



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965  
 info@citem.com.ph www.citem.com.ph



JO Number:	JO Date:	PAGE 1/4
2022-0042	05/25/2022	
PR No.:	PR Date:	
2022-0062	03/02/2022	

**CONTRACTOR/SUPPLIER** PREMIERE VALUE PROVIDER, INC.  
**ADDRESS** 7F Don Chua Lamko Bldg., 100 LP Leviste cor.  
 Brgy. Bel-Air, Makati City  
**MODE OF PROCUREMENT** Small Value Procurement

**DELIVERY TERM** .....  
**PAYMENT TERM** .....  
**PLACE OF DELIVERY** .....  
**DATE OF DELIVERY** .....

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<b>PROCUREMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE CUSTOMER SATISFACTION SURVEY FOR 2022 CITEM'S SIGNATURE EVENTS</b>			Php290,000.00

**SCOPE OF SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY**

- A. Generally, the Marketing Research/Survey Company that will be procured is required to administer, generate, and interpret the CSS gathered during the 2022 CITEM signature events.
- B. Specifically, the Marketing Research/Survey Company's scope of services will include:

For each CSS of a Signature Event –

- Administer the GCG-prescribed CSS and CITEM's additional question items (as submitted to GCG last 20 December 2020), unless changed with the approval of the GCG
- Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction
- Present and discuss the results of the CSS to the End-User ten (10) working days after agreed period of CSS implementation which shall include the following: a thorough statistical analysis of survey results; presentation of findings on the quality of assistance, support, and service as perceived by CITEM stakeholders; identification of gaps in the delivery of service assistance, support, and services; and a proposal on improvements or recommendations in the delivery of services and support.

For the FY2022, a consolidated CSS report on CITEM signature events –

- An Executive Summary of all CSS conducted for the agency in 2022 in hard copy and in Word and .ppt format 30 working days after the agreed date of the

<b>TOTAL AMOUNT IN WORDS:</b>	Php
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Very truly yours,

BUR No. IP-CORPLAN-22050376

DATE 05/25/2022

AMOUNT Php290,000.00

Recommended by  
 For:   
**ROMINA AUREA MAGNO**  
 Chief TIDS, Corporate Planning Div.

**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department

CONFORME:

**Abigail Anne L. Hinto**  
 Name & Signature of Contractor/Supplier

June 3, 2022

Date

Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Approved by  
  
**MA. LOURDES D. MEDIRAN**  
 Deputy Executive Director



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CSS report of the last CITEM signature event of the year. The report shall incorporate the following:

- Full findings from the statistical analysis of survey results, insights, conclusions, and actionable recommendations to address the survey findings
- Tabulation of statistical data and survey results
- Analysis Plan
- Data Collection Quality Control Report
- Sample of accomplished online survey forms (five (5) sample accomplished online forms each from Exhibitors and from Trade Buyers) and a link to the drive which includes all documentation on the above.

CITEM's 2022 signature events and their indicative dates include the following:

EVENT NAME	VENUE	DATE
<b>SUSTAINABILITY SOLUTIONS EXCHANGE (SSX)</b>	<b>Online/Digital</b>	<b>23 – 25 March 2022</b>
<b>CREATE Philippines (CREATE Ph)</b>	<b>Digital</b>	<b>28 – 29 July 2022</b>
<b>IFEXConnex (IFEX Philippines)</b>	<b>Physical</b>	<b>22 – 24 September 2022</b>
<b>FAME + Market Days (Manila FAME)</b>	<b>Digital</b>	<b>19 – 21 October 2022</b>

**C. Data Collection Guidelines**

All data to be collected must strictly abide by the indicated guidelines on Data Collection as indicated in Section IV of the Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey<sup>6</sup> and the Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC Sector 7 . The questions must

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department

BUR No. IP-CORPLAN-22050376  
 DATE 05/25/2022  
 AMOUNT Php290,000.00

Recommended by:  
 For: *[Signature]*  
**ROMINA AUREA MAGNO**  
 Chief TIDS, Corporate Planning Div.

CONFORME:  
*[Signature]*  
**Abigail Anne L. Hinto**  
 Name & Signature of Contractor/Supplier  
 June 3, 2022  
 Date

Funds Available:  
*[Signature]*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

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*[Signature]*  
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be strictly guided by the GCG-prescribed Survey Questionnaires and CITEM's additional service-specific questions, unless changed with the approval of GCG.

D. Data Survey Instrument The GCG-prescribed or approved CSS instrument for CITEM's Exhibitors and Trade Buyers, translated in a digitalized version, shall be used for this requirement. \*Printed CSS to be used only during IFEXCONNECT

### DURATION OF WORK

The engagement of services of the Marketing Research/Survey Company that will administer, Generate, and Interpret Results of the Customer Satisfaction Survey for 2022 CITEM Signature Events shall be undertaken after the signing of the Job Order/Contract up until the submission and satisfactory acceptance of the Executive Summary report by CITEM.

The indicative timeframe and list of Projected Activities, which may be modified as mutually agreed and formalized by both parties of this requirement, are as follows:

SIGNATURE EVENTS	PROJECTED ACTIVITIES
<b>SUSTAINABILITY EXCHANGE</b> (Date: 23 – 25 March 2022)	The projected activities for and during each signature event is as follows: • Briefing with Marketing Research/Survey Company about CITEM signature events and tokens for CSS respondents • Conduct of online and on-site CSS* • Presentation and discussion of CSS findings to the End-user • Submission of a CSS Report/signature event • Submit an Executive Summary of the 2022 CSS Report *In the case of IFEXConnect
<b>CREATE Philippines</b> (Date: 28 – 29 July 2022)	
<b>IFEX Connect</b> (Date: 22 – 24 September 2022)	
<b>FAME+ Market Days</b> (Date: 19 – 21 October 2022)	

TOTAL AMOUNT IN WORDS:	Php
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Recommended by:  
  
**ROMINA AUREA MAGNO**  
 Chief TIDS, Corporate Planning Div.

CONFORMED:  
  
**Abigail Anne L. Hinto**  
 Name & Signature of Contractor/Supplier  
 June 3, 2022  
 Date

Funds Available:  
  
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### INDICATIVE TERMS OF PAYMENT

Service Milestone	Percentage of Payment*
<ul style="list-style-type: none"> <li>Briefing about CITEM's Work Program 2022</li> <li>Briefing about Sustainability Solutions Exchange (SSX) Event</li> <li>Conduct and completion of CSS</li> <li>CITEM's acceptance and approval of CSS report (Word and .pptx formats)</li> </ul>	23%
<ul style="list-style-type: none"> <li>Briefing about CREATE Philippines Event</li> <li>Conduct and completion of CSS</li> <li>CITEM's acceptance and approval of CSS report for CREATE PH (Word and .pptx)</li> </ul>	37%
<ul style="list-style-type: none"> <li>Briefing about IFEXConnect Event</li> <li>Conduct and completion of CSS</li> <li>CITEM's acceptance and approval of CSS report for IFEXConnect (Word and .pptx)</li> </ul>	
<ul style="list-style-type: none"> <li>Briefing about FAME+ Market Days Event</li> <li>Conduct and completion of CSS</li> <li>CITEM's acceptance and approval of CSS report for FAME+ Market Days (Word and .ppt)</li> <li>CITEM's acceptance and approval of the Executive Summary Report 30 working days after the 4th signature event</li> </ul>	40%

Note: \*Estimate based on effort that will be used in processing the expected number of sample respondents for each signature. See computation in Annex A.9 The Processing of payment will begin upon acceptance and approval of required outputs, receipt of invoice per tranche, and complete supporting documents in accordance with applicable government rules and regulations.

### APPROVED BUDGET FOR THE CONTRACT (ABC):

The Contracted Amount of this Contract is Two Hundred Ninety Thousand Pesos (Php290,000.00) inclusive of value-added tax (VAT) and other applicable taxes and fees.

TOTAL AMOUNT IN WORDS:	Two Hundred Ninety Thousand Pesos	Php 290,000.00
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AMOUNT Php290,000.00

CONFORME:

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