month 6. Recommend and/or monitor tactical marketing activities (if any) 7. Other significant reports requested by DOT/TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented such as but not limited to: <ol style="list-style-type: none"> a. Tactical Campaign (advertisements, activations and publicity) b. Joint Promotions with Malaysian Travel Stakeholders c. Consumer Activation 	
<p>FINAL PAYMENT upon submission of final reports/outputs *Provision of a 30-day allowance to submit final reports/outputs.</p>	<p>10%</p>

Contract Termination: 31 December 2021

TIMEFRAME

The contract duration is upon issuance of Notice to Proceed (NTP) – 01 July 2021 until 31 December 2021.

SHORTLISTING RATING SHEET

TOURISM PROMOTIONS BOARD (TPB) MARKETING COORDINATOR SERVICES FOR CY 2021

ELIGIBILITY CHECK AND SHORTLISTING CRITERIA AND RATING		%		Rating s
1	Applicable experience of the Bidder	50		
	Years active in the industry			
	a) Above 3 years	50		
	b) At least 3 years	35		
2	Years of Experience of Principal and Key Staff	30		
	Required minimum 3 years of experience of the key personnel in organizing/implementing marketing events/projects/activities			
	• Marketing Director above three years' experience (1) – 20% At least three years – 15% Below three-year experience – 0%			
	• Marketing/Project Assistants above three years' experience (2) – 10% At least three years – 5% Below three-year experience – 0%			
3	Current Workload Relative to Capacity – 20%			
	Number of ongoing projects/accounts as of 2021 being handled of similar scope and nature			
	a) Below 5 projects	20		
	b) 5 and above projects	15		

Passing Rate = 80%

CRITERIA FOR THE EVALUATION OF OFFERS

Technical Proposal - 80%

Financial Proposal - 20%

Passing Rate = 80%

CRITERIA (Technical Proposal)	% Weight
<p>I. Qualification of the Key Personnel who will be assigned to the Project</p> <p>Required qualifications and experience of the following key personnel in organizing Virtual events and Website development MICE, B2B events:</p> <ul style="list-style-type: none"> • Marketing Director above three years' experience (1) – 20% At least three years – 15% Below three-year experience – 0% • Marketing/Project Assistants above three years' experience (2) – 10% At least three years – 5% Below three-year experience – 0% <p>Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)</p>	30%
<p>II. Firm Experience and Capability</p> <p>Experience of the firm in handling similar nature of work Applicable experience of the Bidder Years active in the industry</p> <ul style="list-style-type: none"> • Above 3 years – 20% • At least 3 years – 15% • Below three-year experience – 0% <p>Consultant has presented evidence in project implementation, marketing and promotional activities, and other events/projects/activities relevant to the requirements.</p> <ul style="list-style-type: none"> • At least 3 Tourism Marketing projects handled for the last three years – 10% • Below 3 Tourism Marketing projects handled for the last three years – 0% 	30%
<p>III. Plan of Approach and Methodology</p> <p>The functionality of the presented customized proposal tailor-fit to the TPB's needs and objectives – not generic, one-size-fits-all materials including:</p> <ul style="list-style-type: none"> • Bidder's proposal of the work plans based on the Terms of Reference prescribed by TPB; new strategies/ideas/activities to be recommended 	40%

(20%) <ul style="list-style-type: none"> Project plan approach to be utilized to achieve the deliverables/expected outputs within the specified timeframes (20%) 	
Total	100%

Passing Rate = 80%

The bidder must present the market strategy, media plan, and action plan based on the Terms of Reference at TPB office for a period of thirty (30) minutes, excluding Q&A.