

-	JO Number.	JUDate	PAGE
	2024-0554	12/18/2024	
	2024-0554	PR Date: 11/20/2024	1/8

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyet Avenue 1300 Pasay City, Metro Manila, Philippines  ₹ (632) 831-2201 to 09 ext 218 € (632) 831-1368, 832-3965  ₱국 info@citem corn.ph ● www.citem.com.ph		dti	2024-0554	12/18/2024	1/8
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ADDRESS 7/F DON CHUA LAMKO BLDG. 1 COR LEVISTE ST. SALCEDO VII MODE OF PROCUREMENT Small Value I	100 H.V. DELA COSTA ST., LAGE MAKATI CITY Procurement	DATE OF	TERM F DELIVERY DELIVERY	and the second control of the second control	*******
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DESCRIPTION		QTY/UN	VIT UNIT PRIC	E AMOUN	T
ONE (1) MARKET RESEARCH A COMPANY FOR THE ANALYSIS	, INTERPRETATION,	D			

FROM THE ANTI-RED TAPE AUTHORITY (ARTA)-PRESCRIBED HARMONIZED CUSTOMER SATISFACTION MEASUREMENT (HCSM) SURVEY OF 2024 EXTERNAL CITEM SERVICE (EXHIBITOR APPLICATION PROCEDURE)

### I. SCOPE OF WORK OF THE MARKETING RESEARCH AGENCY/SURVEY COMPANY

The Marketing Research Agency/Survey Company to be engaged for this project, is required to:

- Obtain, a copy of all the accomplished physical copies of HCSM survey forms submitted by CITEM'S IFEX Philippines and Manila Fame Exhibitors who availed the Exhibitor Application Procedure in 2024.
- Analyze, interpret, and report the survey data assessed from the HCSM survey forms in accordance with the format prescribed in ARTA MC No. 2022-05.
- Determine the minimum number of responses per service using the https://tinyurl.com/CSMsamplesize.
- Prepare the CSM Report for all external and internal services in accordance with the HCSM Report Outline A but A DTA in MAC 2022 OF

prescribed by ARTA III IVIC 2022-05.		
TOTAL AMOUNT IN WORDS:		Php
This order is placed subject to the following terms and conditions:  The delivery must be made only during office hours to CLIEM or as inspection by CLIEM-Management inspection Team and/or the Commitsubject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of shell be considered in default and will be liable to pay LIQUIDAT requested and CLIEM granted an extension. The contractor/supplier and from any of its receivables from CLIEM. The contractor/supplier must present the contractor of	stion on Audit. Rejected deliveries are to be with: If this ORDER for EACH DAY OF DELAY. In case ED DAMAGES in the amount of horizes CITEM to deduct the amount of undelivere	frawn and/or replaced immediately. Delay in the delivery is the contractor/supplier does not deliver within the due date, of the TOTAL AMCUNT unless the contractor/supplier d portion and to deduct the penalty and liquidated damages
Very truly yours. ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept.  CONFORME:	BUR NO. BOM - 24121578  DATE DECEMBER 23, 2024  AMOUNT \$168,000.00	ATTY. EVA MARIE C. MARIQUINA Planning Officer V, Corporate Planning Division Approved by.
Abigati Anne L Hinto	MALERNA C. BUYAO Chief Controllership	EXECUTIVE DIRECTOR

AMOUNT

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxes Boulevard corner Sen, Gil J. Puvat 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

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QTY/UNIT

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2024-0554	12/18/2024	
2024-0554	PR Date: 11/20/2024	2/8

CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

DESCRIPTION

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM	vientem.	 	
PAYMENT TERM			
PLACE OF DELIVERY	 	 	
DATE OF DELIVERY	 	 	

UNIT PRICE

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).

 Prepare and discuss the HCSM findings to the Corporate Planning Division before finalizing and presenting the HCSM report to CITEM ExCom and ManCom. Once agreed on a finalized version, the HCSM Report should be posted/submitted on or before the last working day of April 2025 through the ARTA link:https://tinyurl.com/ CSMsubmissions.

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

II. Methodology

The Marketing Research Agency/Survey company considers the following components to provide relevant and valid insight required in the HCSM Report:

A. Eligible Respondents

All CITEM Exhibitors of IFEX Philippines and Manila FAME are clients with completed transactions and are considered eligible respondents of the ARTA-prescribed HCSM survey. A transaction is considered complete when the final step of the service availed, as indicated in CITEM's Citizen's Charter is accomplished.

TOTAL AMOUNT IN WORDS:				Php
This order is placed subject to the following terms and conditions:				
The delivery must be made only during office hours to CITEM or as				
inspection by CITEM-Management Inspection Team and/or the Comm	ission on Audit Re	ejected deliveries are to be w	ithdrawn and/orreplaced immedia	itely. Delay in the delivery is
subject to the PENALTY of 1/10 Of 1% of the TOTAL VALUE				
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requested and CITEM granted an extension. The contractor/supplier au				
from any of its receivables from CITEM. The contractor/supplier must p	resent a Delivery I	Receipt and Invoice or Officia	Receipt with the Purchase Order	upon delivery
Very truly yours.	BUR No.	BDU-24121578	Recommended by:	
ATTY. ANNA GRACE I. MARPURI	DATE	Deumber 13, 2024	Dough	min.
Department Manager, Corporate Services Dept.	DATE	Account as Total	ACTYD EVAL MIXIR	FEMAKIQUINA
CONFORME	AMOUNT	\$168,000.00	Planning Officer V, Corp	orate Planning Division

Abigail Anne L. Hinto

Chief Controllership

LEAH PULIDO OCAMPO **EXECUTIVE DIRECTOR** 

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Golden Shell Pavilion, Roxas Boulevard comer Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines € (632) 831-2201 to 09 ext 218 ⊕ (632) 831-1368, 832-3985 Si info@citem com.ph ● www.citem.com.ph



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CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM		100	 	-	Tree.
PAYMENT TERM					
PLACE OF DELIVERY	4/1-		 		 
ATE 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. Frequency and Period of Survey After each completed transaction undertaken this year.
- C. Number of Respondents The minimum number of CSM responses will be determined by the Marketing Research Agency/Survey Company using the sample size calculator found in https://tinyurl.com/CSMsamplesize and www.calculator.net. The conduct of the CSM shall continue even when the minimum number of trade buyers has been reached.
- D. Data Gathering CITEM implemented an on-site conduct of the ARTAprescribed HCSM.
- E. Research Design

Date

The ARTA-prescribed HCSM is a one (1)-page survey instrument, a streamlined format that "serves to integrate direct client's participation." It 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 Service Quality Dimensions (SQDs). Emoticons that correspond to the five (5)-point Likert Scale aid the stakeholders' visualization in providing the corresponding rating.

TOTAL AMOUNT IN WORDS:		Php
This order is placed subject to the following terms and conditions:		
The delivery must be made only during office hours to CITEM or as it	nay be specified. Delivery is subject to the accep	lance of CITEM's duly authorized representative/official and
inspection by CITEM-Management Inspection Team and/or the Commis		
subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of		
s/he shall be considered in default and will be liable to pay LIQUIDATE		of the TOTAL AMOUNT unless the contractor/supplier
requested and CITEM granted an extension. The contractor/supplier auti		
from any of its receivables from CITEM. The contractor/supplier must pre	asent a Delivery Receipt and Invoice or Official Hi	sceipt with the Purchaise Order upon delivery.
Very truly yours.	BUR No. 804-24121578	Rechimmended by:
ATTY. ANNA GRACE I./MARPURI	2077	March
Department Manager, Corporate Services Dept.	DATE Decimber 23,2034	ATTO EVA MAMIE C. MARIQUINA
CONFORME:	AMOUNT \$ 148,000.00	Planning Officer V, Corporate Planning Division
The state of the s		Approved by:
Abigail Anne L. Hinto	Funds Available	LEAH PULIDO OCAMPO
Name S. Signature of Contractor/Supplier	MALERNAC BUYAO	EXECUTIVE DIRECTOR

Chief Controllership

AMOUNT



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Golden Shell Pavilion. Roxas Boulevard comer Sen. Gil J. Puyet 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.



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2024-0554	11/20/2024	4/0

UNIT PRICE

CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

DESCRIPTION

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM
PAYMENT TERM
PLACE OF DELIVERY

DATE OF DELIVERY

QTY/UNIT

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

The questions in the survey instrument are fixed, and may not be altered, modified, or deleted. Though servicecentric questions and other relevant demographic questions can be added to the questionnaire provided that the total time will not exceed more than (5) minutes to answer the survey, the HCSM questionnaire used in securing the respondents' assessment of CITEM service for the exhibitor application procedure used the organic ARTAprescribed HCSM. The open-ended question at the end of the questionnaire shall only purposely serve CITEM's requirement for information, feedback, and documentation reference.

F. Rating Scale and Scoring System Emoticons correspond to the following rating:

Scale	Emoticon	<b>Equivalent Rating</b>
1	©	Strongly Disagree
2	<u> </u>	Disagree
3	Ö	Neither Agree nor Disagree
4	$\odot$	Agree
5	©	Strongly Agree
N/A	8777-2	Not Applicable

TOTAL AMOUNT IN WORDS:	Php
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 ac-	
Inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be	
subject to the PENALTY of 1/10 Of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY in o	ase 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 undefin	wered 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 Purchase Order upon delivery

Very truly yours. ATTY. ANNA GRACE I. MARPURI

Department Manager, Corporate Services Dept.

CONFORME:

Abigail Anne L. Hinto

BUR NO. BUI-24121578

DE 4611/12 32 3034 DATE

AMOUNT ₹ 168,000.10

Chief Controllership

Planning Officer V, Corporate Planning Division

LEAH PULIDO OCAMPO

EXECUTIVE DIRECTOR

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyet Avenue 1300 Pasey City. Metro Mania. Philippines 13. (632) 831-2201 to 09 ext. 218 (632) 831-1368. 832-3965 info@citem com.ph (802) www.citem.com.ph



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2024-0554	12/18/2024	
2024-0554	11/20/2024	5/8

CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM		100	 	
PAYMENT TERM				40%
PLACE OF DELIVERY	Υ	W 41		
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

G. Scoring per Question

Percentage of respondents that rated "Agree" and "Strongly Agree" shall be used to get each SQD's score, and ultimately, the Overall Score. It is recommended that CITEM achieve an overall 80% or higher, or a rating of "Satisfactory" or higher. Interpretation of the results shall be as follows:

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
80.0% - 94.9%	Satisfactory
95.0% - 100%	Outstanding

H. Collection Mechanism

Accomplished paper-based HCSM forms were administered/distributed and collected after end of every completed transaction.

I. Preparation of the HCSM Report Drafting of the HCSM Report shall follow the outline provided in the ARTA MC 2022-05, "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement" issued on 20 September 2022.

TOTAL AMOUNT IN WORDS:				Php
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inspection by CITEM-Management Inspection Team and/or the Commisubject 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 no	of deliver within the due date,
a/he shall be considered in default and will be liable to pay LIQUIDAT				
requested and CITEM granted an extension. The contractor/supplier au				
from any of its receivables from CITEM. The contractor/supplier must p	resant a Dalivary I	Receipt and Invoice or Official Re	sceipt with the Purchase Order	upon delivery
Very truly yours.	BUR No.	BON - 24121578	Recommended by:	
ATTY. ANNA GRACE . MARPURI Department Manager, Corporate Services Dept.	DATE	Desember 252624	A TAMA	E CAMARHOUINA
Department manager, corporate configuration	AMOUNT	\$ N. 5 , 600 . 10	Planning Officer V, Co	porate Planning Divisio

Abigail Ahne L. Hinto re of Contractor/Supplie

C. BUYAO

Chief Controllership

**EXECUTIVE DIRECTOR** 

Casto

CONFORME:

CITEM STR.FR 006

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard comer Sen, Gil J. Puyet Avenue 1300 Pasay City, Metro Manila, Philippines €, (632) 831-2201 to 09 ext 218 € (632) 831-1368, 832-3985 eq info@citem.com.ph www.dtem.com.ph



JO NUMber TO Date 2024-0554 12/18/2024 6/8 PR No.: PR Date: 2024-0554 11/20/2024

CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

MODE OF PROCUREMENT Small Value Procurement

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DATE OF DELIVERY	** 10 100.00 0 101.00 0 10 10 0 0 0 0 0 0

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 UNIT PRICE QTY/UNIT AMOUNT J. Submission of the HCSM Report The HCSM Report to be submitted to ARTA shall include

an attestation from CITEM'S Committee on Anti-Red Tape (CART) Head to Certify that the report is accurate and compliant with the ARTA MC 2022-05 Guidelines. The attestation, together with the HCSM Report shall be made available in pdf format and duly uploaded in the ARTA-indicated link on or before the last working day of April 2025.

For verification purposes, ARTA reserves the right to request proof of survey results such as hard copies of the accomplished paper surveys and tabulated aggregated data in excel format.

III. Timelines, Deliverables, and Terms of Payment Involved The Marketing Research Agency/Survey Company to be engaged for four (4) months, from December 2024 to April 2025 will take on the following tasks:

Duration of Work	Percentage of Payment
2024 December - 2025 JANUARY	40%
Attend the Corporate Planning project briefing and checkpoint meetings	

2024 December - 2025 JANUARY	40%
Attend the Corporate Planning project briefing and checkpoint meetings	
TOTAL AMOUNT IN WORDS:	

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from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Purchase Order upon delivery

Very truly yours.

ATTY, ANNA GRACE I. MARPURI

Department Manager, Corporate Services Dept.

CONFORME:

Abigail Anne L. Hinto me 5. Signature of Contractor/Supp

Classe

BUR No. 1914-24121578

DATE VELTABLE 27, 2024

AMOUNT \$ 168,600,00

BUYAO

Chief Controllership

HE C. MARIQUINA Planning Officer V, Corporate Planning Division

Php

LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

JO Number: JODate 2024-0554 12/18/2024 7/8 PR No. PR Date: 2024-0554 11/20/2024

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CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC.

ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY

MODE OF PROCUREMENT Small Value Procurement

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

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DESCRIPTION		QTY/UNIT	UNIT PRICE	AMOUNT
Acquiant itself with the ARTA MC Guidelines and other pertinent directives relevant to the conduct and reporting of CITEM's HCSM Report as well as, of CITEM's list of external and internal services  Determine the sample size requirement for each of CITEM's external and internal service  Interpret, analyze, and report on the survey data gathered from CITEM's external and internal services				
Mid-2025 January - 2025 April     Preparation/drafting of HCSM Report in line with the ARTA MC 2022-05 Guidelines and template     Present and discuss the HCSM findings to the Corporate Planning Division before finalizing and presenting the HCSM Report to CITEM ExCom and ManCom.	60%			

TOTAL AMOUNT I	N WORDS:
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Php

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Very truly yours.

ATTY, ANNA GRACETI MARPURI

Department Manager, Corporate Services Dept.

CONFORME:

Abigail Anne L. Hinto Name & Signature of Contractor/Supplie

BUR NO. 804-24121578

DATE DELYMBER 25, 7074

AMOUNT 9140,000.00

Chief Controllership

ATTY. EVA MAME C. MARIQUINA Planning Officer V, Corporate Planning Division

LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR

Dodo

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS .CINUmper TIDATE Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines 2024-0554 12/18/2024 ₹, (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
₹4 info@citem com.ph www.citem com.ph 8/8 PR No. PR Date: 2024-0554 11/20/2024 CONTRACTOR/SUPPLIER PREMIER VALUE PROVIDER, INC. **DELIVERY TERM** ADDRESS 7/F DON CHUA LAMKO BLDG., 100 H.V. DELA COSTA ST., PAYMENT TERM COR LEVISTE ST. SALCEDO VILLAGE MAKATI CITY PLACE OF DELIVERY MODE OF PROCUREMENT Small Value Procurement 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 Once agreed on a finalized version, the Corporate Planning Division to post/submit CITEM's HCSM Report in the following ARTA link on or before the last working day or April 2025: https://tinyurl.com/CSMRsubmissions. And, should there be a need: to attend to the inquiries/requests for clarification/s that ARTA or GCG may require, with coordination from CITEM IV. Awarded Amount for the Project The awarded amount for the Engagement of the Services

of a Marketing Research/Survey Company to Analyze, Interpret, and Report the survey data gathered from the conduct of the ARTA-prescribed Harmonized Client Satisfaction Measurement (HCSM) is One Hundred Sixty Eight Thousand Pesos (Php168,000.00) inclusive of value-added tax (VAT) and other applicable government taxes and fees.

TOTAL AMOUNT IN WORDS:	ONE	HUNDRED	SIXTY	EIGHT	THOUSAND	<b>PESOS</b>
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Php168,000.00

This order is placed subject to the following terms and conditions.

The delivery must be made only during office hours to CLIEM 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 antifor the Commission on Audit. Rejected deliveries are to be withdrawn anxifor 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/tre 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 Purchase Order upon delivery.

Very truly yours.

ATTY, ANNA GRACE I MARPURI

Department Manager, Corporate Services Dept.

CONFORME:

Abigai Anne L. Hinto

Name & Signature of Contractor/Suppl

BUR No. 1904-24121576

Destimber 25 7674

AMOUNT \$148,000.00

Chief Controllership

C. MARIQUINA orporate Planning Division Planning Officer V, 6

**EXECUTIVE DIRECTOR** 

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