

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-2024-0232

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 MARKET RESEARCH AGENCY/SURVEY COMPANY FOR 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)

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

Approved Budget for the Contract	: PHP180,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 25 November 2024, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 26 November 2024, 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. The link will be released on the actual day of the procurement activity.

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)

- Mayor's Permit for the current year or for individuals exercising a profession, 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.
- 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.
- Notarized Omnibus Sworn Statement**
- 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**
- Certificate/s of membership in an organization or any internationally recognized marketing research agencies or survey companies.**
- Composition of key personnel assigned in the project**

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. 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, Financial Bid and Qualitative Evaluation Documents 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.


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



REQUEST FOR QUOTATION

- | | |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Shopping with ABC of Php 50,001 and above | <input checked="" type="checkbox"/> Small Value Procurement with ABC of Php 50,001 and above |
| <input type="checkbox"/> Lease of Real Property and Venue | <input type="checkbox"/> Others: _____ |

Date: 21 November 2024
RFQ No.: 2024-0232

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.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualification Documents: 25 November 2024	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualification Documents: 26 November 2024	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>ENGAGEMENT OF THE SERVICES OF A MARKET RESEARCH AGENCY/SURVEY COMPANY FOR 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)</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 180,000.00</u></p> <p style="text-align: center;">Date Needed / Delivery Date: <u>05 December 2024</u></p> <p><i>(Please see attached Terms of Reference for more details.)</i></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: _____

ENGAGEMENT OF A MARKETING 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. Background

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), bears the mandate “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 promotion programs.” CITEM realizes this through the organization and management of carefully curated trade fairs, and business matching events, and participation in various overseas trade fairs and missions, among others.

A government-owned and controlled corporation (GOCC) under the jurisdiction of the Governance Commission for the Government-Owned and Controlled Corporation (GCG), CITEM’s service quality, i.e., how it provides services to its customers, is assessed through a harmonized customer satisfaction measurement (HCSM) survey instrument prescribed by the Anti-Red Tape Authority (ARTA). The one (1)-page questionnaire includes questions about the respondents’ familiarity with the Agency’s Citizen’s Charter (ANNEX A) and a five (5)-point Likert scale that aims to measure the Exhibitors’ level of satisfaction, impact and perception on how the Agency fulfills and realizes its services based on eight (8) Service Quality Dimensions (SQDs): *Responsiveness, Reliability, Access and Facilities, Communication, Costs, Integrity, Assurance, and Outcome*. (ARTA MC No. 2022-05, “Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement” enclosed here as ANNEX B)

For this specific requirement, the CITEM service to be analyzed, interpreted, and reported is the **Exhibitor Application Procedure of IFEX Philippines and Manila FAME**. IFEX Philippines is a trade show that features the finest food exports, premium-quality products, and top-notch ingredients from the country. Manila FAME, on the other hand, highlights quality home, fashion, and lifestyle products.

II. Objectives of the HCSM

The HCSM is an after-service availment survey that assesses the clients’ overall satisfaction and perception of government services availed from CITEM as it --

- Ensures continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen’s Charter.
- Identifies specific actions and opportunities to improve CITEM’s service performance.
- Provides supplemental guidance in CITEM’s compliance with GCG Memorandum Circular 2023-01, also known as the “Performance Evaluation System (PES) for the GOCC Sector” (ANNEX C) and ARTA MC No. 2022-05 HCSM Guidelines.
- Comply with the good governance conditions of the ARTA and GCG.

For purposes of impartial reporting, CITEM will require the services of a marketing research/survey company that will tabulate, interpret, and analyze the data that will be gathered from the HCSM survey instruments accomplished by the Exhibitors of the 2024 editions of IFEX Philippines and Manila FAME.

The output and results of the HCSM shall be:

- Incorporated in the Agency's Report Card Survey (RCS) under the Overall Survey Results; and,
- Uploaded to the CITEM Website or be made available to the transacting public upon request.

III. 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 prescribed by ARTA in MC 2022-05
- **Present 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/CSMRsubmissions>.

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.

IV. 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.

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.

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 five (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

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.

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.

V. Qualifications of the Marketing Research/Survey Company

The marketing research/survey company to be engaged for this requirement must be based here in the Philippines, with a number of industry experience, a track record of successful engagements, active organization membership/s in marketing research agencies/survey companies and maintains a roster of key personnel qualified to take on the duties and responsibilities that will be required for this project. Particulars of the aforementioned qualifications are as follows:

A. Applicable Experience (40points)

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 (which can be 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.

PARTICULARS	EQUIVALENT PERCENTAGE
With more than three (3) years of experience	40%
With three (3) years of experience	25%
With less than three (3) years of experience	15%
With no indicated years of experience	0%

B. Successful Implementation of CSS/CSM Projects (20points)

A track record of CSM/CSS projects within the last five (5) years with minimum of three (3) customer/stakeholder satisfaction survey-related projects based on the submitted Certificates of Project Completion indicating satisfactory delivery of service.

PARTICULARS	EQUIVALENT PERCENTAGE
At least three (3) customer/stakeholder satisfaction survey-related projects, with at least one government client	20%
At least three (3) customer/stakeholder satisfaction survey-related projects, but no government client	15%
Less than three (3) customer/stakeholder satisfaction survey-related projects	10%
No customer/stakeholder satisfaction survey-related projects	0%

C. Active Organization Membership of Good Standing (15points)

An active professional organization membership in a Philippine or any internationally recognized marketing research agency/ies or survey company/ies which are substantiated by certificate/s of membership.

PARTICULARS	EQUIVALENT PERCENTAGE
With membership in any internationally recognized association of marketing research agencies	15%
No membership in any internationally recognized association of marketing research agencies	0%

D. COMPLETE KEY PERSONNEL FOR CITEM's 2024 HCSP PROJECT (25points)

With solid team composition and commitment who will take on CITEM's 2024 HCSP Project:

- Overall Project Manager
- Assistant Project Managers (Asst. Project Mgr. & Statistician)
- Overall Field Manager
- Overall Data Processing Manager
- Data Processing/Digital Operations Supervisor or Encoding Supervisor

PARTICULARS	EQUIVALENT PERCENTAGE
Complete composition of the CSS team	25%
Incomplete composition of CSS Team	0%

The marketing research/survey company that attains at least 80% in the Qualitative Rating System and which has presented the Lowest Calculated Most Responsive Bid (LCMRB) will be considered for this requirement.

VI. 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 April will take on the following tasks:

Duration of Work	Percentage of Payment*
<p data-bbox="284 383 643 416">2024 December - 2025 January</p> <ul style="list-style-type: none"> <li data-bbox="331 423 957 490">• Attend the Corporate Planning project briefing and checkpoint meetings <li data-bbox="331 497 1066 640">• 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 <li data-bbox="331 647 1054 714">• Determine the sample size requirement for each of CITEM's external and internal service <li data-bbox="331 721 1038 788">• Interpret, analyze, and report on the survey data gathered from CITEM's external and internal services 	<p data-bbox="1241 562 1302 595">40%</p>
<p data-bbox="284 815 639 848">Mid-2025 January - 2025 April</p> <ul style="list-style-type: none"> <li data-bbox="331 855 1086 922">• Preparation/drafting of HCSM Report in line with the ARTA MC 2022-05 Guidelines and template <li data-bbox="331 929 1066 1034">• Present and discuss the HCSM findings to the Corporate Planning Division before finalizing and presenting the HCSM Report to CITEM ExCom and ManCom. <p data-bbox="379 1077 1098 1220">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 of April 2025: <a data-bbox="379 1191 831 1225" href="https://tinyurl.com/CSMRsubmissions">https://tinyurl.com/CSMRsubmissions.</p> <ul style="list-style-type: none"> <li data-bbox="331 1267 1043 1370">• 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 	<p data-bbox="1241 1066 1302 1099">60%</p>


VII. Mode of Procurement

The engagement of a marketing research agency/survey company for this requirement will utilize an Alternative Mode-Small Value Procurement (SVP).

VIII. Approved Budget for the Contract (ABC)

The approved budget 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 EIGHTY THOUSAND PESOS (P180,000.00) ONLY** inclusive of value-added tax (VAT) and other applicable government taxes and fees.

Prepared by:


DIANA RM ROLDAN | MARIUS ABNORTEZ
Planning Officer III | Planning Officer II

Noted by:


ATTY. EVA MARIE C. MARIQUINA
Officer-in-Charge, Corporate Planning

Recommending Approval:


MA. LOURDES D. MEDIRAN
Deputy Executive Director

Approved by:


LEAH PULIDO OCAMPO
Executive Director
2024/1-18

References:

ANNEX A

The full copy of the CITEM's Citizen's Charter can be accessed [here](#).

ANNEX B

[ARTA MC No. 2022-05, "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement"](#)

ANNEX C

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

Supplementary information regarding the implementation of the new ARTA-prescribed CSM:

[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](#)