

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-2023-0059

**REQUEST FOR QUOTATION  
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

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

**ENGAGEMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE ANTI RED TAPE AUTHORITY (ARTA)-PRESCRIBED CUSTOMER SATISFACTION MEASUREMENT (CSM) FOR 2023 CITEM SIGNATURE EVENTS**

*(Please see attached Request for Quotation Form and Terms of Reference for more details.)*

Approved Budget for the Contract	: PHP 300,000.00
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 23 May 2023, 12:00PM
Opening of Qualitative Evaluation Documents	: 23 May 2023, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 24 May 2023, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

The *Notice of Award* shall only be issued to the lowest calculated and responsive 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. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**

*Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.*

**2. Valid PhilGEPs Registration Number (evidenced by a certificate or screen shot)**

*PhilGEPs Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPs Registration Number.*

**3. Notarized Omnibus Sworn Statement**

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

*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)*

- Portfolio of ongoing and completed government and private contracts (made available via a link) containing:**
  - Scanned references or screen capture of ongoing / completed relevant projects aligned to marketing research / surveys, as well as available certification of completed projects
- Certificates of Project Completion showing satisfactory delivery of service**
- Proof of membership or certificate of good standing in relevant societies**
- Composition of key personnel assigned in the project**
- Curriculum Vitae identifying the personnel to be assigned in the project**
- Work experience or online portfolio / certification or a combination thereof indicating:**
  - **Demonstrated specialization**
  - **Published materials**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents, Qualitative Evaluation Documents, and Financial Bid as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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](mailto:citembac@citem.com.ph).

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



**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](mailto:citembac@citem.com.ph)



## REQUEST FOR QUOTATION

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

Date: 17 May 2023  
RFQ No.: 2023-0059

Company Name: \_\_\_\_\_  
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](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>23 May 2023</b>	Time: <b>12:00PM</b>
Schedule of Opening of Qualitative Evaluation Documents: <b>23 May 2023</b>	Time: <b>12:00PM</b>
Schedule of Opening of Eligibility Documents and Financial Bid: <b>24 May 2023</b>	Time: <b>02:00PM</b> Venue: <b>ZOOM</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p style="text-align: center;"><b>ENGAGEMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE ANTI RED TAPE AUTHORITY (ARTA)-PRESCRIBED CUSTOMER SATISFACTION MEASUREMENT (CSM) FOR 2023 CITEM SIGNATURE EVENTS</b></p> <p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 300,000.00</u></p> <p><i>Date Needed/ Delivery Period: 25 May 2023</i></p> <p><u>Qualifications of the Marketing Research Agency / Survey Company:</u></p> <p>A. Applicable Experience (30%) With more than three (3) years of industry experience in conducting stakeholder satisfaction surveys and related research; formulating methodology to analysis and report presentation that will be referenced from a portfolio (made available via a link containing scanned references or screen capture of ongoing/completed relevant projects aligned to marketing research/ surveys, as well as available certification of completed projects are also considered) of ongoing and completed government and private contracts and certifications in this regard.</p> <p>B. Successful implementation of CSS/CSM projects* within the last five (5) years (minimum of three (3) customers/ stakeholder satisfaction survey-related projects – Based on submitted Certificates of Project Completion showing satisfactory delivery of service. [20%]</p> <p>C. The organization's membership of good standing* in any internationally recognized association of marketing research agencies/survey companies. [5%] – Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.</p> <p>D. Composition of key personnel assigned in the Project [10%] – Overall Project Manager – Assistant Project Managers (Asst. Project Mgr. &amp; Statistician) – Overall Field Manager – Overall Data Processing Manager – Data Processing Supervisor/Digital Operations Supervisor or Encoding Supervisor</p> <p>E. Qualification of personnel* assigned to the Project based on submitted CVs identifying the personnel to be assigned in the Project. [20%] – It is preferred that all key personnel/project team members have work experience in conducting surveys or qualitative and quantitative research in customer/stakeholder satisfaction.</p>		




		<p>F. * Member/s of the Project Team have demonstrated specialization* in database creation, data filing, and statistical analyses of large data sets. [10%]</p> <p>G. * Member/s assigned to the CITEM Project have published material/s in research journals or other media that demonstrate excellent communication skills and statistical survey report writing (by any member of the Project Team) [5%]</p> <p>Note: *To be evidenced/validated by work experience or online portfolio, as indicated in the CV of personnel concerned.</p> <p><i>(Please see attached Term of Reference for more details.)</i></p>		
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**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: \_\_\_\_\_

## TERMS OF REFERENCE

### Engagement of the Services of a Marketing Research/Survey Company to Administer, Generate, and Interpret Results of the Anti-Red Tape Authority (ARTA)-prescribed Customer Satisfaction Measurement (CSM) for 2023 CITEM Signature Events

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#### I. Background

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Department of Trade and Industry (DTI). It is the surviving entity resulting from the consolidation of government units institutionalized through Executive Order (EO) 989, series of 1984, EO 133, series of 1987, and EO 242, series of 1987.

Primarily mandated “to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotions programs,” CITEM has evolved to become the Agency that provides a global platform for the Philippines micro, small, and medium enterprises (MSMEs) to promote their products in the world market through its locally-held international signature events, business matching events, and participation in overseas trade fairs and missions. Even during the disruption caused by the COVID-19 pandemic, CITEM shifted to digital and held online fairs and virtual conferences to continuously fulfill its commitment “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.” This directive is intensified under the leadership of its current Executive Director, Dr. Edward L. Ferreira, Ph.D., who champions an 18-point agenda summed up in the slogan, “*Produktong Pilipino Para sa Filipino at sa Mundo!* (Philippine-made products for the Filipinos and the World!).”

As a government-owned and controlled corporation (GOCC) under the jurisdiction of the Governance Commission for the Government-Owned and Controlled Corporation (GCG), CITEM’s organizational performance -- particularly on how it provides services to its customers -- is measured by the level of satisfaction through a customer satisfaction survey (CSS). The Agency’s major customers or stakeholders are **Exhibitors** (officially approved participating companies in CITEM-organized events, missions, and trade fairs) and **Trade Buyers** (local and foreign companies representing different procurement channels).

For 2023, CITEM adopts a harmonized Client Satisfaction Measurement (CSM) instrument prescribed by the Anti-Red Tape Authority (ARTA) and the GCG, which is attached here as **Annex A**. It embodies a *synchronized framework in determining client satisfaction across the GOCC Sector* that provides “a clearer platform for analyzing government performance that will help improve and enhance GOCC systems.” Said CSM is presented in the ARTA MC No. 2022-05, “Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement.”

The streamlined format of the new CSM “serves to integrate direct citizen participation” and includes three (3) questions related to the Citizen’s Charter, one (1) question related to the client’s overall satisfaction with the availed services, and eight (8) questions related to the following **Service Quality Dimensions (SQDs)**:

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS  
(THE EXPORT PROMOTION ARM OF THE DEPARTMENT OF TRADE AND INDUSTRY)

Golden Shell Pavilion, Roxas Boulevard cor. Sen. Gil Puyat Avenue, 1300 Pasay City, Philippines  
Telephone: (632) 88312201 to 09 | E-mail: info@citem.com.ph

- a) Responsiveness: willingness to help and provide prompt service
- b) Reliability: provision of what is needed and what was promised following the policy and standards, with zero or minimal error
- c) Access and Facilities: convenience of location, ample amenities of convenient transactions, use of clear signages, and available modes of technology
- d) Communication: act of keeping the citizen and clients informed in a language they can easily understand and listening for feedback
- e) Costs: satisfaction with timeliness of the billing, billing processes, preferred methods of payment, reasonable payment period, value for money, acceptable range of costs, qualitative information on the cost of each service
- f) Integrity: assurance that there is honesty, justice, fairness, and trust in each transaction
- g) Assurance: capability of frontline staff to perform their duties, knowledgeable about products and services, understand client needs, helpfulness, and good work relationships.
- h) Outcome: realization of intended benefits of government service.

Far from its predecessors' nine (9)-page versions, the streamlined CSM fits on a page and utilizes smileys/emoticons corresponding to the five (5)-point Likert Scale to aid stakeholders' visualization in providing the corresponding rating.

**The questions in the ARTA-prescribed CSM Form are fixed, unalterable, and may not be modified or deleted.** Though CITEM has the option to add additional demographic/socio-demographic and service-specific questions, the revised version shall not exceed more than five (5) minutes for the Exhibitors and Trade Buyers to accomplish. *Results of the additional questions shall NOT be included in the computation of the overall score.*

As an after-service availment survey, CITEM may conduct the CSM in-house using a paper format, online platforms that can be accessed through the Signature Event's website, QR codes displayed in conspicuous places during the trade fair, via email, or the Agency's various social media sites.

However, for purposes of impartial and unbiased conduct of the CSM, CITEM will require the services of a marketing research/survey company that will administer the new CSM in paper format during Manila FAME, and generate, and interpret results of the CSM for IFEX Philippines and Manila FAME – CITEM's signature events for 2023.

## II. Objectives of the CSM: A Feedback Mechanism

- As an after-service availment survey that assesses overall satisfaction and perception of clients on the government service they availed
- Ensure continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen's Charter
- Identify specific actions and opportunities for improvement in the delivery of its services
- Providing supplemental guidance in CITEM's compliance with GCG Memorandum Circular 2023-01, also known as the "Performance Evaluation System (PES) for the GOCC Sector," and ARTA MC No. 2022-05
- Comply with the good governance conditions of the GCG

*\*The ARTA MC No. 2022-05 defines **external services** as those that are applied for or requested by external citizens or those who do not form part or belong to the government agency or office providing the service. In CITEM's case, this pertains to the trade fair*

*organization and management, business matching, booth/pavilion, and space design consultancy, web page design for exhibitors, etc.*

### **III. Scope of Services of a Marketing Research/Survey Company**

The Marketing Research/Survey Company that will be engaged is required to:

- Administer the paper format of the CSM during Manila FAME
- Generate/tally the results from the CSM paper forms and online versions gathered during IFEX Philippines and Manila FAME
- Prepare the CSM Report for each signature event in accordance with the Client Satisfaction Measurement (CSM) Report Outline prescribed by ARTA in MC 2022-05, including:
  - Thorough statistical and data trends analysis
  - From the Free Responses: Findings on the quality of assistance, support, and service as perceived by CITEM stakeholders, gaps in the delivery of service assistance, support, and services, and identify the improvements or recommendations in the delivery of services and support
  - Present and discuss the CSS results to the Corporate Planning Division, the Project Team of the Signature Event, and [if required] present and discuss the findings with CITEM ExCom and ManCom
  - Turnover of all\* the CSS results tally generated from the paper format and online survey platforms of the CSS forms
  - Return to CITEM of all hard copies of the CSM forms in paper format
  - ***By the end of the year***, provide CITEM with all the accomplished online CSM forms in .pdf format of all the CITEM signature events and a link to the drive, which includes all documentation on the above.
  - Prepare an Executive Summary of the CSM Reports of 2023 CITEM Signature Events

*\*In line with the GCG Guideline on the Conduct of the Customer Satisfaction Survey: The custodian of the CSS respondents' data is CITEM, and upholding the data privacy of CITEM's CSM respondents is CITEM.*

### **IV. Methodology of the CSM**

#### **A. Eligible Respondents: ALL clients with completed transactions.**

A transaction is considered complete when the final step of the service availed of per Citizen's Charter of the government agency is accomplished. (e.g., exhibitor participation in a trade fair participation, trade buyer sourcing, partner agencies co-sponsorships)

#### **B. Frequency and Period of Survey: After each completed transaction, January to December each year.**

#### **C. Number of Respondents: The minimum number of CSM responses from the Trade Buyer classification will be determined using the calculator found in the link, <https://tinyurl.com/CSMsamplesize>. However, the conduct of the CSM shall continue even when the minimum has been reached. CITEM shall undertake a **census** of all the Exhibitors /participating companies. The minimum number of CSM responses from the Trade Buyers classification will be determined using the calculator found above. *The conduct of the CSM shall continue even when the minimum has been reached.***

D. **Data Gathering: CITEM will implement the ARTA-prescribed CSM using various data-gathering methods** to the greatest extent feasible, to maximize response rates.

1. On-site Conduct

- Through a paper survey questionnaire
- Electronic platforms
- Public Assistance and Complaints Desk (PACD) (or, in CITEM's case, Concierge or Information Counter Personnel-assisted during physical trade fairs)

2. Remote conduct

- Agency website
- Electronic mail
- Social media
- QR code or other similar modes

E. **Collection Mechanism:** The manner and time of interval of the collection of CSMs in paper format shall be at CITEM's discretion as different data gathering modes will impact the timeline of CSM collection.

**V. Qualifications of the Marketing Research/Survey Company**

The marketing research/survey company to be engaged for this requirement should possess the following qualifications:

<b>PARTICULARS</b>	<b>PERCENTAGE</b>	<b>RATING</b>
<p><b>A. Applicable Experience.</b>  <i>With more than three (3) years of industry experience in conducting stakeholder satisfaction surveys and related research, formulating a methodology to analysis and report presentation that will be referenced from a portfolio (made available via a link containing scanned references or screen capture of ongoing/completed relevant projects aligned to marketing research/ surveys, as well as available certification of completed projects are also considered) of ongoing and completed government and private contracts and certifications in this regard.</i></p>	30%	
<ul style="list-style-type: none"> <li>• With more than three (3) years of experience (30%)</li> <li>• With three (3) years of experience (20%)</li> <li>• With less than three (3) years of experience (10%)</li> <li>• With no indicated years of experience (0%)</li> </ul>		
<p><b>B. Successful implementation of CSS/CSM projects* within the last five (5) years</b> (minimum of three (3) customer/stakeholder satisfaction survey-related projects  <i>*Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i></p>	20%	
<ul style="list-style-type: none"> <li>• At least three (3) customer/stakeholder satisfaction survey-related projects, with at least one government client (20%)</li> <li>• At least three (3) customer/stakeholder satisfaction survey-related projects, but no government client (15%)</li> <li>• Less than three (3) customer/stakeholder satisfaction survey-related projects (10%)</li> <li>• No customer/stakeholder satisfaction survey-related projects (0%)</li> </ul>		

<p><b>C. The organization’s membership</b> of good standing* in any internationally recognized association of marketing research agencies/survey companies.  <i>*Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.</i></p>	5%	
<ul style="list-style-type: none"> <li>• With membership in any internationally recognized association of marketing research agencies (5%)</li> </ul>		
<ul style="list-style-type: none"> <li>• No membership in any internationally recognized association of marketing research agencies (0%)</li> </ul>		
<p><b>D. Composition of key personnel</b> assigned in the Project --</p> <ul style="list-style-type: none"> <li>- Overall Project Manager</li> <li>- Assistant Project Managers (Asst. Project Mgr. &amp; Statistician)</li> <li>- Overall Field Manager</li> <li>- Overall Data Processing Manager</li> <li>- Data Processing Supervisor/Digital Operations Supervisor or Encoding Supervisor</li> </ul>	10%	
<ul style="list-style-type: none"> <li>• Complete composition of the CSS team (10%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Incomplete composition of CSS Team (0%)</li> </ul>		
<p><b>E. Qualification of personnel*</b> assigned to the Project  <i>*Based on submitted CVs identifying the personnel to be assigned in the Project</i></p>	20%	
<p><i>*It is preferred that all key personnel/project team members have work experience in conducting surveys or qualitative and quantitative research in customer/ stakeholder satisfaction.</i></p>		
<ul style="list-style-type: none"> <li>• All key personnel have <b>more than three (3) years of relevant work experience</b> in conducting CSS (20%)</li> </ul>		
<ul style="list-style-type: none"> <li>• All key personnel have <b>at least three (3) years of relevant work experience</b> in conducting CSS (15%)</li> </ul>		
<ul style="list-style-type: none"> <li>• All key personnel have <b>less than three (3) years of relevant work experience</b> in conducting CSS (10%)</li> </ul>		
<ul style="list-style-type: none"> <li>• All key personnel have <b>no relevant work experience</b> in conducting CSS (0%)</li> </ul>		
<p><b>F. Member/s of the Project Team have demonstrated specialization*</b> in database creation, data filing, and statistical analyses of large data sets.  <i>*As evidenced by work experience/portfolio, certification, or a combination thereof, as indicated in the CV of the personnel concerned</i></p>	10%	
<ul style="list-style-type: none"> <li>• High proficiency in data processing and use of SPSS, and SAS (10%)</li> </ul>		
<ul style="list-style-type: none"> <li>• No proficiency in data processing and use of data analysis software (0%)</li> </ul>		
<p><b>G. Member/s assigned to the CITEM Project have published material/s</b> in research journals or other media that demonstrate excellent communication skills and statistical survey report writing (by any member of the Project Team)  <i>*As evidenced by work experience or online portfolio, as indicated in the CV of the personnel concerned</i></p>	5%	
<ul style="list-style-type: none"> <li>• With published research-related articles that demonstrate the above criteria (5%)</li> </ul>		
<ul style="list-style-type: none"> <li>• No published research-related articles (0%)</li> </ul>		
<p>Total</p>	100%	

**The marketing research/survey company that attains at least 80% and which has presented the Lowest Calculated Bid (LCB) will be considered for this requirement.**



## VI. Duration of Work

The engagement of services of the Marketing Research/Survey Company that will administer, generate, and interpret results of the ARTA-prescribed CSM for 2023 CITEM Signature Events shall be undertaken after the signing of the Job Order/Contract or Notice to Proceed (whichever comes first) up until the submission and satisfactory acceptance of the Executive Summary report by CITEM.

The list of CITEM Signature Events and the indicative timeframe for the projected activities are as follows:

SIGNATURE EVENTS	PROJECTED ACTIVITIES
<b>International Food Exhibition (IFEX) Philippines</b> World Trade Center-Metro Manila 26-28 May 2023	The projected activities for and during each signature event are as follows: <ul style="list-style-type: none"> <li>• Meet/brief the Marketing Research/Survey Company about CITEM signature events.</li> <li>• Conduct on-site and online CSM for Manila FAME</li> <li>• Generate and interpret CSM findings of each signature event.</li> <li>• Present and discuss CSM findings of IFEX Philippines and Manila FAME to CITEM (Corporate Planning, Event Project Team, CITEM ManCom, and ExCom.</li> <li>• Present CSM Report for each signature event.</li> <li>• Present a <b>General Executive Summary of the 2023 CSS Report.</b></li> </ul>
<b>Manila FAME</b> World Trade Center-Metro Manila 19-21 October 2023	

## VII. Mode of Procurement

The mode of procurement for this requirement shall be through **Alternative Mode-Small Value Procurement (SVP)**

## VIII. Term of Payment


Service Milestone	Percentage of Payment*
For IFEX Philippines <ul style="list-style-type: none"> <li>• Conduct and completion of CSM forms (paper format and online)</li> <li>• Tally of CSM forms</li> <li>• Preparation of CSM Report</li> <li>• Acceptance and approval of CSM report (in Word and .pptx formats)</li> </ul>	40%
For Manila FAME <ul style="list-style-type: none"> <li>• Briefing about CREATE Philippines event</li> <li>• Conduct and completion of CSM forms (paper format and online)</li> <li>• Tally of CSM forms</li> <li>• Preparation of CSM Report</li> <li>• Acceptance and approval of CSM report (in Word and .pptx formats)</li> </ul>	60%
<ul style="list-style-type: none"> <li>• CITEM's acceptance and approval of the Executive Summary Report 30 working days after the submission of the Manila FAME CSM Report</li> </ul>	
Total	100%

*Note: 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.*

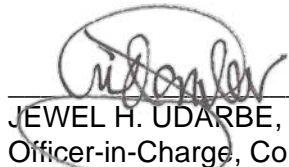
**IX. Approved Budget for the Contract (ABC):**

The approved budget for the Engagement of the Services of a Marketing Research/Survey Company to Administer, Generate, and Interpret Results of the Anti-Red Tape Authority (ARTA)-prescribed Customer Satisfaction Measurement (CSM) for 2023 CITEM Signature Events is THREE HUNDRED THOUSAND PESOS (PhP300,000.00) only inclusive of value-added tax and other applicable taxes and fees.

Prepared by:

  
\_\_\_\_\_  
DIANA ROSE M. ROLDAN  
Planning Officer III

Reviewed and noted by:

  
\_\_\_\_\_  
JEWEL H. UDARBE, Assistant Division Chief  
Officer-in-Charge, Corporate Planning

Approved by:

  
\_\_\_\_\_  
MA. LOURDES D. MEDIRAN  
Deputy Executive Director, OIC-CITEM

Reference readings:

Annex A: [Anti-Red Tape Authority \(ARTA\) Memorandum Circular \(MC\) No. 2022-05, "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement"](#)

[GCG Memorandum Circular 2023-01, also known as the "Performance Evaluation System \(PES\) for the GOCC Sector"](#)

[Joint Memorandum Circular No. 1, series of 2023 on Supplemental Guidelines to the ARTA Memorandum Circular 2022-05 or the Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement Specific for GOCCs Covered by Republic Act No. 10149](#)