

SCOPE OF SERVICES
MARKETING COMPANY TO PROVIDE A MARKETING COORDINATOR
IN INDIA FOR THE TOURISM PROMOTIONS BOARD
as of 17 March 2022 v2

I. PROJECT: SERVICES OF A MARKETING COMPANY TO PROVIDE A MARKETING COORDINATOR IN INDIA FOR THE TOURISM PROMOTIONS BOARD

II. DURATION: 12 months (Start of services upon issuance of Notice to Proceed)

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 engage the services of a Marketing Company who will provide a Marketing Coordinator for the India market for the implementation of the Work Program for 2022, and manage and maintain a website and/or social media.

The absence of a Marketing Coordinator in this market is a challenge for TPB in implementing the work program, given the procurement and executional timelines of projects.

IV. OBJECTIVES

1. To assist TPB in implementing the Work Program of India for 2022
2. To support TPB in facilitating marketing and promotional projects for the Indian market
3. To provide assistance in coordinating with Indian MICE & leisure, travel trade and media counterparts
4. To support TPB in attracting tourists that are high-spending, long-staying, and looking for optimal experience
5. To positively highlight the Philippines as a travel destination for MICE and leisure

V. ELIGIBILITY REQUIREMENTS

1. Proof of Membership in an international/local tourism association/organization for at least three (3) years
2. Must be a duly registered company in India, or must have an existing Joint Venture Agreement (JVA) or intent to have a JVA with an Indian company
3. Must submit a certification that it has no existing engagements with other ASEAN/ Asian NTOs. Existing Market Representatives/Marketing Coordinators with existing engagement with other national tourism organizations (NTOs) in ASEAN/Asia are not eligible to participate.

VI. QUALIFICATIONS

The Marketing Company must have the following qualifications:

1. Doing marketing functions including market intelligence and competitor analysis for the past 5 years
2. Holding an office in the country where they intend to bid for; existence of permanent sub-office in other prominent cities is an advantage.
3. Manpower complement/support
 - 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 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 5 years) in the travel and tourism industry particularly in destination management and marketing
 - f. Work experience in the travel trade industry or in an NTO other than the Philippines is an advantage.
 - At least 2 dedicated staff
 - 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

1. 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 India, subject to approval of TPB.
2. Implement travel trade and MICE marketing activities/events and consumer promotion and activations for the 2022 Work Program for India and the preparations for the Philippine participation to the Outbound Travel Mart (OTM) 2023 in Mumbai.
3. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking.
4. Identify new activities aside from the 2022 Work Program for India and the development of new market segments that would be effective in raising awareness of the Philippines in India.

5. Facilitate/implement PR and publicity, to include media monitoring, program.
6. 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.)
7. Procure for the market's website development and/or social media management and maintenance with an estimated budget of Two Million Pesos (Php 2,000,000.00).
8. Implement other activities that may be prescribed by the TPB.

VIII. DELIVERABLES

1. 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 Indian market confidence in the Philippines.
2. Implementation of travel trade and MICE marketing activities/events of 2022 Work Program for India 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. Sales/business mission(s)/road show(s)/product presentation(s) in the country to include destination workshops to enhance and offer in-depth knowledge of destinations as a tool for effective selling;
 - c. Travel trade, media and key opinion leaders/influencers, and 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;
 - d. Tactical Digital Marketing Campaign which includes, but is not limited to online ads and social media marketing;
 - e. Travel trade and MICE familiarization trip(s) that showcase new and established destinations that are ready and could provide the first-hand travel experience;
 - f. Sales calls and monthly 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 sales of tour packages and/or increase market knowledge and equip sales people with in-depth know-how of the destinations;

- g. Joint-promotional activities with the private sector on destination presentations, front-liner/sales team workshops, consumer activities, etc.;
 - h. Management of media inquiries and activities to include familiarization tours;
 - i. New marketing initiatives to be implemented by TPB; and
 - j. Creation of database of travel trade, media, and other relevant/significant companies, agencies, personalities, etc. within India.
- 3. Implementation of Consumer Promotion and Activations to include:
 - a. Consumer fair(s) and other similar exhibits that would reach out to consumers and travelers;
 - b. 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;
 - c. Innovative consumer branding activities like in-cinema promotions and branding, movie premier's promo and branding, talent search events, and tie-ups with consumer products manufacturers/stores like apparel stores, energy drinks, etc.; and
 - d. Media familiarization trip(s) for photographers/writers/bloggers/vloggers/influencers/key opinion leaders as well as special media tie-ups such as but not limited to fashion, lifestyle, and travel magazines.
- 4. Provision of market research and intelligence data
 - a. 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;
 - b. 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;
 - c. Market research that includes competitor analysis and benchmarking;
 - d. Tourism investment opportunity activities to include participating in activities/tie-ups with other government agencies and private sector.
- 5. Management and maintenance of website and/or social media account
- 6. Submission of monthly reports (format to be prescribed by the TPB) to include:
 - a. Identified Return on Marketing Investment (ROMI) measurement system for activities conducted/engaged during the said month;
 - b. Analysis of effectiveness of activities conducted/engaged during the said month;
 - c. Market Research, Market Intelligence, and Travel Trade Activities and News;
 - d. Sales leads and contact reports;
 - e. Press releases and media/news monitoring reports;
 - f. Other significant reports requested by DOT/TPB (if any);
 - g. Targets and terminal or accomplishment reports for marketing projects and activities conducted during the said month (if any); and
 - h. Market website and social media engagement.

7. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness about the Philippines in the Indian market
8. Other activities that may be prescribed by the TPB
9. Securing and facilitation of necessary documents that pertains to the implementation of the abovementioned activities and events such as:
 - a. Quotations and Proposals from pertinent suppliers
 - b. Liquidation Report from 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.)
10. All outputs/reports/plans/research shall become the property of TPB and will be subject to the TPB's approval as necessary.

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

The total ABC is **SEVEN MILLION FIVE HUNDRED THOUSAND PESOS (PHP 7,500,000.00)** 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 Marketing Company of the services procured. The end user shall certify the satisfactory performance of the services rendered by the Marketing Company.
2. Processing of payment shall be initiated upon the submission by the Marketing Company 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 Marketing Company submits its final report and such report is approved as satisfactory by the end-user.
4. Insofar as practicable, payment shall be subject of the General and Special Conditions of the 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 the deliverables /milestones:

DELIVERABLES / MILESTONES	PAYMENT TERMS
<p>Months 1 and 2</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2022 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 9. Deliverables for the management and maintenance of website and/or social media account 	<p>1st Tranche: 15%</p>
<p>Months 3 and 4</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2022 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 9. Deliverables for the management and maintenance of website and/or social media account 	<p>2nd Tranche: 15%</p>
<p>Months 5 and 6</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2022 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and News 3. Sales leads and contact reports 	<p>3rd Tranche: 15%</p>

<ol style="list-style-type: none"> 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 9. Deliverables for the management and maintenance of website and/or social media account 	
<p>Months 7 and 8</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2023 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 9. Deliverables for the management and maintenance of website and/or social media account 	<p>4th Tranche: 15%</p>
<p>Months 9 and 10</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2023 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing 	<p>5th Tranche: 15%</p>

<p>projects and activities implemented (if any)</p> <p>9. Deliverables for the management and maintenance of website and/or social media account</p>	
<p>Months 11 and 12</p> <ol style="list-style-type: none"> 1. Market Strategy and Action Plan based on the 2023 Work Program 2. Market Research/Outlook, Market Intelligence and Travel Trade/Consumer Activities and 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 report/s requested by DOT or TPB (if any) 8. Terminal or Accomplishment Report/s for marketing projects and activities implemented (if any) 9. Deliverables for the management and maintenance of website and/or social media account 	<p>6th Tranche: 15%</p>
<p>FINAL PAYMENT upon submission of final reports/outputs *Provision of a 30-day allowance to submit final reports/outputs.</p>	<p>10%</p>

XI. DURATION / TIME FRAME

12 months upon acceptance of the consultant of the Notice to Proceed

**ELIGIBILITY CHECK AND SHORTLISTING CRITERIA AND RATING
 TOURISM PROMOTIONS BOARD (TPB)
 SERVICES OF A MARKETING COMPANY FOR INDIA FOR CY 2022**

ELIGIBILITY CHECK AND SHORTLISTING CRITERIA AND RATING		%		Ratings
1	Applicable experience of the Bidder	50		
	a) More than 5 years		50	
	b) 5 years		35	
2	Years of Experience of Principal and Key Staff <i>(Experience of the key personnel in organizing/implementing marketing events/projects/activities)</i>	30		
	▪ Marketing Director (1)			
	a) More than 5 years		20	
	b) 5 years		15	
	▪ Marketing/Project Assistants (2)			
	a) More than 5 years		10	
	b) 5 years		5	
3	Current Workload Relative to Capacity	20		
	a) Less than 5 projects		20	
	b) 5 and more projects		15	

Passing Rate = 80%

**CRITERIA FOR THE EVALUATION OF OFFERS
 TOURISM PROMOTIONS BOARD (TPB)
 SERVICES OF A MARKETING COMPANY FOR INDIA FOR CY 2022**

Technical Proposal - 85%
 Financial Proposal - 15%
 Passing Rate - 85%

CRITERIA (Technical Proposal)	% Weight
I. Quality of Personnel to be Assigned to the Project <i>Profile and expertise of key personnel who will be assigned to the project, showing areas of specialization (30 points)</i>	30%
II. The Firm's Experience and Capability <ol style="list-style-type: none"> a. Minimum of ten (10) projects implemented/organized/conducted for the past 5 years (10 points) b. Experience in PR, ad placements, etc. (10 points) c. 5 years' experience in market research and intelligence (10 points) 	30%
III. Plan of Approach and Methodology <ol style="list-style-type: none"> a. Proposed work plans based on the Terms of Reference prescribed by TPB (20 points) b. Project plan approach to be utilized to achieve the deliverables/expected outputs within the specified timeframes (20 points) 	40%
Total	100%