



**REQUEST FOR QUOTATION
 (OVERSEAS PROCUREMENT)**

Date: 10 March 2021
 RFQ No.: 2021-0016

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.

Schedule of Opening of Bids: 16 March 2021 **Time:** 02:00PM **Venue:** Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	ENGAGEMENT OF A MARKET SPECIALIST FOR PHASE 2 OF THE HOME AND LIFESTYLE CAMPAIGN NY NOW DIGITAL MARKET 2021 <i>Please see attached Terms of Reference for more details.</i> APPROVED BUDGET FOR THE CONTRACT: PHP 2,550,000.00 OR USD 50,000.00 DEADLINE FOR SUBMISSION OF QUOTATION AND QUALITATIVE EVALUATION DOCUMENTS: <u>15 March 2021, 12NN</u>		

Terms and Conditions:

- 1) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 3) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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.

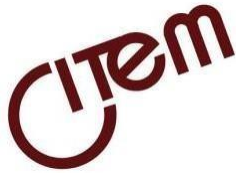

ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

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 a Market Specialist for Phase 2
of the Home and Lifestyle Campaign
NY NOW Digital Market 2021
5 – 11 August 2021

RATIONALE

In its bid to achieve a global reputation as the Philippines's leading export promotion authority with an end goal of promoting the country's independent brands and young design movement, CITEM shall organize the first Philippine participation in NY NOW Digital Market in New York, USA from 5 – 11 August 2021 as part of the Phase 2 of our Home and Lifestyle Campaign for 2021.

USA is a consistent top market of the Philippine home and fashion lifestyle sectors. Participating brands will have the unique opportunity to connect with NY NOW's community of buyers to elevate their new collections, best-sellers and tell their stories. The NY NOW Digital Market has reached 650+ brand makers with more than 66,000 buyer views and 81,000+ chat between attendees and brands since its launched in October 2020.

The event presents artists/designers, whose savoir-faire reveals unique personalities and crafts. It is the first time for CITEM to participate this year and we want to have continued presence and to gain traction as a country that produces and nurtures brands with a strong identity and distinct design sensibilities that appeal to the global market.

OBJECTIVES

1. To develop and nurture Philippine brands/companies to have a deeper knowledge of the US market, create a feasible export marketing plan, and prepare for a successful participation in NY NOW Digital Market;
2. To promote established Philippine brands/companies in the US market in a thematic concept catered to special boutiques, specifiers, concept stores, contract markets and distributors;
3. To launch Philippine brands/companies in NY NOW Digital Market to expand their customers and generate sales; and
4. To sustain Philippine presence in one of the most strategic and important trade event in the US.

SCOPE OF WORK

I. Business Mentorship

1. US Market Specialist

In collaboration with CITEM, the engaged US-based market specialist to provide insights to creative director/product designers for the product development/selection and digital campaign of twenty (20) companies who will be showcased in the NY NOW Digital Market and FAME+ and ensures that it is followed.

Product Designer/Specialist

The local product designer engaged by CITEM will work with the 20 participating companies in developing new products based on the market insights and directions of the Market Specialist.

The product designer/specialist will also monitor the progress of the product development and coordinate with the Market Specialist to ensure that products are suitable for the US Market.



2. One-on-one in depth coaching to participating companies to help them navigate the US market, create a feasible export marketing plan, and prepare for a successful participation in NY NOW Digital Market 2021. There should at least be 2 sessions per company for the one-on-one in depth coaching and mentoring.
3. Conduct at least 4 webinars on topics such as US Market Opportunities, Successful Marketing Strategies, US Buyer Expectations, Product Development, and Merchandising for Export, Export Channels, Pricing, Marketing Materials and Sales and Customer Negotiation. The webinars will be showcased in the identified platform of CITEM.

II. Product Selection/Curation

1. Together with CITEM, the US market specialist to work with a local product designer in identifying/selecting at least 20 brands/companies for showcase in NY NOW Digital Market 2021 and FAME+.
2. The US market specialist to provide insights to creative director/product designers for the digital campaign and development of new products (minimum of 6 products per company) which are suitable to the US market to be featured in the NY NOW Digital Market 2021 and FAME+.
3. In collaboration with CITEM, conduct final line selection/curation for presentation in the NY NOW Digital Market 2021 together with the engaged local product designer/specialist.

III. Digital Output

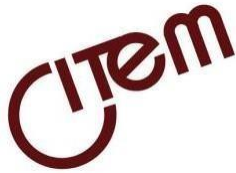
1. Submit a brief and tool kit (digital copy) on how to communicate the products to the American buyers for our print and digital promotions. Briefers/tool kits for social media promotions and content/direction for the digital campaign to be produced by our Digital Content Merchandiser.

IV. Business Matching

1. Prior to the NY NOW Digital days, the market specialist to conduct US buyer outreach, buyer promotions, buyer introductions, and match companies with distributors, importers, retailers during online business matching sessions with the companies after the actual fair dates.

V. Brand Ambassadorship

1. Act as NY NOW Digital Market 2021 and Ambassador with the following specific roles:
 - a. Headline the Philippines, CITEM and the NY NOW Digital Market 2021 in local and international marketing and promotion initiatives by CITEM which include features, interviews and portraits across various media platforms; and
 - b. Engage in various activities organized by CITEM intended for the promotion of NY NOW Digital Market 2021 and CITEM, such as but are not limited to online courtesy calls, launches, and press conference



VI. Report writing and other requirements

1. Submit market insights, mentorship plan (e.g. webinars conducted) and/or any additional documents in support of payments to be made by CITEM.
2. Provide assessment and identify next steps by submitting a comprehensive post-event report detailing delivered undertakings, observations, and recommendations for succeeding participation. The terminal report should be submitted no later than one month after the show.

VII. Other Provisions

1. Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements on the companies' outputs;

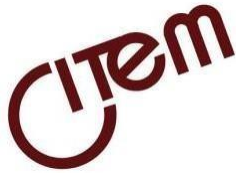
Will not hold CITEM responsible for any issue that may arise pertaining to agreements with companies regarding intellectual property, ownership, royalties and/or other special agreements.

TIMELINE

	DATE OF DELIVERY
Procurement	March 2021
Submission of Overall Business Mentorship Plan	March 2021
In-depth coaching with the companies (briefing/discussion of market insights, creation of a feasible export marketing plan to successfully navigate the US market)	April - August 2021
Submission of Digital Output	May
Line inspection / finalization/ curation of products	May - June 2021
Webinars	May - October 2021
Fair Proper	5 - 11 August 2021
Business Matching after the Fair Proper	18 - 20 August 2021
Evaluation	September - October 2021

EVALUATION BY THE TECHNICAL WORKINGGROUP

A qualitative evaluation shall be conducted based on the qualitative evaluation and technical proposal below with a passing score of 90%. Only those who passed the cut-off of 90% shall have the financial proposal opened. The lowest bidder will be awarded the contract.



I. Qualitative Evaluation/ Technical Proposal

Bidders will be rated according to the following criteria:

Qualifications	
<p>Must be a US-based consultancy firm with wealth of experience/expertise in sales and marketing, product development and merchandising, and business management and training specifically for lifestyle products with a network of consultants, advisors, and buyer partners.</p> <p>Length of relevant experience:</p> <ul style="list-style-type: none"> ○ 15 years and more (25 points) ○ 10 -14 years (20 points) ○ 5 - 9 years (15 points) ○ below 5 years (10 points) <p>Document Required: CV/Portfolio indicating relevant work experiences and expertise in the fields mentioned above.</p>	25 points
<p>Should have had worked with brands/clients/partners/events in home and fashion lifestyle;</p> <ul style="list-style-type: none"> ○ 15 brands/clients/partners/events and above (20 points) ○ 5 brands/clients/partners/events and below (15 points) <p>Document Required: CV/Portfolio indicating relevant work experience with brands, clients and partners.</p>	20 points
<p>Reputation, influence and impact in the global design community</p> <ul style="list-style-type: none"> ▪ Past and current relationship/industry affiliations with key players/ influential international personalities as well as exposure through publications (10 points) ▪ Relevant contributions to the design community (e.g. publications, speaking engagements, significant involvement in design/trade exhibitions) (10points) <p>Document Required: CV/Portfolio indicating the companies/brands/clients/partner the company has worked with, publications and awards/recognitions received, if there are any.</p>	20 points
Business Mentorship Plan	
<p>Submit an overall business mentorship plan for the Philippine participation in NY NOW Digital Market which exhibits proper understanding of the project background and the objectives of this participation.</p> <p>This must include the strategies, activities and timeline.</p> <p><i>*This is still separate from the individual assessment of needs of the companies once the 20 companies have been identified.</i></p>	35 points
TOTAL	100 points



The Market Specialist will be engaged from the issuance of the Notice of Award to October 2021.

BUDGET AND MODE OF PAYMENT

I. Professional Fee

Total budgetary requirement of USD 50,000.00 (inclusive of all applicable taxes) charged to NY NOW Digital Market 2021 funds. Payment shall be made in the following schedule:

- 40% - upon submission of the individual assessment of the needs of the companies and the drawings of new products for the 20 selected companies for NY NOW Digital Market 2021

Deliverables: submission of the individual assessment of the needs of the companies and the drawings of new products for companies joining NY NOW Digital Market 2021.

- 40% - upon completion of the four (4) identified webinars to mentor companies on how to conduct business in the US market

Deliverables: submission of webinars conducted

- 20% - upon submission of NY NOW Digital Market post-event evaluation report

Prepared by:

Marie Dominique Rustia
STIDS

Noted by:

Anna Marie D. Alzona
Division Chief

Recommending Approval:

Atty. Anna Grace I. Marpuri
OIC - Department Manager

Approved by:

Paulina Suaco Juan
Executive Director