



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City
Tel.: (632) 8-831-2201 local 309/294 E-mail: citembac@citem.com.ph

REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above
 Lease of Real Property and Venue
 Small Value Procurement with ABC of Php 50,001 and above
 Others: Two Failed Bidding

Date: 04 June 2021

Company Name: _____

RFQ No.: 2021-0042

Address: _____

Contact No.: _____

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / citembac@citem.com.ph.

Pre-bid Conference: <u>08 June 2021</u>	Time: <u>3:00PM</u>	Venue: <u>ZOOM</u>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <u>11 June 2021</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Qualitative Evaluation Documents: <u>11 June 2021</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Eligibility Documents and Financial Bid: <u>15 June 2021</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p>HIRING OF FOOD PHILIPPINES CONTENT DEVELOPER FOR THE HEALTHY/ORGANIC FOOD SECTOR</p> <p><i>Please see attached Term of Reference for more detailed requirements and scope of responsibility.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 2,600,000.00</u></p>		

Terms and Conditions:

- 1) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

ATTY. ANNA GRACE I. MARPURI
BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

Date Submitted

Signature over printed name of the Authorized Company Representative

Designation: _____

Telephone No(s): _____

Email: _____

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2021-0042

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – TWO FAILED BIDDING)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

HIRING OF FOOD PHILIPPINES CONTENT DEVELOPER FOR THE HEALTHY/ORGANIC FOOD SECTOR
(Please see attached Request for Quotation Form for more details.)

Approved Budget	: PHP 2,600,000.00
Pre-Bid Conference	: 08 June 2021, 3:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 11 June 2021, 5:00PM
Opening of Qualitative Evaluation Documents	: 11 June 2021, 5:00PM
Opening of Eligibility Documents and Financial Bid	: 15 June 2021, 2:00PM

Conduct of *Pre-bid Conference and Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Pre-bid Conference and Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

Eligibility Documents (1st Envelope / Compressed Folder)

1. Valid PhilGEPS Certificate of Platinum Membership with Updated Annex A

In accordance with Sec. 8.5.2 of the IRR of RA 9184, all bidders shall upload and maintain in PhilGEPS a current and updated file of the following Class "A" eligibility documents under Sections 23.1(a) and 24.1(a):

1. Registration Certificate

2. Mayor's/Business Permit or its Equivalent Document or BIR Certificate of Registration for Individuals

Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.

3. Tax Clearance

4. Phil. Contractors Accreditation Board (PCAB) license and registration, if applicable

5. Audited Financial Statements

****In case that above documents are already expired, an updated document must be submitted**

2. Latest Income/Business Tax Return

3. Notarized Omnibus Sworn Statement

Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.

5. Notarized Bid Securing Declaration

Unnotarized Bid Securing Declaration subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

6. Net Financial Contracting Capacity (NFCC) Computation

Financial Bid (2nd Envelope / Compressed Folder)

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- **Proof of expertise in the respective fields of photography, animation, video, content writing, infographics, website and food styling and with an eye for capturing photos with high-visual impact:**
 - i. Sample of digitally published works, such as websites, online platforms, books, multimedia content.
 - ii. Clients and Portfolio
- **Project Management Organizational Structure that outlines the roles and assigned staff that will handle CITEM's requirement. Project Management Organizational Structure that outlines the roles and assigned staff that will handle CITEM's requirement.**
- **Propose/Pitch one (1) storyline based on the requirements of the project.**
- **Proof of good track record with clientele based on the effectivity and reach of the program launched. These are samples of analytics and maximum reach achieved of a platform/ website launched and handled**

Bidders shall submit these documents, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, online submission to the BAC Secretariat through email at citembac@citem.com.ph. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee

Terms of Reference
HIRING OF FOOD PHILIPPINES CONTENT DEVELOPER
FOR THE HEALTHY/ ORGANIC FOOD SECTOR

PROJECT TITLE	Content Creation and Branding Initiative Program for Food Philippines Exhibitors
BACKGROUND	<p>The Center for International Trade Expositions and Missions (CITEM) created under EO 989 series of 1984, is the export promotion arm of the Philippine Department of Trade and Industry (DTI).</p> <p>CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.</p>
DEFINITION OF TERMS	<ol style="list-style-type: none"> 1. Content - In publishing, art, and communication, content is the information and experiences that are directed toward an end-user or audience. It is something that is to be expressed through some medium, as speech, writing or any of various arts. Content can be delivered via many different media including the Internet, cinema, television, radio, smartphones, audio CDs, books, e-books, magazines, and live events, such as speeches, conferences, and stage performances. 2. Content Marketing - Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action. 3. Content Direction - an overall strategy and journey for the content, made to deliver an identified audience down a specific path or action; a stage for mapping the roles and approvals. 4. Content Creation - is the act of generating information materials that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, curated images, infographic, or similar format. 5. Content Development - conceptualization, researching, and publishing information to meet a strategic objective; particularly to build a connection with an audience or encourage an action 6. Content Production – is a highly-technical process of combining various information materials (written, audio, or visual assets) for a digital platform, following a certain strategy or distribution plan based on a working calendar. 7. Content Curation - gathering already existing information relevant to a topic or interest, with the intention of adding value through the selection or organization of the materials in a collection or exhibition 8. Content Distribution - the act of promoting content to audiences in multiple media formats through various channels; this could be paid for or earned when partners organically share the content. 9. Storyline – refers to overall narrative framework of a topic. For the context of this terms of reference, storylines refer to the lineup of narrative angles and stories that can be used to highlight Philippine export commodities and products into different promotion materials.

<p>THRUST, DIRECTIONS AND INDUSTRY OVERVIEW</p>	<p>FoodPHILIPPINES is a branding initiative of the Center for International Trade Expositions & Missions (CITEM) that enforces the image of the Philippines as a source of quality food products derived from fresh, healthy, and natural ingredients. Under this national brand, the Philippines is positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products. FoodPHILIPPINES unifies the promotional efforts of the government in overseas trade exhibitions and events to project one brand, one image, one voice.</p> <p>Through the physical staging of FoodPHILIPPINES in overseas trade fairs, product development sessions, and participation to international food expos and tradeshows, CITEM supports local small and medium-sized enterprises (MSMEs) as they present their products to the global market. Of late, advances in technology disrupted the trade show circuit of the previous decades. With both exporters and buyers realizing the convenience and cost-efficiency of promoting and sourcing online, CITEM has seen a year-on-year decline in international trade buyer attendance in FoodPHILIPPINES shows. Fully aware of changes in market conditions, buying patterns, and consumer preferences in this hyper-connected digital economy, CITEM moves into a hyperreal trade experience through the new FoodPHILIPPINES website that aims to expand international trade activities over the world wide web.</p> <p>The physical component of the show shall continue to serve as a platform to showcase Philippine products to international audiences. But with the success of this enhanced web-based platform initiative, the agency's promotional efforts will be magnified, reaching unexplored geographic markets and prospective audiences. This shall be made possible by providing exhibitors an added mileage through digital media exposure that connects them with global trade buyers in a more convenient and fast-paced manner, thus, forming the concept of a community-based digital marketplace.</p> <p>The concept of the digital promotions and leads generation platform is to serve as an online dossier of food related multimedia content, where the holistic experience for buyers and visitors of FoodPHILIPPINES emanates. It aims to enhance the effectivity of the website through content generation, turning it into a digital platform where exhibitors, trade buyers, and consumers come together for product reviews, share first-hand insights on the Philippine food industry, and learn about the major market segments it caters to (Halal, Specialty, Healthy and Organic). More importantly, FoodPHILIPPINES is an experience, a digital feast done by putting together a creative mix of captivating and thought-provoking food visuals with bountiful supply of information.</p> <p>This digital platform will be filled with rich multimedia content curated by CITEM, but done in a more collaborative environment, with content support for text, embedded graphics, photos, videos, and other multimedia files. It is more than a website—the new www.foodphilippines.com is a collection of stories on Philippine food products, recipes, personalities, and a platform to boost digital trade. With this direction, it is imperative to treat communications as more than an add-on or auxiliary to what CITEM does. It is no longer just a promotion tool used to build awareness about trade expositions. Communications is what CITEM does.</p> <p>Background The advent of digital age calls for novel marketing strategies as technology shapes how trade and investment are done around the world. The decision of</p>
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	<p>global exporters and importers to embrace digital technology in buying and selling goods would give rise to “e-commerce.” However, the adoption of digital technology goes beyond the activities of online buying or selling. Thus, “digital trade” would refer to the application of digital technologies in the conduct of business beyond online sales or purchases.</p> <p>According to the 2013 report “Digital Trade in the U.S. and Global Economies, Part 1” conducted by the U.S. International Trade Commission submitted to the U.S. Senate Committee on Finance, the world’s Internet accessibility has grown to around 34.3% by 2012 versus 5.9% in 2000. With the increase in people’s embrace of the Internet comes the shift of trade transactions between sellers and buyers from face-to-face interactions to the online marketplace sans direct contact.</p> <p>Though it is a challenge to quantify the value of digital trade given the limitation on geographical coverage, the United Nations Conference on Trade and Development (UNCTAD) (2015) divides e-commerce into four types: B2B (business-to-business); B2C (business-to-consumer); B2G (business-to-government); and C2C (consumer-to-consumer). In terms of value (UNCTAD, 2016a), B2B reached \$19.9 trillion in e-commerce global transactions in 2015, while B2C amounted to around \$2.2 trillion. In Asia, B2B accounted for 90% of e-commerce transaction value, said the Asian Development Bank in a 2015 study.</p> <p><i>IFEX PHILIPPINES NXTFOOD ASIA VS. FOOD PHILIPPINES</i></p> <p>With the rapid change in the landscape on international trade, organizations such as the Center for International Trade and Expositions Mission (CITEM) must recalibrate its strategies to better serve its stakeholders. More importantly, CITEM must be true to its mandate in helping the Department of Trade and Industry to bolster export growth targets through the promotion of the “Philippines as a reliable source of products in the global market.”</p> <p>In the face of millions and billions of internet users worldwide, CITEM embarks on taking the responsibility of telling the story of Filipino food and its culture through FoodPHILIPPINES. Apart from IFEX NXTFOOD, the signature trade event CITEM is also organizing, FoodPHILIPPINES is designed to creating more opportunities and avenues for discoverability and recognition, tapping onto non-trade related topics such as cuisines, history, culture, new technologies and discoveries, recipes, consumer related information, and other food related stories which will pique the interest of the international audience.</p> <p>By feeding them with news, visual storytelling, and engaging multimedia content, this enhanced digital space will later on narrow the gap between local exporters and their potential target market, and through data analytics and proper customer relationship, the agency will soon drive these audiences to IFEX NXTFOOD, which is more leaned towards trade and exports. With this new digital initiative, it is the intention of the Creative Communications and Services Department Project Team to secure the services of a competent service provider to ensure the deliverables of the project are achieved according to the timeline.</p>
RATIONALE	<p>As CITEM continues to develop ways to be ahead of the digital sphere and transform its services to keep up with the latest technology and trends, the agency spearheaded the enhancement of the Food Philippines website, one of CITEM’s industry brands dedicated for the Food and Beverage sector.</p>

	<p>The revamping of the said website will include community engagement, information exchange, research insights, content creation, and social media integration. As an online tool, it is imperative for the platform to be updated with fresh, relevant and relatable content, and this can be executed if supported with a rich archive of visual materials, industry write ups, and editorial copywriting.</p> <p>From the physical staging of FoodPHILIPPINES to its online version, this initiative was crafted to further enhance the discoverability of exhibitors in the digital stratosphere, refining the entire user’s journey from the landing page down to its support pages. With its added value services, featured exhibitors are given a lifetime investment, a living global promotional tool with guaranteed viewership powered by CITEM’s extensive audience development from targeted e-mail marketing to its overseas year-round physical activities.</p> <p>The FoodPHILIPPINES website will be redesigned mainly to focus on Brand Discoverability, Content Marketing and Distribution.</p> <p>Unlike the digital initiative for IFEX Philippines, where subscribers are given their own exhibitor profile pages to upload multimedia content such as product photos, videos, animation and company profiles and engage buyer through a digital trade community platform, the main objective of www.foodphilippines.com is to draw in Buyers and help them understand the thrust of FoodPHILIPPINES as a brand.</p>
<p>CONTENT CREATION, PRODUCTION, VS. CITEM WORKFORCE REALITIES</p>	<p>Lacking in manpower complement and given the current workforce set-up of creatives in CITEM, the Communications and Creative Services Department (CCSD) does not have the right personnel capable of executing the content creation requirements simultaneously. It will require a highly technical production workforce and team of experts from various fields of Multimedia Arts and Sciences. Hence, hiring an oversight professional team with wide network of suppliers and creative background will crucial in producing the abovementioned requirements.</p>
<p>OBJECTIVES</p>	<p>For its pilot edition scheduled to be launched by the end of 2020, CITEM’s Content Creation Program for Food Philippines is expected to produce various content based on the brand’s key market segments: (1) Halal, (2) Healthy and Organic, and (3) Specialty Food. This project aims to feature various Food Philippines companies under the three mentioned categories and create stories and touchpoints through multimedia production ranging from illustration, copywriting, food styling, food photography, static and animated social cards, and/or graphic design, etc. With the objective of collaborating with a Creative Agency who has the right knowledge and caliber in the food sector, equipped to produce various multimedia artists and with international PR connections, FoodPHILIPPINES is envisioned to be a global platform filled with engaging features and shareable content. It will be able to serve its essence, a brand filled with unforgettable flavors served on the world’s table, from physical to digital.</p>
<p>TASK OWNERS AND SPECIFIC</p>	<p>1. Production/Project Manager – Supervise, schedule, direct, and coordinate, with the onsite production crew directly reporting to</p>

PLAN OF ACTION	CITEM. 2. Creative Team – Art Director, writer, food stylist, graphic designer and/or post-production team whoever is deemed necessary.
TARGET AUDIENCE	<ol style="list-style-type: none"> 1. Both international and domestic trade buyers and influencers from the major markets of the Philippines for export trade and services. 2. Untapped and potential geographic markets. 3. Government agencies, Local Government Units, including CITEM Industry partners and event sponsors. 4. CITEM exporters and aspiring MSMEs. 5. Trade Promotions counterparts across all regions and various relations trade organizations. 6. Designers, Food Editors and Writers, Curators, Students, and Media. 7. Food/ taste researcher and critics
SCOPE OF WORK AND PAYMENT TERMS	<p>DIGITAL CONTENT PRODUCTION</p> <ol style="list-style-type: none"> 1. Coordinate with CITEM Visual Design Division for content production and calendar. 2. Develop the following digital content materials: <p><i>6-month Duration</i> HEALTHY & ORGANIC FOOD CONTENT*</p> <ol style="list-style-type: none"> a. Present a content plan for all the companies that CITEM will feature (List of companies with the approval CITEM) b. Develop at least 10 storylines for the whole project. Output that will be accomplished under each storylines may include but is not limited to the following and apply to various content formats <ol style="list-style-type: none"> a. Healthy and Organic Food Recipe Videos* b. Healthy and Organic Food Products* c. Healthy and Organic Food Trends* d. Healthy and Organic Food Industry* e. Healthy and Organic Food Chefs/Personalities* f. Healthy and Organic Food Innovation* <p>CITEM recognizes the need to collaborate with Industry practitioners and acknowledging the Creative Agencies' experience on standard industry practices and industry lead times, the Production Timetable presented shall be discussed, revised and finalized upon approval of the Head of the Agency. The Project Timeline shall be produced based on the agreed final Production Timetable and shall be approved by CITEM Management <u>which shall form part of this engagement.</u></p> <p><i>*Inclusive of Production Cost and Incidentals, including Food Photographer, Food Stylist, Field Visits, Studio Rental, Copywriting services, Health Protocol Requirements and other content production requirements</i></p>
PROJECT DURATION	The duration of the contract is six (6) months after awarding of the contract and onboarding of supplier.

OWNERSHIP	ALL creative concepts and original materials formulated and designed in conjunction with this project shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use
PROJECT MILESTONES AND PAYMENT TERMS	<p>FIRST PAYMENT Document to be Submitted by the contractor:</p> <ul style="list-style-type: none"> • Approved lineup of storylines with their respective content plans and production calendar <p>Total Amount: 30%</p> <p>SECOND PAYMENT Document to be Submitted:</p> <ul style="list-style-type: none"> • Submission of all content produced under five (5) storylines • Initial outputs to include, but not limited to articles, social cards, videos, photos, etc. <p>Total Amount: 30%</p> <p>THIRD PAYMENT Documents to be Submitted:</p> <ul style="list-style-type: none"> • Submission of all content produced under ten (10) storylines • Final output may include but is not limited to articles, social cards, videos, photos, etc. • Turnover of files uploaded via Cloud storage address link • 1TB External Hard Drive with 100% Accomplished Photo and Copy Assets delivered to CITEM on the last month of project duration <p><u>Conduct a post-mortem meeting with CITEM a week after completion of the project</u></p> <p>Total Amount: 40%</p>
BUDGET	Php 2,600,000.00 inclusive of 12% VAT and other admin and logistics, precautionary and safety measures charges
PROPOSED MODE OF PROCUREMENT AND BIDDING TERMS	Public Bidding or Negotiated Procurement whichever is deemed applicable
QUALITATIVE EVALUATION	CITEM will conduct a procurement process in accordance with RA 9184. To fully satisfy and not compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. Bidder shall be required to submit the following requirements which will be used to evaluate his/her qualifications.
MINIMUM QUALIFICATION STANDARDS <i>(kindly refer to qualitative Evaluation rating sheet for Technical qualification standards)</i>	<p>A. Provides a network of seasoned photographers and videographers.</p> <p>B. Has a portfolio and clientele that meet the CITEM technical requirements and international standards.</p> <p>C. Include content creation works produced</p> <p>D. Can comply with the eligibility requirements of CITEM's Bids and Award Committee (BAC), under R.A. 9184.</p> <p>E. Must have good standing with CITEM and/or other government agencies.</p> <p>F. Has a list of highly creative, competent and technically equipped team</p> <p>G. Must have a creative and production team with sufficient copywriters, Project Management and Accounts Team, Creative Director, Managing Director and Digital Team that will work for the project</p>
RESPONSIBILITIES OF CITEM	<ol style="list-style-type: none"> 1. Facilitate coordination with contractor and concerned parties 2. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.

	3. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.
RESPONSIBILITIES OF THE SUPPLIER	<ol style="list-style-type: none"> 1. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required. 2. Ensure the capability (in terms of equipment and personnel) to deliver the requirements. 3. Ensure the timely delivery of digital assets as prescribed in the approved content calendar that will be presented in the content plan. 4. Attend and organize coordination meetings or assign a contact person to represent in physical, group, or virtual meetings. 5. Ensure with Operations Group 2, that all market segments have exhibitor representations. 6. Ensure that simultaneous processes and project timelines are properly handled. 7. To implement precautionary and safety measures before, during and after (Complete PPE, swab testing, social distancing) the shootand onsite production of the said project

Qualitative Evaluation

Bidders' shall submit his/her complete portfolio will be evaluated using the following rating:

Qualitative Bid	Point (highest)
<p>Proof of expertise in the respective fields of photography, animation, video, content writing, infographics, website and food styling and with an eye for capturing photos with high-visual impact.</p> <p>A. Sample of digitally published works, such as websites, online platforms, books, multimedia content.</p> <ol style="list-style-type: none"> a. With 5 or more samples of digitally published works relevant to the food industry+ 20 points b. With 2-3 samples of digitally published works relevant to the food industry +10 points <p>B. Clients and Portfolio</p> <ul style="list-style-type: none"> - List of clients and portfolio with a minimum of 3 major clients +20 points - List of clients and portfolio with a minimum of 1-2 major clients +10 point 	30
Propose a Project Management Organizational Structure that outlines the roles and assigned staff that will handle CITEM's requirement. This can be proven through a	20

complete and concise presentation of the content production/ editorial team organizational structure:	
<ul style="list-style-type: none"> - Editorial Staff List with 5 or more members complete with staff qualifications in the form of CVs and/or Profiles. - + 20 Points - Editorial Staff List with 2-4 members complete with staff qualifications in the form of CVs and/or Profiles. - + 10 Points 	
Propose/Pitch one (1) storyline based on the requirements of the project – 30pts	30
Proof of good track record with clientele based on the effectivity and reach of the program launched. These are samples of analytics and maximum reach achieved of a platform/ websites launched and handled:	20
<ul style="list-style-type: none"> - With sample reach and analytics for 3 or more clients/platforms handled + 20 Points - With sample reach and analytics for 1-2 clients + 10 Points 	
TOTAL	100

Only those who receive a passing score of 80 points shall eligible for the opening of financial bid. The lowest calculated responsive bid (LCRB) on the content development service shall be considered each contract.

Evaluation shall be made by an in-house panel, composed of the following:

- 1 representative, Operations Group 2 Department
- 1 representative, Business Development Unit
- 2 representatives, Communication and Creative Services

Department Prepared by:



TIMOTHY ALCANTARA
 Administrative Support & Reports
 Division CCSD

Noted by:


CHARLES AMES BAUTISTA
 Department Manager, CCSD


ROWENA D. MENDOZA
 OIC- Department Manager, OG2

Approved by:


PAULINE SUACO-JUAN
 Executive Director CITEM