

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-2024-0171-R1

**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:

**HIRING OF COPYWRITERS FOR TAGLAY PINOY CONTENT CREATION DEVELOPMENT PROGRAM**  
**(BATCH 1)**

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

Approved Budget for the Contract	: <b>PHP 450,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: <b>23 September 2024, 05:00PM</b>
Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: <b>24 September 2024, 02:00PM</b>

Conduct of Opening of Bids shall be held virtually thru 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 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)*

- Copywriting samples composed of:**
  - at least three (3) company profiles and;
  - at least three (3) product description samples
- Proof of engagement with government agencies and private companies in copywriting for an international audience or for local and international publication purposes**

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, 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](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)

CITEM.BAC.FR.009  
 REV 1



## 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: 19 September 2024  
 RFQ No.: 2024-0171-R1

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: **23 September 2024**      Time: **05:00PM**

Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: **24 September 2024**      Time: **02:00PM**      Venue: **Zoom**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF COPYWRITERS FOR TAGLAY PINOY CONTENT CREATION DEVELOPMENT PROGRAM (BATCH 1)</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 450,000.00</u></p> <p><i><u>(Please see attached Terms of Reference for more details.)</u></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: \_\_\_\_\_

# TERMS OF REFERENCE

## HIRING OF COPYWRITER FOR #TAGLAYPINOY CONTENT DEVELOPMENT PROGRAM (BATCH 1)

### I. BACKGROUND

Anchored on Department of Trade and Industry and Office of Congressman Christopher V.P. De Venecia's mission to promote digitalization among MSMEs, different agencies and Local Government Units (LGU) within the department-initiated programs that will ensure that Philippine enterprises are able to pursue a path towards innovative tools and processes that will make them competitive both in the local and international market.

CITEM for its part, spearheaded a Digital Trade Community Platforms (DTCP) for the home, fashion and lifestyle sectors, food and Creative Industry, eponymous to its signature show Manila FAME, IFEXPhilippines and CREATEPhilippines.

The DTCP, launched for the three (3) sectors in 2020, are online platform with provisions for stories via Touchpoint, engagement features for exhibitors and buyers, content for learning opportunities, product and brand promotion, and social media integration. As an online tool, it is imperative for the platform to be updated with fresh, relevant, and relatable content that is supported by a rich archive of visual materials.

This initiative can be done not only for CITEM's supported exporters, but also to other MSMEs under the purview of other DTI agencies. In its capacity and content development experience, CITEM is collaborating with other government agencies to be able to increase the competitiveness of our MSMEs especially as enterprises maximize the opportunities online.

### II. RATIONALE

To maximize the advantages of online content such as product catalog, stories and company profiles available on **fameplus.com**, **IFEXConnect.com** and **Cretephilippines.com**, CITEM engaged with other government agencies and business support organizations to encourage exporters and MSMEs to go digital. Seeing the challenge that a lot of exporters do not have marketable digital assets; the agency extended its Content Creation program to partners and their MSMEs in order to provide professionally made content that can be used not only on the CITEM's platform but in the MSMEs' own digital promotion endeavors.

Therefore, CITEM in cooperation with the Office of Congressman De Venecia, the Regional Operations Group (ROG) and the Local Government Units (LGUs) launched the TaglayPinoy Program which aims to enhance the competitiveness and contribute to the digital transformation of MSMEs, by providing quality content which can be used by the qualified beneficiaries in their online promotional initiatives.

CITEM as the project proponent, will invite, orient, screen and approve the 110 MSMEs who will be the beneficiaries of this project based on agreed criteria. In addition, CITEM will provide the necessary support to this project by handling overall implementation of the creative online requirements which include production of product photos and copywriting requirements for company profile and product descriptions.

CITEM shall have the full ownership of the output and shall hold exclusive rights to the materials. As part of the project deliverables, the output from this project will be uploaded in microsites which will be part of CITEM's digital platforms.

Given the lack of manpower and current workforce set-up of creatives in CITEM, the Communications and Creative Services Department (CCSD) is not yet capable of executing the content creation requirements

simultaneously. Producing profile pages for MSMEs coming from at least **22 districts** from Luzon, Visayas, Mindanao will require a highly technical production workforce. Hence, hiring an oversight professional team with a wide network of suppliers and creative background will be crucial in producing the abovementioned content requirements.

### III. OBJECTIVES

- Identify and support TaglayPinoy beneficiaries through copywriting services.
- Create copies of products and company profiles to be used not only on fameplus.com, IFEXConnect.com and Createphilippines.com but in their own digital and promotional networks, including but not limited to: social media, e-commerce sites, B2B platforms, Overseas Trade Fair digital/hybrid participations, etc.
- Increase the number of home, fashion, and lifestyle, food and Creative Industries MSMEs to be onboarded in microsites which we embedded in CITEM's digital platforms.

### IV. SCOPE OF WORK AND DELIVERABLES

Create Copywriting services of up to Fifty (50) companies from the home, fashion, furniture, home décor, lamps and lighting, fashion, beauty and wellness, holiday/seasonal décor, food and Creative industries sectors with the following requirements:

#### Pre-production

1. Provide Production deck containing a reference guide
2. Submit final timetable of activities to CITEM

#### Production

1. Provide the following **copywriting requirements**:
  1. Write-up of **up to 50 company profiles with max. of 300 words per profile**
  2. Write-up of **up to 5 products per company with max. of 150 characters per product description**
  3. Write-up of **1 article per district (total of 4 articles)**
  4. **TRAVEL AND LOGISTICS**  
The supplier shall cover hotel bookings and accommodation for their own team for the district of Leyte only.  
  
*\*See CITEM RESPONSIBILITIES for the Travel and Logistics of the remaining districts*
2. Should there be any changes as to the number of companies, CITEM, in coordination with the copywriter, will adjust number of copywriting to reach intended target number of write-ups.

#### Post-production

1. Submit the Final draft of copies with proper labelling. Labeling should be as follow:
  - a. Company name (Folder)
  - b. Company\_Company Profile (should be inside the folder)
  - c. Company\_Product Description\_name of product (should be inside the folder)
2. (1) TB external hard drive (Copywriting services) containing all copywriting and a cloud copy included in the 1TB HD are the following:
  3. Maximum of 50 company profiles and up to 250 product descriptions
  4. 1 article for each district
3. Post-Event Report
  - a. Printed company profile and product description per company
  - b. Printed articles per district

- c. Digital copy of copywritten company profiles and product descriptions - Folder should be as follow:  
For company profile: District>Company Name;, Filename: District\_company name\_company profile
- d. For product Description - Folder should be as follow: District>Company Name;, Filename: District\_product name (Note: product description must be in 1 page / company)

**Manpower Requirements**

**COPYWRITING SERVICES**

- e. Editor-in-chief
- f. Content writers

**V. CITEM RESPONSIBILITIES**

CITEM shall adhere to the following responsibilities:

- 1. Onboard the copywriter according to the deliverables and timelines
- 2. Review all submitted materials and communicate with the copywrite all feedback and revisions needed on the submitted output.
- 3. Penalize, if deemed necessary, or deduct from the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.
- 4. **TRAVEL EXPENSES**  
CITEM shall cover the costs for Hotel, Meals and Land travel expenses for the following districts: Ilocos Norte, Pangasinan and Marikina)

**VI. PROJECT DURATION**

<b>DATES</b>	<b>REQUIREMENTS</b>
September – October 2024	Production of 50 companies from the four (4) districts of Ilocos Norte, Leyte, Marikina, Pangasinan

The winning bidder/s must deliver the expected within the approved timelines.

**PROJECT TIMELINE**

2 <sup>nd</sup> week of September	Procurement process
2 <sup>nd</sup> week of September	Pre-Bidding
2 <sup>nd</sup> week of September	Opening of Bids / Notice of Award
3 <sup>rd</sup> week of Septmber	Onboarding/Pre Production meeting with the supplier
4 <sup>th</sup> week of September	Implementation of the project
1 <sup>st</sup> week of October	Submission of Final Artwork / Copywriting – uploading of photos in CITEMs online platform

**VII. OWNERSHIP**

CITEM shall have exclusive ownership and discretion for the use of the content to be produced from this project. Any request for the use of photos from within and outside CITEM shall be officially expressed in writing to CITEM.

## VIII. PAYMENT TERMS

The proposed payment scheme for the project will be billed upon the completion of the project. To process the payment, the supplier must submit the approved materials in a hard disk drive (HDD) and provide a cloud storage link wherein the digital files are stored.

## IX. BUDGET

Approved Budget for the Contract (ABC): Four Hundred Fifty Thousand Pesos (Php 450,000.00)

## X. MODE OF PROCUREMENT AND QUALITATIVE EVALUATION

CITEM will conduct Small Value Procurement per Republic Act (RA) 9184. To fully satisfy and so as not to compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. Only bidders with good standing with CITEM will be processed. A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

### COPYWRITING SERVICES

Documents Required	Points (highest)
<b>TECHNICAL EXECUTION</b>	<b>75 POINTS</b>
<b>Portfolio samples (Copywriting):</b> Submit copywriting samples composed of: at least three (3) company profiles and at least three (3) product description samples which will be evaluated according to:	
<i>Writing style</i> (samples appeal to home, fashion, and lifestyle audience) <b>40 POINTS</b>	
<i>Articulation</i> (use of words can jump between editorial and technical, but not highfaluting) <b>20 POINTS</b>	
<i>Depth</i> (understanding of the product being described) <b>15 POINTS</b>	

<b>CLIENTELE</b>	<b>25 POINTS</b>
Proof of engagement with government agencies and private companies in photography and videography for an international audience or for local and international publication purposes <ul style="list-style-type: none"> <li>• 5 and above companies/agencies/institutions – 25 points</li> <li>• 1-4 companies/agencies/institutions - 10 points</li> </ul>	
<b>TOTAL</b>	<b>100 POINTS</b>

<b>QUALITATIVE EVALUATION (For Photography and Copywriting requirements)</b>		
<b>CRITERIA</b>	<b>DOCUMENTARY REQUIREMENT</b>	<b>NUMERICAL RATING</b>
<b>DROPOUT PHOTOGRAPHY</b> 50 POINTS	Portfolio Samples (Photography): Submit at least <b>three (3) Dropout Photography samples</b> (as proof of expertise of the creatives).  Samples will be evaluated according to (see right column):	<b>PHOTOGRAPHY (50 POINTS)</b>  <b>Lighting</b> <b>25 POINTS</b> (Product samples have shown bidder's expertise in:  <b>10 - Focal Point</b> (Subject is clear and sharp) <b>10 - Highlights</b> (Lighted areas in the composition are clean and not washed out) <b>5 - Shadows</b> (Dark areas in the composition are not too dark and <b>distracting</b> )
		<b>Dropout Photography (25 POINTS)</b> – Product samples have shown bidder's expertise in:  <b>10 - Composition</b> (Subject is properly framed and positioned in the layout) <b>10 - Cleanliness</b> (Products are clear and with clean background) <b>5 - Clarity</b> (Presented product range, scale of product, angle shots)
<b>COPYWRITING SERVICES</b> 75 POINTS	Portfolio Samples (Photography): Submit at least <b>three (3) Company profile samples</b> and <b>three (3) Photography Product Description samples</b> (as proof of expertise of the creatives).  Samples will be evaluated according to (see right column):	<b>COPYWRITING (50 POINTS)</b>  <b>40 - Writing style</b> (samples appeal to home, fashion, and lifestyle audience)
		<b>20 - Articulation</b> (use of words can jump between editorial and technical, but not highfaluting)
		<b>15 - Depth</b> (understanding of the product being described)

<b>TECHNICAL AND MANPOWER REQUIREMENTS</b> 25 POINTS	<b>TECHNICAL REQUIREMENTS:</b> 1)Professional <b>Digital SLR</b> cameras, with at least 24-megapixel full frame CMOSsensor; <b>2)Standard equipment/accessories of tripod and external off-camflash/es</b> <b>3) Creative and Production Plan and Timetable</b>  <b>MANPOWER REQUIREMENTS</b> <b>1) Organizational structure and list of manpower/assigned teams per studio location (include profiles of assigned manpower/teams).See manpower requirements under Section IV.</b>	<b>(25 POINTS)</b>  <b>TECHNICAL REQUIREMENTS: (15 POINTS)</b> <ul style="list-style-type: none"> <li>• Digital cameras</li> <li>• Equipment and accessories</li> <li>• Creative and Production Plan and Timetable</li> </ul> <b>MANPOWER REQUIREMENTS (10 POINTS)</b> – Organizational structure and list of manpower/assigned teams per studio location (include profiles of assigned manpower/teams).
<b>CLIENTELE</b> 25 POINTS	Submit a list of clients as proof of expertise in handling projects for local and international audiences	<b>25 points</b> - 5 and above companies/agencies/institutions  <b>10 points</b> - 1-4 companies/agencies/institutions

Only those who receive a passing score of 90 points shall be eligible for the opening of financial bid. The lowest calculated responsive bid (LCRB) shall be considered.

Prepared by:

  
**Maria Patricia P. Bagulbagul**  
CAS III, Corplan

Recommending Approval:

  
**Norman C. Bagulbagul**  
OIC-Department Manager

Noted by:

  
**Katrina O. Pineda**  
Division Chief, Corplan

Approved by:

  
**LEAH PULIDO OCAMPO**  
Executive Director

*Chery*