



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: 2021-0087	JO Date: 09/23/2021	PAGE 1/3
PR No.: 2021-0177	PR Date: 07/30/2021	

CONTRACTOR/SUPPLIER HUNGRY WORKHORSE CONSULTANCY, INC.	DELIVERY TERM
ADDRESS 214-215 Commercenter E Asia Drive Alabang, Muntinlupa City	PAYMENT TERM
MODE OF PROCUREMENT Small Value Procurement	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
PROCUREMENT OF CONSULTING SERVICES FOR THE BUSINESS MODEL REVIEW AND TRANSFORMATION OF CITEM (PHASE I) 3.0 SCOPE OF WORK AND JOB SPECIFICATIONS The scope of work of the Consulting Services provider for the Business Model Review and Transformation Project shall include the delivery of but are not limited to the following: 3.1 CITEM Business Model Review a. Assessment of current CITEM Business Model and related cost structure b. Identification of Customer Journey Maps for current customers c. Identification of CITEM Competitive Position Map d. Identification of CITEM Value Proposition Map 3.2 Potential Revenue Sources a. Identification of Expanded Customer Personas b. Identification of Expanded Markets c. Market Sizing of potential new customers or market d. Expansion/Diversification of Services from Exhibition to Exhibition + Content 3.3 CITEM Future Business Model and Strategies a. Competitive Position Map b. Value Proposition Map c. Customer Journey Maps d. Strategies and Tactics Prioritization Matrix e. CITEM Future Business Model/s (ranked or categorized according to what can be prioritized or implemented over the short-, medium- and long-term period, identifying quick-wins and 'low-hanging fruits that can be easily implemented with low resource requirements) f. Roadmap/Plan to Business Transformation over a 3-5-year period (identifying Key Resource Requirements, Partners, Programs and Activities, Milestones, Risks, Performance Metrics, as applicable.			Php952,000.00

TOTAL AMOUNT IN WORDS:	Php
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This order is placed subject to the following terms and conditions:
 The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 of 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of _____ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.
 CONFORME:
KATHERINE MAE CALPO LUGTU
 Name & Signature of Contractor/Supplier
 21 OCTOBER 2021
 Date

BUR No. **MFO-21100736**
 DATE **10/07/2021**
 AMOUNT **Php952,000.00**

Recommended by:

C/TIDS ROMINA AUREA C. MAGNO
 OIC, Corporate Planning Division
 Approved by:

PAULINA SUACO-JUAN
 Executive Director

MALERNA C. BUYAO
 Chief, Controllership Division

JOB ORDER

CITEM.STR.FR.006



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CONTRACTOR/SUPPLIER **HUNGRY WORKHORSE CONSULTANCY, INC.**
 ADDRESS **214-215 Commercenter E Asia Drive Alabang, Muntinlupa City**
 MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM
 PAYMENT TERM
 PLACE OF DELIVERY
 DATE OF DELIVERY

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PROCUREMENT OF CONSULTING SERVICES FOR THE BUSINESS MODEL REVIEW AND TRANSFORMATION OF CITEM (PHASE I)

The Consulting Services provider is expected to deliver the abovementioned outputs implemented through workshops, desk research, field research, interviews, market surveys, analytics, or other means as necessary. The Consulting Services provider is expected to consolidate required outputs into a final report for CITEM evaluation.

PERIOD OF ENGAGEMENT

The engagement of Consulting Services shall commence from the issuance of the Notice to Proceed or after the signing of the Job Order/Contract, whichever comes first, and terminates within thirty (30) days from the CITEM Executive Director's acceptance and approval of the Final Report. Any extension of the engagement is subject to discussion and should be mutually agreed upon by CITEM and the Consulting Services provider.

Likewise, the Consulting Services provider shall not assign the contract or sub-contract any portion of its services without the consent and at no additional cost to CITEM.

PROJECT MILESTONE, PROPOSED TIME FRAME*, AND INDICATIVE PAYMENT TRANCHE

Project Milestone	Proposed Time Frame*	Payment Tranches
• Pre-work of Consultant	Week 1	30%
• Engagement Proper • Upon completion of the following: 1) Item 3.1 CITEM Business Model Review 2) Item 3.2 Potential Revenue Sources, Submission of the interim completion report on Items 3.1 and 3.2, and approval said the report by the Executive Director of CITEM	Week 2-5	

TOTAL AMOUNT IN WORDS:	Php
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 OIC-DM, Corporate Services Dept.

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 Name & Signature of Contractor/Supplier

21 OCTOBER 2021
 Date

BUR No. **MFO-21100736**

DATE **10/07/2021**

AMOUNT **Php952,000.00**

Funds Available
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

C/TIDS ROMINA AUREA C. MAGNO
 OIC, Corporate Planning Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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PROCUREMENT OF CONSULTING SERVICES FOR THE BUSINESS MODEL REVIEW AND TRANSFORMATION OF CITEM (PHASE I)			
Project Milestone	Proposed Time Frame*	Payment Tranches	
• Upon completion of Item 3.3 CITEM Future Business Model/s and Strategies, submission of interim completion report on Item 3.3, and approval of the said report by the Executive Director of CITEM	Weeks 6-10	50%	
• Upon submission of Final Report to CITEM and approval of the said report by the Executive Director of CITEM	Weeks 11-15	20%	
	TOTAL	100%	

*To be discussed and agreed with the Consulting Services provider.

APPROVED BUDGET FOR THE CONTRACT (ABC)

The Contracted Price for this Contract is **NINE HUNDRED FIFTY-TWO THOUSAND PESOS ONLY (P952,000.00)** inclusive of 12% VAT and all applicable taxes and fees that may be incurred contingent with the performance of the consulting services requirement that may include, but not limited to, the purchase of disinfection and health protective personal equipment and PCR diagnostic testing, and processing of local travel requirements that may be required in line with face-to-face encounters during the engagement period.

TOTAL AMOUNT IN WORDS:	NINE HUNDRED FIFTY TWO THOUSAND PESOS	Php952,000.00
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AMOUNT **Php952,000.00**

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MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:


C/TIDS ROMINA AUREA C. MAGNO
 OIC, Corporate Planning Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director

MEMORANDUM

FOR : Exec. Director PAULINA SUACO-JUAN 

COPY : BIDS AND AWARDS COMMITTEE 

FROM :  **ROMINA AUREA C. MAGNO**
CTIDS and OIC—Corporate Planning Division (CPD)

DATE : 25 October 2021

SUBJECT : **Contract Implementation on the PROCUREMENT OF CONSULTING SERVICES FOR THE BUSINESS MODEL REVIEW AND TRANSFORMATION OF CITEM (PHASE I)**

This refers to the period of engagement indicated on the attached Job Order (JO) for the Procurement of Consulting Services for the Business Model Review and Transformation of CITEM (Phase 1) project.

Due to the prolonged procurement process for this service, an adjustment is being requested in this memorandum with regards to the contract implementation of said project. Specifically, we request to change the period of engagement indicated on the Job Order (as attached) from 15 weeks to 8 weeks (with inclusive dates from 21 October to 29 November). The revised workplan is shown in Annex A with details on activities and milestones.

This adjustment is being made to ensure that the Scope of Work will be covered 100% as indicated in the JO and completed before December 2021. The proposed modification shall not incur any additional or reduction in the cost of the project and Hungry Workhorse agrees to comply with this variation in the timetable whilst ensuring completion of scope of work and delivery of expected output.

This memo shall form part and/or supplemental to the JO No. 2021-0087 with issue date of 23 September 2021.

For your consideration and approval.

Thank you.

