

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-2020-0101

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 SERVICE PROVIDER FOR CONTENT AND COMMUNITY MANAGEMENT
OF CITEM DIGITAL PLATFORMS**

Bidding shall be on a per line item. A bidder who wins a project line item can also bid for and win other project line items:

QUANTITY	UNIT	PROJECTS	MONTHLY BUDGET	DURATION	APPROVED BUDGET FOR THE CONTRACT (ABC)
1	PAX	Manila FAME	PHP 65,000.00	4 months	PHP 260,000.00
1	PAX	Food Philippines and IFEX NXTFOOD Asia	PHP 75,000.00	4 months	PHP 300,000.00
1	PAX	Sustainability Solutions Expo and CREATE Philippines	PHP 65,000.00	4 months	PHP 260,000.00

(Please see attached Terms of Reference for more details.)

Deadline of Submission of Eligibility Documents,

Financial Bid and Qualitative Evaluation Documents : **04 September 2020, Friday, 05:00PM**

Opening of Bids : **08 September 2020, Tuesday, 02:00PM**

The *Opening of Bids* will be held via Microsoft Teams or Zoom which shall be open to prospective bidders. Please contact the BAC Secretariat through email for the link of the Video Conference meeting. Moreover, the *Notice of Award* shall only be issued to the lowest calculated 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)

1. **Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**
2. **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.

3. **Latest Income or Business Tax Return stamped and received by BIR**
4. **Notarized Omnibus Sworn Statement**
5. **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)

- 1. Length of relevant experience in copy and/or feature writing experience in a reputable publication, agency, or brand;**
- 2. Sample links of written articles of at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain;**
- 3. Produced videos and/or multimedia campaigns for brands, entities, or individuals;**
- 4. Content creation experience for the following sectors:**
 - Shelter and home design
 - Fashion and accessories
 - Food
 - Sustainability
 - Creative industries (communication design, film and TV, advertising, gaming, animation)
- 5. Degree in communications, marketing, or related duties for the individual or the top officer representing a company.**

Bidders are encouraged to submit these documents to the BAC Secretariat online at citembac@citem.com.ph or at CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Bids indicated above.

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

- 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 : _____

Company Name: _____
 Address: _____
 Contact No.: _____

Date: 28-Aug-20
 RFQ No: 2020-0101

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 submitted to CITEM office or in a compressed folder submitte at citembac@citem.com.ph.

Schedule of Opening of Bids: 08 Sept. 2020, Tues **Time:** 2:00PM **Venue:** Microsoft Teams / Zoom

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		HIRING OF SERVICE PROVIDER FOR CONTENT AND COMMUNITY MANAGEMENT OF CITEM DIGITAL PLATFORMS		
		PROJECTS		
1	pax	<i>Manila FAME</i> Monthly Budget: PHP 65,000.00 x 4 months Approved Budget of the Contract (ABC): PHP 260,000.00		
1	pax	<i>Food Philippines and IFEX NXTFOOD Asia</i> Monthly Budget: PHP 75,000.00 x 4 months Approved Budget of the Contract (ABC): PHP 300,000.00		
1	pax	<i>Sustainability Solutions Expo and CREATE Philippines</i> Monthly Budget: PHP 65,000.00 x 4 months Approved Budget of the Contract (ABC): PHP 260,000.00		
		Period of engagement: 4 months upon receipt of Notice of Award		
		Payment Method: Monthly		
		<i>Please see attached Terms of Reference for more details.</i>		
		Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents is <u>on or before 04 September 2020, Friday, 5:00PM.</u>		

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 overwritings 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

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) _____

TERMS OF REFERENCE

Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI).

CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

II. RATIONALE

As CITEM (the agency) continues to develop ways to be ahead of the digital sphere and transform its services to keep up with the latest technology and trends, the agency is in the process of launching a revitalized website or Digital Trade Community Platform (DTCP) for Manila FAME (design and lifestyle sector) and implementing website enhancements for its other projects:

- IFEX NXTFOOD Asia (food sector)
- FOOD Philippines (global food branding)
- Sustainability Solutions Expo (sustainability)
- CREATE Philippines (creative industries)

While website development builds are ongoing, it is imperative for the agency to engage its various stakeholders at all levels. Most importantly, daily conversation must be ensured in the social media channels per project on a daily basis.

The current set-up though of the Communications and Creative Services Department (CCSD), especially the Web Marketing Division (WMD), does not support such sustained activities, which include management of all CITEM brands. Specifically, WMD does not have the sufficient personnel to craft the required content and conduct monitoring activities of all projects in the digital sphere. Thus, it is imperative to bolster manpower complement through hiring of an outsourced service provider to have a synergized management of CITEM community platforms.

III. OBJECTIVE/QUALIFICATIONS

To hire a company or an individual that has the following qualifications:

- Must have engaged in at least 5 years of copy and/or feature writing experience in a reputable publication, agency, or brand.
- Must have produced at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Please provide sample links of articles written.

- Must have produced branded videos and/or multimedia campaigns for brands, entities, or individuals.
- Must have content creation experience for the following sectors:
 - Shelter and home design
 - Fashion and accessories
 - Food
 - Sustainability
 - Creative industries (communication design, film and TV, advertising, gaming, animation)
- Must have a degree in communications, marketing, or related studies for the individual or the top officer representing a company.

IV. RESPONSIBILITIES OF SERVICE PROVIDER FOR CONTENT AND COMMUNITY MANAGEMENT FOR CITEM’S DIGITAL PLATFORMS

The responsibilities and deliverables under this engagement are as follows:

Service Provider Responsibilities and Deliverables	Manila FAME		Food Philippines x IFEX NXT FOOD Asia		Sustainability Solutions Expo x Create Philippines	
	Duration	Monthly Service Fees	Duration	Monthly Service Fees	Duration	Monthly Service Fees
Content Deliverables						
Digital Content Planning and Creation						
1.Align with various departments and stakeholders to research, conceptualize and plan content for digital marketing initiatives.						
2.Recommend digital content strategies based on the latest industry trends.						
3. Produce minimum 50 content postings per month per project for digital marketing initiatives intended for target audiences such as buyers, exhibitors, and other stakeholders (media, general public, government, other industries). This includes but is not limited to newsletters, e-mail announcements, copy for video and digital ad units, real-time and post-dated event coverage, online articles, and social media.						
4. Review copy for errors in grammar, punctuation and spelling, check for readability and style, and rewrite or guide junior staff in improving copy.	4 months	Php65,000.00	4 months	Php75,000.00	4 months	Php65,000.00
Community Management						
1. Create and execute content (minimum numbers identified above per month) on the various projects' assigned social media accounts in accordance to strategies set by the agency. Content types may include videos, infographics, gifs, email marketing, newsletters, photos, presentations, among others.						
2. Support team's lead generation campaigns in both social, email, and other direct response marketing initiatives.						
3. Monitor activity and insights in the social media accounts of the agency.						
4. Answer inquiries and reply to comments on social media accounts.						
5. Prepare and submit a comprehensive Social Media Analytics and Monitoring Report per project to help content teams respond to stakeholders'						

Digital Content Planning and Creation

1. Align with various departments and stakeholders to research, conceptualize and plan content for digital marketing initiatives;
2. Recommend digital content strategies based on the latest industry trends;
3. Produce written content for digital marketing initiatives intended for each project's audiences such as buyers, exhibitors, and other stakeholders (media, general public, government, other industries). This includes but is not limited to newsletters, e-mail announcements, copy for video and digital ad units, real-time and post-dated event coverage, online articles, and social media.
4. Review copy for errors in grammar, punctuation and spelling, check for readability and style, and rewrite or guide junior staff in improving copy;

Community Management

1. Create and execute content on the various projects' assigned social media accounts in accordance to strategies set by the agency. Content types may include videos, infographics, gifs, email marketing, newsletters, photos, presentations, among others;
2. Support team's lead generation campaigns in both social, email, and other direct response marketing initiatives;
3. Monitor activity and insights in the social media accounts of the agency
4. Answer inquiries and reply to comments on social media accounts.
5. Prepare and submit a comprehensive Social Media Analytics and Monitoring Report per project to help content teams respond to stakeholders' feedback;

Documentation of Work Rendered

1. Submit a Monthly Accomplishment Report and official invoice of monthly services rendered to effect payment;

V. RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

1. Conduct orientation on CITEM's projects, officers, and main mandate;
2. Conduct a brand review of all of CITEM's projects and an update of all digital projects executed so far;
3. Provide all pertinent data and information needed to facilitate coordination with CITEM's internal and external stakeholders;

4. Provide access to CITEM’s digital accounts and shared documents where work will be documented
5. Conduct weekly meeting on an as-needed basis to determine status of each project’s social media organic campaign execution;
6. Review and approve all content before releasing/publishing in the DTCP; and
7. Ensure monthly payment of service provider upon submission of required documents.

VI. QUALITATIVE BID AND TECHNICAL EVALUATION

CITEM will conduct a procurement process 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. A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

PARTICULARS	POINTS	RATING
1. Must have at least 5 years of copy and/or feature writing experience in a reputable publication, agency, or brand (30 POINTS)		
9 years and above	30 points	
6-8 years of work experience	25 points	
At least 5 years of work experience	20 points	
2. Must have written at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Please provide sample links of articles written. (30 POINTS)		
20 or more unique articles	30 points	
15-19 unique articles	25 points	
10-14 unique articles	20 points	
3. Must have produced videos and/or multimedia campaigns for brands, entities, or individuals (15 POINTS)		
5 or more videos and/or multimedia campaigns for brands, entities, or individuals	15 points	
3-4 videos and/or multimedia campaigns for brands, entities, or individuals	10 points	
1-2 videos and/or multimedia campaigns for brands, entities, or individuals	5 points	
4. Must have content creation experience for the following sectors: (15 POINTS)		
<ul style="list-style-type: none"> • Shelter and home design • Fashion and accessories • Food • Sustainability • Creative industries (communication design, film and TV, advertising, gaming, animation) 		
3 or more sectors	15 points	
2 sectors	10 points	

1 sector	5 points	
5. Must have a degree in communications, marketing, or related studies for the individual or the top officer representing a company (10 points)		
With a degree in communications, marketing, or related studies	10 points	
	TOTAL	

Note: The Candidate must get passing point of at least 90.

VII. BUDGET

Total budget for Content and Community Management for CITEM Digital Platforms is Php820,000.00. Also, bidding shall be on a per line item. A bidder who wins a project line item can also bid for and win other project line items:

Projects	Monthly Budget	Duration	Total Budget
Manila FAME	Php65,000.00	4 months	Php260,000.00
Food Philippines and IFEX NXTFOOD Asia	Php75,000.00	4 months	Php300,000.00
Sustainability Solutions Expo and Create Philippines	Php65,000.00	4 months	Php260,000.00
TOTAL			Php820,000.00

Sources:

1. Manila FAME Annual Procurement Plan FY 2020: Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00
2. Food Philippines Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00
3. IFEX/NXT FOOD Asia Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00
4. SSX Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00

VIII. CONTRACT DURATION

The contract shall be for four months and take effect upon the winning bidder's actual receipt of the Notice of Award.

IX. PAYMENT

CITEM will process the payment of the winning bidder on a monthly basis and in four equal amounts detailed below upon submission of an Accomplishment Report (with Social Media Analytics and Monitoring Report) and official invoice of services rendered.

Projects	Monthly Budget	Duration	Total Budget
Manila FAME	65,000.00	4 months	Php260,000.00
Food Philippines and IFEX NXTFOOD Asia	75,000.00	4 months	Php300,000.00
Sustainability Solutions Expo and Create Philippines	65,000.00	4 months	Php260,000.00
TOTAL			Php820,000.00

Prepared by:



CAROLINA O. ALTAREJOS
SP-ADC, WMD

Noted by:



RYANORLIE ABELEDO
Division Chief, CCSD/OIC-DC, WMD

Recommending Approval:



ATTY. ANNA GRACE I. MARPURI
OIC-Department Manager, OG1



ROWENA G. MENDOZA
OIC-Department Manager, OG2

Approved by:



PAULINA SUACO-JUAN
Executive Director