

**8 November 2021**

**REQUEST FOR PROPOSAL**

**Proposal No. TPB-PR.2021-11-417**

**Requirements:** Consulting Services

**Mode of Procurement:** Negotiated Procurement (TWO FAILED BIDDINGS)

**Project Title:** Maintenance, Enhancement, Marketing and Promotion of the Travel Philippines Application

**Approved Budget for the Contract:** Twenty Million Pesos Only (PhP20,000,000.00)

The Tourism Promotions Board (TPB) Philippines seeks the services of an integrated digital agency that can develop, enhance, maintain, and secure the "Travel Philippines" application and at the same time, market and promote it.

As such, **BBDO Guerrero, Inc.** is invited to **submit a proposal** duly signed by your authorized representative not later than **19 November 2021 at 05:00 P.M.**

**The BAC will conduct a negotiation conference on 15 November 2021 at 03:00 P.M.**

**QUALIFICATIONS OF CONSULTING COMPANY:**

The Service Provider must have the following qualifications:

- a. Must specialize in mobile app and website development, duly registered under Philippine laws, with at least five (5) years of experience in the industry
- b. Must have developed at least two (2) mobile apps and websites which are continuously running for at least two (2) years
- c. Must provide a comprehensive list of ongoing and completed mobile app and website development projects
- d. Must have executed at least (1) online marketing campaign

**PROJECT TEAM COMPOSITION:**

	ROLE / DESIGNATION	MINIMUM REQUIRED YEARS OF EXPERIENCE
1	Managing Director	8
2	Account Manager	8
3	Designer (Strategist, UX and Visual designer, Navigation and content planner)	8
4	Lead Developer	5
5	Assistant Developer	3
6	Database/System Administrator	5
7	SEO and SMO specialist	5
8	Quality Assurance Specialist	5
9	Sales and Marketing specialist	5
10	Creative Director	5
11	Digital and/or Media Strategist	5
12	Copy writer	5
13	Copy Editor	5
14	Multimedia/Graphic Artist	5
15	Researcher and content writer	5

**Note:** may recommend additional personnel deemed fit for the team following the scope of work and deliverables

**SCOPE OF WORKS/DELIVERABLES:**

The scope and coverage of the services, and other information shall be found in **Annex A – “Terms of Reference.”**

**TIMEFRAME AND SCHEDULE OF WORK:**

December 2021 – March 2022 – Expansion and Launch Campaign

STAGES	1 <sup>st</sup> Month	2 <sup>nd</sup> Month	3 <sup>rd</sup> Month	4 <sup>th</sup> Month
Planning and design				
Back-end/Front-end Development				
1.Mobile App Development (Android & iOS) 2.Website development				
Integration of mobile app and website				
Quality Assurance (testing period)				
App Deployment				
Marketing and promotion (teasers, ads, etc.)				
Release of campaign to promote “Version 2” / full launch				
Personnel Training				
Turnover of credentials				
Submission of Terminal Report				

**SUBMISSION OF REPORTS:**

Submit regular reports detailing work progress, issues / concerns, campaign statistics and recommend next steps in relation to the project as part of the deliverables. Upon completion, supplier must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution. It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution. All the approved materials, files, data, and reports must also be submitted.

**TERMS OF PAYMENT:**

The work should be started within two (2) days upon receipt of Notice to Proceed. Payment shall be made upon Issuance of the Inspection and Acceptance Certificate by the Inspection and Acceptance Committee upon recommendation by the End-User, but consistent with the following project milestones and schedules:

%	Milestone
15%	Upon submission of the following: 1. TPB-approved Timeline and Gantt Chart 2. TPB-approved design concept for the mobile app 3. TPB-approved Marketing and promotions campaign plan
35%	After the first quality assurance (testing period) with results and release of promotional teasers
35%	Upon presentation of the final dry-run / tech check and user acceptance test and approval, release of the expanded application and release of the promotional campaign
15%	Upon full completion of the deliverables and submission of the Terminal Report to TPB
100%	Total

**Note:** All payments shall be subject to the verification and validation of TPB

TPB does fund transfers through Landbank. If the Supplier do not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

**TECHNICAL BID EVALUATION:**

- A. The bidder is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

Technical Proposal: 80%

Financial Proposal: 20%

Total = **100%**

- B. The Technical evaluation will be based on the following criteria:

Quality of Personnel to be assigned to the Project = 20%

Firm Experience and Capability = 30%

Plan of Approach and Methodology = 50%

	PARTICULARS	%	RATING
<b>I.</b>	<b>Qualification of Personnel to be assigned to the Project</b>	<b>20%</b>	
	Profile and expertise of key personnel assigned to the project showing specialization and/or experience in respective fields with the specified years of experience: <ol style="list-style-type: none"> <li>1. Managing Director (8 years)</li> <li>2. Account Manager (8 years)</li> <li>3. Designer (8 years)</li> <li>4. Lead Developer (5 years) Assistant Developer (3 years)</li> <li>5. Database Administrator (5 years) SEO and SMO specialist (5 years)</li> <li>6. Quality Assurance Specialist (5 years)</li> <li>7. Sales &amp; Marketing specialist (5 years)</li> <li>8. Creative Director (5 years)</li> <li>9. Digital and/or Media strategist (5 years)</li> <li>10. Copy writer (5 years)</li> <li>11. Copy editor (5 years)</li> <li>12. Multimedia / Graphic Artist (5 years)</li> <li>13. Researcher and content writer (5 years)</li> </ol> <p><i>Note:</i> Covering the suitability of the key staff to perform the duties of the assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs)</p>		
	Required Minimum number of Personnel met with minimum number of years' experience in the same position (20%)		
	Required number of personnel met but with one personnel who has less than the minimum number of years' experience in the same position (10%)		
	Required number of personnel met but with two or more personnel has less than the minimum number of years' experience in the same position (5%)		
<b>II.</b>	<b>Firm Experience and Capability</b>	<b>30%</b>	
	Bidder has presented evidence of at least 5 years of experience in the industry specializing in mobile app and website development		
	1. Experience of the firm in handling similar nature of work <ul style="list-style-type: none"> <li>• More than 5 years (10%).</li> </ul>	<b>10%</b>	

		● 5 years (5%)		
		● Less than 5 years (0%)		
	2.	Implemented minimum of two (2) mobile apps and/or websites continuously running for at least two (2) years	<b>10%</b>	
		● More than two (2) mobile apps and/or websites continuously running for at least two (2) years. (10%)		
		● Implemented two (2) mobile apps and/or websites continuously running for at least two (2) years. (5%)		
		● No implementation of mobile app and/or website(0%)		
	3.	Execution of an online marketing campaign	<b>5%</b>	
		● Executed at least 2 or more online marketing campaigns (5%)		
		● Executed only one (1) online marketing campaign (3%)		
		● No executed campaign (0%)		
	4.	Current Workload of the Agency (COMPANY) relative to Capacity	<b>5%</b>	
		● Currently handling 5 or less projects (5%)		
		● Currently handling 6-10 projects (3%)		
		● Currently handling more than 10 projects (0%)		
<b>III.</b>	<b>Plan of Approach and Methodology</b>		<b>50%</b>	
	a.	Adherence of the proposal to all the required components of as mentioned in this bid	35%	
	b.	Feasibility of the planned execution of the overall scope of work	15%	
	<b>TOTAL</b>		<b>100%</b>	

Qualified bidder/s will be required to make a 20-minute presentation of their Plan Approach and Methodology. The allotted time excludes the question-and-answer portion of the activity.

Copies of the following Legal and Technical requirements are also required to be submitted along with your proposal, to wit as follows:

**A. Legal Documents:**

1. PHILGEPS Platinum Membership or Class A Documents
  - a) SEC/DTI Registration Certificate
  - b) 2021 Mayor/Business Permit /License
  - c) BIR Tax Clearance Certificate

**B. Technical Documents:**

1. Statement of all ongoing and completed government and private contracts, including contract awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the last **five (5) years** prior to the deadline for the submission and receipt of eligibility documents;
2. Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions in Clause 1.2 with their respective Curriculum Vitae;
3. Joint Venture Agreement (if applicable). In case the joint venture is already existence, or duly notarized statement from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful;
4. TPF 1. Signed Technical Proposal Submission Form;
5. Bid Security as prescribed in ITB Clause 15 or Unnotarized Bid Securing Declaration per **GPPB Resolution No. 09-2020**;

6. A brief description of the organization and outline of recent experience of the Consultant on projects of a similar and related nature (TPF 2. Consultant's Reference);
7. Comments, **if any**, on the TOR (TPF 3. Comments and Suggestions of Consultant on the Terms of Reference, etc);
8. TPF 4. Description of the Methodology and Work Plan for Performing the Project;
9. TPF 5. Team Composition and Task;
10. TPF 6. Format of Curriculum Vitae for Proposed Professional Staff;
11. TPF 7. Time Schedule for Professional Personnel indication the estimated duration in terms of person-months and proposed timing of each input for each nominated expert;
12. Work Plan showing in graphical format the timing of activities (TPF 8. Activity (Work) Schedule); and
13. Notarized Omnibus Sworn Statement or Unnotarized Omnibus Sworn Statement subject to compliance after award of contract but before payment per **GPBB Resolution No. 09-2020**
14. Company Profile

**C. Financial Documents:**

1. Audited Financial Statements stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two (2) years from the date of bid submission.

**D. Financial Component:**

1. FPF 1. Financial Proposal Submission
2. FPF 2. Summary
3. FPF 3. Breakdown of Price per Activity
4. FPF 4. Breakdown of Remuneration per Activity
5. FPF 5. Reimbursable per Activity
6. FPF 6. Miscellaneous Expenses

The last day for submission of the **proposal** is not later than 05:00 P.M. on **19 November 2021, thru e-mail at [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph)**, copy furnished [farhan\\_ambiong@tpb.gov.ph](mailto:farhan_ambiong@tpb.gov.ph) for the advance copy of the bid documents and the original copy to the address provided below, subject to the Terms and Conditions attached herewith, duly signed by your representative and stating the shortest time of delivery to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please address your proposal to the undersigned.

Thank you very much.

  
**ATTY. VENANCIO C. MANUEL III**  
Chairperson  
Bids and Awards Committee 