

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 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 comprehensive Business Development Plan (2022-2026) 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 & Assessment and Tooling
Phase 2	:	Research and Development
Phase 3	:	Road mapping
Phase 4	:	Standardization
3. Suggestion of 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 key TPB 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 MANCOM of the results of the research on business ventures for TPB
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 MANCOM 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
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 TPB.

VI. SCHEDULE OF DELIVERABLES

The engagement of the Consultant/Consulting Firm will be from the date of acceptance of the Notice to Proceed (NTP) until 31 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
January 2022 (2 nd Week)	Pre-Consultancy Review; Needs Assessment for TPB Business Development
January 2022	Conduct of study/research to explore business ventures for TPB that will provide revenue generation and competitive advantage
13-14 January 2022	2-days Capacity Enhancement Training on Business Development for TPB Key Personnel
February 2022 (1 st week)	Presentation of the results of the research on business ventures for TPB to the MANCOM

February 2022 (1 st week)	2-day Business Development planning session to include: <ul style="list-style-type: none"> • Stakeholder and partnership mapping • Equipping of business development tools • Business plan proposal • IPO process • Templates with proper guidelines
February 2022 (3 rd week)	Presentation to the MANCOM of the draft TPB Medium-Term Business Development Comprehensive Plan with revenue-generating project proposals
February (4 th week) to March (2 nd week)	Submission and presentation of the MANCOM-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
March 2022 (3 rd week to 4 th week)	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 a hybrid-type activity is preferred, as agreed upon by the consultant/consulting firm and the TPB
5. Adhere 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 ONLY (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;
- Work/output is incomplete, not delivered or failed to meet deadline/s set; or
- Other factors in the TOR are breached.

The indicative scheme of payment is as follows:

% of Payment	Deliverables
A. MILESTONE ON PHASE 1: REVIEW AND ASSESMENT, AND TOOLING	
15%	1.a Upon submission and approval of Inception Report and upon completion of the pre-consultancy review and Needs Assessment for TPB Business Development 1.b Upon completion of the 2-day 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 MANCOM of the results of the study/research on business ventures for TPB
C. MILESTONE ON PHASE 3: ROADMAPING	
30%	3.a Upon completion of the 2-days Business Development planning session 3.b Upon presentation to and approval by the MANCOM 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 three (3) years of continuing consulting experience and relevant engagements in business development, strategic planning & operations, organizational development or project management in the government and private 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

Three (3) years of expertise and continuing engagements in business development, strategic planning and operations, organizational

development or project management in the private and government sectors

Facilitators

Three (3) years recent experience in conducting and facilitating similar workshops, trainings and meetings in private and government sectors with focus on business development

Project Manager

Three (3) years recent experience in managing similar engagements in private and government sectors

Admin/Support Staff

Two (2) years recent experience in providing support to similar engagements in private and government sectors

For the purpose of this TOR, “recent” means within the last three (3) years.

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
 - 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
 - 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/Consulting Firm.
3. A Non-Disclosure Agreement shall be executed between TPB and the hired Consultant/Consulting Firm upon awarding of the contract.

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

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

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

XI. FINAL DETERMINATION

Bidders are required to present their plan of approach for the project (maximum of 20 minutes).

The technical proposal and presentation of the bidders shall be evaluated on the following criteria:

CRITERIA	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: Three (3) years recent expertise/ engagements in business development, strategic planning and operations in private and government sectors (15%)</p> <p style="padding-left: 40px;">a At least 3 years of experience (15%)</p> <p style="padding-left: 40px;">b Less than 3 years of experience (0%)</p> <p>b. Facilitator/s: Three (3) years recent experience in conducting and facilitating similar workshops, trainings and meetings in private and government sector with focus on business development (10%)</p>	30%

<p>c. Project Manager - Three (3) years recent experience in managing similar engagements in private and/or government sector (3%)</p> <p>d. Admin/Support Staff - Two (2) years recent experience in providing support to similar engagements in private and/or government sector (2%)</p>	
<p>II. Experience and Capability of the Consultant/ Consultancy Firm</p> <p>a. The firm's/consultant's length of experience and proven expertise in formulating business development initiatives and partnerships (25%)</p> <ul style="list-style-type: none"> • More than 3 years (25 points) • 2 to 3 years (10 points) • Less than 2 years (0 points) <p>b. Quality / profile of previous clients in similar projects (Business Development & Industry Relations) (5%)</p>	30%
<p>III. Plan of Action</p> <p>a. Proposed work plans to achieve the deliverables/ expected outputs within the specified timeframes (25%)</p> <p>b. Proposed collaborative opportunities with public and private sectors (10%)</p> <p>c. Other value-adding suggestions to ensure sustainability and innovation of TPB Business Development (5%)</p>	40%
TOTAL	100%

The proposal shall be evaluated using the Quality Cost Based Evaluation. The contract shall be awarded to the Bidder with the Highest/Single Rated Responsive Bid (H/SRRB).

PROJECT OFFICERS/CONTACT PERSONS:

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