TERMS OF REFERENCE

PROJECT: **WEB HOSTING, MAINTENANCE, ENHANCEMENT, AND EMAIL/SMS SERVICES OF THE 2022 TPB MEMBERSHIP SITE**

OVERVIEW: The TPB Membership Website is an opportunity for the TPB to extend support measures to its members to aid them in crisis management and recovery and to continue to draw interest in tourism and hospitality stakeholders.

The developed page of the TPB Membership Program was launched last December 2020. Its main page features the online application, member's portal, list of events, and digital collateral that are made exclusively available to members.

To enhance these current features and to meet the growing demand for the use of online platforms, web management and enhancement of the membership website are being proposed to improve services to the existing and potential members of the TPB.

OBJECTIVES:

- To build a more responsive, interactive, and effective platform of the TPB Membership Program;
- To increase the number of tourism establishments and stakeholders registering in TPB's Membership Program;
- To better assist our TPB members in their marketing efforts, particularly during this period of pandemic and recovery thereafter; and
- To strengthen collaboration and partnership with the private sector and tourism stakeholders.

GENERAL SPECIFICATIONS:

Specifically included as major requirements for this project are the following:

A. WEBSITE

1. The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills in web development.

2. The layout and pages are in accordance with an agreed content structure – and will provide easy maintenance capability to update news, articles, pictures, and infomercials.

3. The website must have a web interface for the following:
    i. Maintenance of the home page and other sections. The interface will allow for deletion, addition, or editing of new content on the home page or other pages.

    ii. Online Registration System (New and Renewal applications) for TPB Membership and portal for Registered TPB Members

    iii. Upload function for members to submit their products/services/packages to be featured on the website upon review and approval.

DELIVERABLES
1. Content – Sitemap *(minimum)*

    TPB Membership Homepage
    A. Home – VISUALS
    B. Online Application (for new and renewal)

C. Directory of Members
D. Activities
E. Membership Bulletin
F. How to Join
G. Who can become a member?
H. Members' Benefits
I. Availment of Benefits
J. Login
K. Contact Us
L. Leave a Message
M. Other functions - Automated email acknowledgment on submitted applications, automated email notification for approval of the new application

Member's Portal and Back-end
N. Announcement
O. My Account
P. Change Password
Q. Edit Information
R. My Activities
S. E-library with conforme on the dialogue box
T. Calendar of Events
U. Catalog of collaterals
V. Submission of featured package/s with time duration
W. Automated reminder/notification on expiring membership
X. Automated email notification on approval of "edit profile"
Y. Automated email marketing (unlimited credits) with scheduled sending function
Z. Automated SMS marketing (60,000 credits) with scheduled sending function
AA. Export of data
BB. Email and SMS delivery report/status

2. Training / Technology transfer

Documentation and Training: The bidder will develop electronic and hardcopy documentation for all aspects of the administration of the TPB Membership website and provide appropriate training to relevant TPB personnel. This will include on-the-job support and handholding (including in-person, telephone, and online support), as well as formal courses at regular intervals throughout this assignment.

Provision of Back-end Access (minimum)
A. Uploads of the TPB Membership website and Member's Portal
B. Printable/PDF version of applications and reports
C. Email notification on every application received
D. Export of data

3. Dedicated Website Hosting and Maintenance for a period of 1 year. High-capacity dedicated server to have the following minimum specifications:

SPECIFICATIONS OF DEDICATED SERVER
● 4 CPU CORES @3.1 GHZ
● 8 GB MEMORY
● 2 TB STORAGE
● 3 DEDICATED IPs
● UNMETERED BANDWIDTH
● FREE 1-YEAR SSL CERTIFICATE

- APPROPRIATE DATA SECURITY
- CentOS 6 (or any other Open Source system)
- With Cpanel
- Patching
- Security
- CDN technology

4. Content Management System

A. The Web site should be developed with a user-friendly content management system at the back-end.
B. Access to the content and membership management system should be provided to appropriate TPB personnel.

5. Backups and Security

A. Hosting agreement for the Web site should include an appropriate service level agreement (SLA) to ensure minimal downtime.
B. Monthly maintenance of the Web site and Database, Payment facility, and Image Bank should include regular backups.
C. Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.

6. Ownership
The TPB Membership website and its source codes are owned by TPB. Source codes and applications must be clearly defined by the client. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of the contract.

7. E-mail /SMS Services (60,000 SMS credits)
   A. Customized Email/SMS notification for approved application and account activation
   B. Email/SMS notification for new posts/content to Members.
   C. Email/SMS notification to the back-end for all applications received.
   D. Email/SMS notification on expiring membership.
   E. Provides a platform for the E-mail / SMS services and access to TPB personnel (EDM/Newsletter platform).

8. Reporting
The winning bidder should provide a Quarterly report on the site covering the following:
   A. Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
   B. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
   C. Outpost performance using available tools
   D. Monthly Accomplishment Report
   E. Creating easy to print versions of documents.

9. Page speed
Should meet the minimum page speed of 90% for both desktop and mobile access to the Membership website.

10. SEO
Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines.

Submit the identified keywords to search engines including but not limited to Google, Yahoo, and Bing.

Bidders to submit a proposal for keywords tagging
   A. Easy accessibility of website by most if not all search engines.
   B. Exchange links with identified websites for creating affiliations.

11. Databases

   A. Maintenance of members list and other databases
   C. Option for forwarding updates thru email/SMS blasts to members if requested.
   D. Design and development of interactive contact forms that are easy to fill in by website visitors.
   E. Design and development of interactive Registration forms
   F. Design and development of easy forms and survey creation tools with the ability to send the form to identified email addresses.
   G. Development of automatic archives option for items such as reports, training programs, etc. by year.
   H. Export of reports and database

12. Content Catalogue

   Design and functionality peg will be like Lazada or Shoppe platform

13. Other Features

TPB Membership Website should have a responsive web design adaptable to all screens and mobile devices.

   A. Enhanced usability through:
   B. Simple and reliable navigation.
   C. Achievement of faster browsing speed.
   D. Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.
   E. Active content which may include animation.
   F. Ensure browser compatibility especially with Firefox, Internet Explorer, Chrome, and other browsers.

QUALIFICATION OF BIDDER

1. Bidders must have been in the ICT industry for at least five (5) years.
2. Bidders must have at least five (5) years of experience in website development and maintenance, and be well versed in SEO strategy.
3. Bidders must have had at least three (3) projects developed with web portal capabilities.
4. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

· Project Manager (1 personnel)
· Content Manager (1)
· Graphic Designer (1)
· Web Developer (2)
· SEO Specialist (1)
· Technical Support Team (1)
   Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.

ELIGIBILITY REQUIREMENTS

1. List of all its ongoing and completed government and private contracts within the past **three (5) years** whether similar or not related to the requirements (pls. validate required no. of years)

2. List of personnel to be assigned to the project with their respective job description and work experience for the last three (3) years

TERMS OF PAYMENT

1. Timeline and Gantt Chart (approved by TPB) 2. Mock-up designs based on the Deliverables 3. Presentation of two (2) proposed concepts/designs for Website	20% of the total contract price
4. Acceptance and approval of the design template for the Website	40% of the total contract price
5. Complete implementation of all approved deliverables (website must have been launched at this time) 6. Full completion of deliverables to TPB	40% of the total contract price

PROJECT DURATION

One (1) year from to commence from the date of acceptance/Notice to Proceed (NTP)

ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 20 minutes) of their Plan Approach and Methodology (subject to the date of the presentation). The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

RATING GUIDE FOR TECHNICAL PROPOSAL

Technical Bid/Proposal Criteria and Rating (85% passing score)

CRITERIA	RATING

I. Qualification of Personnel who may be Assigned to the Project		20%
Required qualifications and experience of the following key personnel · Project Manager (1 personnel) · Graphic Designer (1) · Content Manager (1) · Web Developer (2) · SEO Specialist (1) · Technical Support Team (1) 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)* Key personnel involved in the project must have **A. Project Manager** ● With three (3) or more years of relevant experience **(4%)** ● With less than three (3) years of relevant experience **(0%)** **B. Graphic Designer** ● With three (3) or more years of relevant experience **(4%)** ● With less than three (3) years of relevant experience **(0%)** **C. Content Manager** ● With three (3) or more years of relevant experience **(3%)** ● With less than three (3) years of relevant experience **(0%)** **D. Web Developer** ● With three (3) or more years of relevant experience **(3%)** ● With less than three (3) years of relevant experience **(0%)** **E. SEO Specialist** ● With three (3) or more years of relevant experience **(3**%) ● With less than three (3) years of relevant experience **(0%)** **F. Technical Support Team** ● With three (3) or more years of relevant experience **(3%)** ● With less than three (3) years of relevant experience **(0%)**		
II. Firm Experience and Capability		**30%**
1. Bidders must have been in the ICT industry for at least five (5) years. **(10%)** 2. Bidders must have at least five (5) years of experience in website development and maintenance, and be well versed in SEO strategy. **(10%)** 3. Bidders must have had at least three (3) projects developed with web portal capabilities. **(10%)**		
III. Plan Approach and Methodology		**50%**

The functionality of the presented Website design based on the features stated on the Deliverables Bidder's proposal incorporates value-added features, components and strategies that can complement the requirements stated in section II. Scope of Services **(50%).** Bidder's proposal fully adheres to the requirements stated on the Deliverables. **(40%)** Bidders' proposal does not adhere to the requirement stated on the Deliverables **(0%)**		
TOTAL		**100%**

APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **EIGHT HUNDRED FIFTY THOUSAND PESOS (PHP 850,000.00) ONLY** inclusive of all applicable taxes. The cost of items in the bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the above-mentioned approved budget. The deadline for submission of bids should be at the time and place specified in the request for proposal.

CONTACT PERSON

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*** Nothing Follows