

15 September 2023

REQUEST FOR PROPOSAL

RPF NO. TPB-PR 2023.09.225

REQUIREMENT: CONSULTING SERVICES TO DEVELOP AND IMPLEMENT THE COMPREHENSIVE SOCIAL MEDIA MARKETING COMMUNICATION PLAN OF THE TOURISM PROMOTIONS BOARD

1. The Tourism Promotions Board (TPB) intends to procure the **Consulting Services to Develop and Implement the Comprehensive Social Media Marketing Communication Plan of the Tourism Promotions Board** with an Approved Budget for the Contract (ABC) of **Thirty Million Pesos Only (PhP30,000,000.00)**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The TPB Bids and Award Committee (BAC) now invites technically, legally, and financially capable Consultants to submit a proposal for the said project.
3. The procurement of the requirement shall be undertaken through Negotiated Procurement - Two Failed Biddings with the provision of Section 53.1 of the Act and the revised IRR following the procedure as prescribed in Annex "H" of the revised Implementing Rules and Regulations of Republic Act No. 9184, otherwise known as the Government Procurement Law.
4. A copy of the Technical and Financial Proposal must be submitted to the BAC which must be duly received by the BAC Secretariat at the office address indicated below on or before **03 October 2023, 1:30 PM**. Late submission shall not be accepted.
5. Interested bidders shall submit the following documents in sealed envelopes, labeled as "Negotiated Procurement for Two-Failed Biddings", with the title of the procurement project, name of the bidder, address, the contact details of the bidder, addressed to the BAC.
6. Interested bidders shall use the Technical and Financial forms as provided in the Bidding Documents for Consulting, 5th Edition.

The following Technical and Financial documents must properly labeled/tabs:

A. Technical Proposal

Legal Documents

- a. PhilGEPS Registration Certificate
- b. Articles of Incorporation, CDA or DTI Certificate
- c. Valid Mayor's/Business Permit
- d. Tax Clearance
- e. Latest Audited Financial Statement

Technical Documents

- f. Company profile with a list of services offered and a sample of works done similar to TPBs requirements
 - g. Statement of the prospective bidder of all ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the last **five (5) years** prior to the deadline for the submission and receipt proposal. The statement shall include for each of the contract the following:
 - the name and location of the contract;
 - date of award of the contract;
 - type and brief description of consulting services;
 - consultant's role (whether main consultant, subconsultant, or partner in a JV);
 - amount of contract;
 - contract duration; and
 - certificate of satisfactory completion or equivalent document issued by the client, in the case of a completed contract;
 - h. List of certificates of completion/recommendation letters from previous clients with similar scope in the last five (5) years (2018 to present)
 - i. List of industry citations/awards received by the agency (international and regional combined) in the last five (5) years (2018 to present)
 - j. Joint Venture Agreement (if applicable)
 - k. TPF1. Cover Letter of the Technical Proposal
 - l. TPF4. Description of the Methodology and Work Plan for Performing the Project
 - m. TPF5. Team Composition and Task
 - n. TPF6. Format of Curriculum Vitae (CV) for Proposed Professional Staff
 - o. TPF8. Activity (Work) Schedule.
 - p. Sworn Statement (using the revised form)
- B. Financial Proposal
- q. FPF 1. Financial Proposal Submission
 - r. FPF 2. Summary
7. The opening of the proposals is on **03 October 2023 at 2:00 PM** at the **TPB BAC Meeting Room**. Proposals will be opened in the presence of the bidders' representatives who choose to attend the activity.
 8. Bidders are required to prepare a **30-minute presentation** of the plan of approach and methodology. The proposal shall be rated based on the criteria provided in the Terms of Reference. Only Legally and Technically Complying Bidder shall be requested to present their proposal on **03 October 2023**.
 9. The TPB shall evaluate the proposals using the **Quality-Cost Based Evaluation/Selection (QCBE/QCBS)**. The Procuring Entity shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation of the proposal is provided in the Terms of reference
 10. The winning bidder shall be required to submit a performance security prior to the signing of the contract, which shall remain valid until the issuance by the Procuring Entity of the Certificate of Final Acceptance.

11. The performance security shall be denominated in Philippine Pesos and posted in favor of the Procuring Entity in an amount not less than the percentage of the total contract price in accordance with the following schedule:

Form of Performance Security	Amount of Performance Security (Not less than the Percentage of the Total Contract Price)
(a) Cash or cashier's/manager's check issued by a Universal or Commercial Bank;	Five percent (5%)
(b) Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank: Provided, however, that it shall be confirmed or authenticated by a Universal or Commercial Bank, if issued by a foreign bank; and/or	
(c) Surety bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security.	Thirty percent (30%)

12. Attached hereto are the following are Terms of Reference, TPB Events 2024, TPB Logo and Guidelines, Travel Philippines Overview Briefer, Bidding Documents for Consulting (5th Edition), and the Revised Forms.
13. For any clarification, you may send an email to the BAC Secretariat at the following email addresses:

Janet G. Villafranca
BAC Secretariat, Tourism Promotions Board
4/F Floor Legaspi Towers 300, Roxas Boulevard, Manila
No. 8525-9318 loc. 273 /8525-9318 loc. 270
Email: bac-sec@tpb.gov.ph/janet_villafranca@tpb.gov.ph
Website: ww.tpb.gov.ph

14. The Tourism Promotions Board is evaluating our suppliers' performance based on these criteria: Quality (40%), Cost (25%), Timeliness (25%), and Customer Service (10%).

Thank you.


ROSELLE D. ROMERO
16 September 2023
 Acting Head
 Procurement and General Services Division