

TERMS OF REFERENCE

Procurement of Consulting Services for the Enhancement of Tourism Promotions Board Business Development Mandate

I. PROJECT DESCRIPTION

The Tourism Promotions Board (TPB) is seeking a competent and experienced Consultant or Consulting Firm that can provide services for the enhancement of its Business Development Mandate.

II. BACKGROUND

TPB is mandated to market and promote the Philippines domestically and internationally as a major global tourism destination. Particularly, TPB's powers and functions under Section 50 of Republic Act No. 9593, or the Tourism Act of 2009, state the following:

SECTION 50. Powers and Functions of the Tourism Promotions Board. – The TPB shall have all the general powers of a corporation provided under the Corporation Code. Furthermore, it shall have the following powers and functions:

(e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;

(k) Perform all other powers and functions of a corporation.

In addition, the Governance Commission for GOCCs (GCG) Memorandum Order (MO) No. 2014-07 Re: TPB Functional Description, FY 2014 enumerates the functions of TPB's Corporate Planning and Business Development Department under the Office of the Chief Operating officer, as follows:

II. OFFICE OF THE CHIEF OPERATING OFFICER

A. CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT (CPBD)

- Formulate a comprehensive business plan for medium and long-term operation for approval of the Board;

- Invite, evaluate and undertake business/marketing ventures that have business and revenue potential, and which are appropriate to the marketing and promotions mandate of the TPB, either on full ownership or in partnership with reputable business entities;
- Propose business innovations, pioneering programs, and “first-to-market” activities in order to create dynamic marketing opportunities and to develop emerging markets in coordination with the private sector;
- Conduct feasibility studies preparatory to engagement in business development activities that will generate new revenue streams for the Corporation;
- Secure sponsorships or partnerships for business ventures organized or conducted by the TPB.

In line with the above expressed provisions of RA 9593 and GCG MO 2014-07, CPBD is expected to deliver significant benefit to the agency by way of undertaking new business/marketing ventures that can create self-revenue generation.

III. OBJECTIVES

1. To review the current opportunities and challenges of the organization in executing its business development mandate;
2. To enhance the competence of officers, key personnel, and staff of TPB in understanding business development, including the standardization of processes and provision of tools;
3. To conduct comprehensive study/research on new business ventures that TPB may enter into considering the scopes and limitations set by the Governance Commission for GOCCs (GCG), and other related government regulatory bodies;
4. To craft a medium-term (5-years) comprehensive Business Development Plan that will generate recurring and self-sustaining revenue and other benefits for TPB;
5. Development of a TPB business development operations manual; and
6. To coach and guide CPBD and project implementors in the pre-implementation and evaluation of the business development activities.

IV. SCOPE OF SERVICES

The said consulting services shall involve the following activities:

1. Adherence to the appointed mutually agreed consulting/visit days;

2. Compliance to agreed service phases:

Phase 1	:	Review and Assessment, and Tooling
Phase 2	:	Research and Development
Phase 3	:	Road mapping
Phase 4	:	Standardization
3. Suggest other value adding opportunities to further enhance business development strategies and ensure sustainability of project

V. DELIVERABLES OF THE CONSULTANT

1. Pre-consultancy review and needs assessment for the TPB Business Development;
2. Conduct of a 2-day training workshop to orient and enhance the knowledge and competencies of TPB key personnel, including the CPBDD staff in managing the business development initiatives;
3. Conduct of study/research to explore business ventures, including subsidiaries for TPB that will provide revenue generation and competitive advantage, considering the scopes and limitations set by the GCG and other related government regulatory agencies;
4. Presentation to the TPB of the results of the research on new business ventures;
5. Conduct of a 2-day business development planning session to be attended by the MANCOM and select stakeholders.
6. Formulation and presentation of the medium-term (5-year) TPB Business Development Comprehensive Plan with revenue-generating project proposals to the TPB and BOD Business Development Committee;
7. Craft/develop a TPB business development operations manual, including but not limited to guidelines, framework, pillars, and processes aligned with TPB mandate, scopes and limitations imposed by GCG. **Proposed content of operations manual is upon agreement of Consultant/Consulting Firm and TPB;*
8. Coaching activities with CPBD and project implementors in the pre-implementation and evaluation of the business development plan; and
9. Other value adding activities for innovation and sustainability of TPB

Business Development

Proposed deliverables may be adjusted subject to the recommendations of the Consultant/Consulting Firm and the approval of the TPB.

VI. SCHEDULE OF DELIVERABLES

The engagement of the Consultant / Consulting Firm will begin from the date of acceptance of the Notice to Proceed (NTP) until the end of March 2022.

Below is the indicative schedule of activities:

PROPOSED SCHEDULE	ACTIVITY
Within 1 week from issuance of NTP	Submission of inception report/Gantt Chart
December 2021 (2 nd Week)	Pre-consultancy review; TPB Business Development needs assessment
December 2021	Conduct of study/research to explore business ventures for TPB that will provide revenue generation and competitive advantage
January 2022 (2 nd week)	2-days Capacity Enhancement Training on Business Development for TPB Key Personnel
January 2022 (3 rd week)	Presentation of the results of the study/research on new business ventures to the TPB
January 2022 (3 rd week)	2-days Business Development planning session, including stakeholder and partnership mapping. Equipping of business development tools; business plan proposal, IPO process, and templates with proper guidelines
February 2022 (1 st week)	Presentation to the TPB of the draft Medium-Term (5-year) Business Development Comprehensive Plan with revenue-generating project proposals

February 2022 (3 rd to 4 th week)	Submission and presentation of the approved TPB Medium-Term Business Development Comprehensive Plan to the Business Development Committee of the BOD
Within 30 days from provisional acceptance of the Business Development Plan	Crafting and presentation of the TPB business development operations manual; including but not limited to guidelines, framework, pillars, and process aligned with TPB mandate and GCG requirements
February to March 2022	Coaching activities/meetings with CPBD and project implementors in the pre-implementation and evaluation of the business development plan
Anytime from start and end of contract	Other value adding activities for innovation and sustainability of TPB Business Development

Note: Proposed schedule and number of days may be adjusted subject to the recommendations of the Consultant/Consulting Firm and the approval of the TPB.

VII. TPB's RESPONSIBILITIES

1. Oversee the pre-work required prior to the event;
2. Provide the necessary documents and materials needed by the facilitator;
3. Invite and ensure the attendance of the targeted participants;
4. Ensure that an online facility (i.e., online video conferencing) is available in case of a hybrid-type of activity is preferred, as agreed upon by the consultant/consulting firm and the TPB;
5. Adherence to timelines set according to the mutually agreed presentations and consulting schedule.

VIII. TERMS OF PAYMENT

As remuneration for services rendered, the consultant or consulting firm shall receive a professional fee in the amount of **TWO MILLION PESOS (PHP2,000,000.00)** inclusive of all applicable taxes.

Supplier must have a Landbank of the Philippines (LBP) account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

TPB reserves the right to withhold all or a portion of payment if performance is deemed unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set; or all other factors in breach of the TOR.

The indicative scheme of payment is as follows:

% of Payment	Deliverables
A. MILESTONE ON PHASE 1: REVIEW AND ASSESMENT, AND TOOLING	
15%	1.b Upon completion of the pre-consultancy review and TPB Business Development needs assessment and 2-days Capacity Enhancement Training on Business Development for TPB Key Personnel
B. MILESTONE ON PHASE 2: RESEARCH AND DEVELOPMENT	
25%	2 Upon presentation to and approval by the TPB of the results of the study/research on new business ventures
C. MILESTONE ON PHASE 3: ROADMAPPING	
30%	3 Upon completion of the 2-days Business Development planning session, and presentation to and approval by the TPB and BOD Business Development Committee of the 5-year TPB Business Development Comprehensive Plan with revenue-earning project proposals
D. MILESTONE ON FINAL PHASE: STANDARDIZATION	
20%	4.a Upon submission and acceptance of the TPB business development operations manual
10%	4.b Upon completion of the coaching activities and final submission and approval of Engagement Terminal Report

Note: The indicative payment of milestones is subject to the approval of outputs.

IX. CONSULTANT OR CONSULTING FIRM'S SPECIFIC QUALIFICATIONS

1. Must possess at least five (5) years of continuing consulting experience and relevant engagements in business development, strategic planning & operations, organizational development or project management in the private and government sectors, including the conduct of trainings related to business development;
2. Must have past/completed and/or with current engagements in conducting study/research on exploring business ventures for the government corporations/agencies and private sectors as evidenced by documentations and projects portfolio;
3. Qualification of Facilitator and Key Personnel:
 - Main Consultant: Five (5) years of expertise and continuing engagements in business development, strategic planning and operations, organizational development or project management in the private and government sectors;
 - Facilitator: Three (3) years recent experience in conducting and facilitating similar workshops, trainings and meetings in private and government sector focus on business development;
 - Project Manager - three (3) years recent experience in managing similar engagements in private and government sector; and
 - Admin/Support Staff (1 or 2) – two (2) years recent experience in providing support to similar engagements in private and government sector

X. TERMS AND CONDITIONS

1. The prospective consultant/consulting firm shall submit the technical and financial proposals, which shall include:
 - Brief profile and description demonstrating the professional/company qualifications indicated in item IX;
 - List and evidence of relevant work experience, clients, projects, and businesses handled for the last five (5) years both in the government and private sectors engagements;
 - Curriculum vitae of facilitator/s and key personnel who will be assigned in the projects showing areas of specialization, which must be supported with a copy of any document of past or current portfolio; and
 - Other documents to prove qualifications stated in item IX.

2. TPB shall have full ownership of all the data gathered and presented by the Consultant(s)/Consulting Firm; and
3. A Non-Disclosure Agreement shall be executed between TPB and the hired Consultant upon awarding of the contract.

XI. SHORTLISTING CRITERIA AND RATING SYSTEM

Based on section 24.15.3 of R.A. 9184, the criteria and rating system for short listing of Consultant / Consulting Firm is as follows:

CRITERIA	% WEIGHT
I. Applicable Experience of the Consultant/Consulting Firm and the Individual Experiences of Principal and Key Staff	50%
a. Consulting expertise/engagements in business development, strategic planning and operations, organizational development or project management in the private and government sectors (25%) <ul style="list-style-type: none"> • With more than 5 years of experience (25%) • With 5 years of experience (20%) • With less than 5 years of experience (0%) 	
b. Experience in conducting study/research exploring business ventures for government corporations/agencies and/or private sectors as evidenced by documentations and projects portfolio (25%) <ul style="list-style-type: none"> • With past and current relevant experience both in the government and private sectors (25%) • With relevant experience in the private sector only (10%) • No relevant experience (0%) 	
II. Qualifications of the Facilitator/Personnel to be Assigned to the Project	30%
a. Main Consultant: Five (5) years recent expertise/engagements in business development, strategic planning and operations in private and government sector (15%) <ul style="list-style-type: none"> • More than 5 years of experience (15%) • 5 years of experience (10%) • Less than 5 years of experience (0%) b. Facilitator and key personnel must have at least three (3) similar engagements (workshops/ trainings) with	

CRITERIA	% WEIGHT
the government or private sector for the last three (3) years (15%) <ul style="list-style-type: none"> • More than 3 similar engagements in the government or private sectors for at least three (3) years (15%) • At least 3 similar engagements in the government or private sectors for less than 3 years (10%) • With 1 to 2 similar engagements (government/private) for less than 3 years (5%) • No similar engagements (0%) 	
III. Current Workload relative to Capacity	20%
The consultant/consulting firm is currently handling a maximum of 10 projects <ul style="list-style-type: none"> • Currently handling 5 or less projects (20%) • Currently handling 6-10 projects (15%) • Currently handling more than 10 projects (0%) 	
TOTAL	100%

The Consultant / Consulting Firm is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE).

The winning bidder must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%
TOTAL	100

XII. TECHNICAL PROPOSAL RATING CRITERIA

Short-listed bidders are required to present their plan of approach for the project (maximum of 20 minutes).

From among those who are short-listed, a final determination shall be made as to who will serve as Business Development Consultant. Based on section 33.3.4, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria:

CRITERIA	POINTS	WEIGHT
<p>I. Quality of Personnel to be assigned to the Project Profile and expertise of the principal and key personnel who will be assigned to the project, showing areas of specialization, including education and trainings</p> <p>a. Main Consultant: Five (5) years recent expertise/engagements in business development, strategic planning and operations in private and government sector</p> <p>b. Facilitator: Three (3) years recent experience in conducting and facilitating similar workshops, trainings and meetings in private and government sector focus on business development</p> <p>c. Project Manager - three (3) years recent experience in managing similar engagements in private and government sector</p> <p>d. Admin/Support Staff (1 or 2) - two (2) years recent experience in providing support to similar engagements in private and government sector</p>	<p>15</p> <p>10</p> <p>3</p> <p>2</p>	<p>30%</p>
<p>II. Experience and Capability of the Consultant/ Consultancy Firm</p> <p>a. The firm's/consultant's experience and proven expertise in formulating business development initiatives and partnerships as proven by number of successful engagements</p> <ul style="list-style-type: none"> • More than 5 years (20 points) • 3 to 5 years (10 points) • Less than 3 years (No point) <p>b. Quality / profile of previous clients in similar projects (Business Development & Industry Relations)</p>	<p>20</p> <p>10</p>	<p>30%</p>

III. Plan, Approach and Methodology a. Proposed work plans to achieve the deliverables/ expected outputs within the specified timeframes b. Proposed collaborative opportunities with public and private sectors c. Other value adding suggestions to ensure sustainability and innovation of TPB Business Development	25 10 5	40%
TOTAL	100	100%

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