

REQUEST FOR QUOTATION (RFQ)

11 July 2025

The **TOURISM PROMOTIONS BOARD PHILIPPINES** invites you to **submit a quotation** for the item/s listed below;

Quotation No. TPB-RFQ.2025.07.192

PR No. 5.011

REQUIREMENTS: SERVICE PROVIDER TO MANAGE THE REBRANDING, UPDATING, HOSTING, AND MAINTENANCE OF THE EXISTING DOT KOREA WEBSITE AND SOCIAL MEDIA ACCOUNTS – 2ND POSTING

Quantity	Particulars	Estimated Unit Price	Estimated Total Amount
1 Lot	SCOPE OF SERVICES / DELIVERABLES Web/online marketing company for an eight-month contract A. Website Management, and Hosting <ul style="list-style-type: none"> Design, layout of contents and special features Translate website contents in Korean language (maximum 70 pages excluding downloadable materials to be provided by DOT and TPB) Website maintenance and update Domain Registration Website is accessible and responsive design on smartphones. Scanning and conversion of materials to pdf for downloading. Web and Database Hosting Email hosting with corresponding storage space as required by DOT-Korea and TPB Chatbot maintenance B. Content Updating of Web and Mobile Site <ul style="list-style-type: none"> Tourist Spot Directory - showcase popular tourist destinations with descriptions, activities, contact information, map and other relevant information. E-brochures for viewing and download 	PhP5,000,000.00 or USD87,719.30	PhP5,000,000.00 or USD87,719.30

	<p>C. Social Media Pages: Content creation/posting, monitoring, and management of the following DOT Korea Social Media Accounts:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Naver Cafe and Naver Blog • YouTube • Instagram • Other forms of social media sites that may become popular to Koreans and deemed necessary by DOT <p>D. Website Content Update and Development</p> <ul style="list-style-type: none"> • Ensure that the DOT- Korea website is being updated on time. • Develop new contents to be pre-approved by TPB and/or DOT- Korea <p>E. Establish partnerships and recommend business implementations from identified DOT- Korea travel stakeholders.</p> <p>F. Daily answering of inquiries received in email and social media pages of DOT Korea.</p> <p>G. Posting of events/content on DOT- Korea social media pages and websites. Create and manage rich content that attracts visitors to DOT-Korea social media pages</p> <p>H. Issue and Crisis monitoring in social media pages and websites managed and controlled by DOT Korea</p> <p>I. Identify trends and insights, and optimize performance based on the insights.</p> <p>J. E-mail dispatch of Philippine tourism updates to subscribers of DOT Korea social media accounts</p> <p>K. Output and report generation - provide accurate and detailed performance reports with professional analysis</p>		
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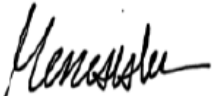
	<p>*NOTE: <u>Attached is the Statement of Compliance with the Technical Specifications for complete details of the requirements.</u></p> <p>LEGAL REQUIREMENTS</p> <ol style="list-style-type: none"> 1. Business permit/registration or Tax Registration Certificate <i>or its equivalent</i> 2. Audited Financial Statement <i>or its equivalent</i> 3. Secretary's Certificate or an equivalent document authorizing the signatory, to sign on behalf of the Corporation <p>ADDITIONAL TECHNICAL / ELIGIBILITY REQUIREMENTS</p> <ol style="list-style-type: none"> 1. Accomplished Statement of Compliance 2. Company Profile, which includes: <ol style="list-style-type: none"> a. Description of the company b. Past clients and referrals c. Past engagements and achievements d. Organizational structure e. Qualifications and experience of employees to be assigned to the team to handle the DOT Korea website and social media accounts 3. List of Ongoing and Completed Projects (similar/not similar in nature) for the last five (5) years with contact details. <u>For Completed Contracts, must submit proof of completion or its equivalent.</u> 4. Proposed Digital Marketing Strategy and Plan <p>Attachments:</p> <ol style="list-style-type: none"> 1. Technical Specifications 2. Statement of Compliance <p>Note:</p> <ol style="list-style-type: none"> 1. All entries must be typewritten on your company letterhead. 2. Price Validity shall be for a period of <u>thirty (30)</u> calendar days. 		
Terms	30 days upon receipt of the invoice.		
ABC	The Approved Budget for the Contract (ABC) is PhP5,000,000.00 or USD87,719.30 inclusive of all applicable taxes.		

	Note: <i>The exchange rate shall be based on the effective exchange rate bulletin of the Bangko Sentral ng Pilipinas at the time of opening of bids.</i>		
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Please submit your **quotation** together with the **legal and technical requirements** duly signed by your authorized representative to the email addresses: **kristine_aclan@tpb.gov.ph / bac_sec@tpb.gov.ph** not later than **16 July 2025 at 05:00 PM**, subject to the Terms and Conditions stated herein.

The Tourism Promotions Board Philippines is evaluating our suppliers' performance based on these criteria: Quality (40%), Cost (25%), Timeliness (25%), and Customer Service (10%).

Thank you very much.



GENESIS WEIYN B. LEE
Acting Head, Procurement Management Division

CONTACT PERSON: KRISTINE HEIZELLE B. ACLAN