

JOB ORDER

CITEM.STR.FR.006

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines ☎ (632) 831-2201 to 09 ext 218 📠 (632) 831-1366, 832-3965 ✉ info@citem.com.ph 🌐 www.citem.com.ph		JO Number: 2024-0554	JO Date: 12/18/2024	PAGE 1/8
		PR No.: 2024-0554	PR Date: 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	DELIVERY TERM _____ PAYMENT TERM _____ PLACE OF DELIVERY _____ DATE OF DELIVERY _____
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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
ONE (1) MARKET RESEARCH AGENCY/SURVEY COMPANY FOR THE ANALYSIS, INTERPRETATION, AND REPORTING OF THE SURVEY DATA GATHERED 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: <ul style="list-style-type: none"> ● 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 prescribed by ARTA in MC 2022-05. 			

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 Rejected deliveries are to be withdrawn and/or replaced immediately.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

Very truly yours, ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept. CONFORME: _____ Abigail Anne L Hinto <small>Name & Signature of Contractor/Supplier</small> _____ <small>Date</small>	BUR No. BDU-24121578 DATE December 23, 2024 AMOUNT ₱168,000.00 Funds Available _____ MALERNA C. BUYAO Chief Controllorship	Recommended by: _____ ATTY. EVA MARIE C. MARIQUINA Planning Officer V, Corporate Planning Division Approved by: _____ LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR
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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
<p>• 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.</p> <p>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.</p> <p>II. Methodology The Marketing Research Agency/Survey company considers the following components to provide relevant and valid insight required in the HCSM Report:</p> <p>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.</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept.	BUR No. <u>B04-24121578</u> DATE <u>December 23, 2024</u> AMOUNT <u>Php 8,600.00</u>	Recommended by:  ATTY. EVA MARIE C. MARIQUINA Planning Officer V, Corporate Planning Division
CONFORME:  Abigail Anne L. Hinto Name & Signature of Contractor/Supplier	Funds Available:  MALERNA O. BUYAS Chief Controllership	Approved by:  LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR

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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
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- 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 ARTA-prescribed HCSM.
- E. Research Design**
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
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Very truly yours,  ATTY. ANNA GRACE I. MARPURI Department Manager, Corporate Services Dept. CONFORME:  Abigail Anne L. Hinto <small>Name & Signature of Contractor/Supplier</small> Date _____	BUR No. BDU-24121578 DATE December 23, 2024 AMOUNT ₱148,000.00 Funds Available:  MALERNA C. BUYAO Chief Controllership	Recommended by:  ATTY. EVA MARIE C. MARIQUINA Planning Officer V, Corporate Planning Division Approved by:  LEAH PULIDO OCAMPO EXECUTIVE DIRECTOR
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2024-0554

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12/18/2024

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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**

DELIVERY TERM
 PAYMENT TERM
 PLACE OF DELIVERY
 DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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The questions in the survey instrument are fixed, and may not be altered, modified, or deleted. Though service-centric 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 ARTA-prescribed 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	Equivalent Rating
1	☹	Strongly Disagree
2	😞	Disagree
3	😐	Neither Agree nor Disagree
4	😊	Agree
5	😄	Strongly Agree
N/A		Not Applicable

TOTAL AMOUNT IN WORDS: _____ Php

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Very truly yours,
 ATTY. ANNA GRACE I. MARPURI
 Department Manager, Corporate Services Dept.

BUR No. BUM-24121678
 DATE December 23, 2024
 AMOUNT ₱168,000.00

Recommended by:

 ATTY. EVA MARIE C. MARQUINA
 Planning Officer V, Corporate Planning Division

CONFORME:

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

Funds Available:

 MALERNA C. BUYAO
 Chief Controllership

Approved by:

 LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR

Date

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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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Very truly yours,

ATTY. ANNA GRACE T. MARPUR
 Department Manager, Corporate Services Dept.

BUR No. B01-24121570
 DATE December 23, 2024
 AMOUNT PHP 0.00

Recommended by:

ATTY. EVA MARIE C. MARQUINA
 Planning Officer V, Corporate Planning Division

CONFORME:

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

Funds Available:

MALERNA C. BUYAS
 Chief Controllorship

Approved by:

LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR

Date

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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	

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
 Department Manager, Corporate Services Dept.

CONFORME:

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

Date

BUR No. **BM-24121578**
 DATE **December 23, 2024**
 AMOUNT **₱ 108,000.00**

Funds Available:

MALERNA O. BUYAO
 Chief Controllership

Recommended by:

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

Approved by:

LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<ul style="list-style-type: none"> Acquaint 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 <ul style="list-style-type: none"> 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 IN WORDS:	Php
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Very truly yours,
ATTY. ANNA GRACE T. MARPURI
 Department Manager, Corporate Services Dept.

CONFORME:

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

BUR No. **DM-2412578**
 DATE **December 25, 2024**
 AMOUNT **₱148,000.00**

Funds Available:

MALERNA B. BAYAO
 Chief Controllership

Recommended by:

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

Approved by:

LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR

Date

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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 PESOS** Php **168,000.00**

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Very truly yours,
ATTY. ANNA GRACE T. MARPURI
 Department Manager, Corporate Services Dept.

CONFORME:

Abigail Anne L. Hinto

Name & Signature of Contractor/Supplier

Date

BUR No. **004-24121576**
 DATE **December 25, 2024**
 AMOUNT **168,000.00**


Funds Available:

MALERNA C. BLAYAO
 Chief Controllership

Recommended by:


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

Approved by:


LEAH PULIDO OCAMPO
 EXECUTIVE DIRECTOR