

18 September 2023

**REQUEST FOR PROPOSA (RFP)**

The **TOURISM PROMOTIONS BOARD** invites you to submit a proposal for the item/s listed below:

**RFP No. TPB-PR 2023.09.231**

**Requirement: CONSULTING SERVICES FOR THE DEVELOPMENT OF THE CONTENT OF THE TRAVEL APP AND CONDUCT OF THE THIRD-PARTY AUDIT**

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p><b>SCOPE OF DELIVERABLES</b></p> <ul style="list-style-type: none"> <li>To develop and/or copyedit content of the explore/ information function of the mobile app that discusses the description of the provinces and its attractions with the approval of TPB on final output.</li> <li>To develop, update and/or encode content, if needed, of DOT accredited accommodations, restaurants and other facilities based on monthly updates from DOT in coordination with TPB who shall directly coordinate with the TRCRG and its regional offices as provided by DOT as of November 15, 2023 subject to the approval of TPB on final output.</li> <li>Regularly update information on the mobile app for travel, health and safety advisories until December 31, 2023 with the approval of TPB on final output.</li> <li>To develop featured articles for each province – 2 articles per province – listicle of what to do, what to explore, what to eat, and/or similar topics, all to be uploaded on or before December 31, 2023 with the approval of TPB on final output. All multimedia content provided must be original and verified to be made in the Philippines.</li> </ul>	980,000.00	980,000.00

- To provide monthly reports on content developed, updated and/or edited, to be submitted every first Friday of every succeeding month from start of engagement.
- To audit the overall technical functionality of the app with the following scope:
- Expert review of user experience (UX) standards
- Usability testing with real end-users
- Database Query Optimization
- App performance testing
- User acceptance testing
- Data privacy compliance review
- Data security review

**ELIGIBILITY REQUIREMENTS**

Qualification of the Consulting Firm

- Must specialize in mobile app and website development, duly registered under Philippine laws, with at least five (5) years of experience in the industry
- Must have developed at least two (2) mobile apps which are continuously running for at least two (2) years
- Must provide a list of ongoing and completed mobile app development projects in the last five (5) years
- Must have executed at least (1) online marketing campaign
- Mobile app auditor and/or media agency must have at least completed at least two (2) mobile apps in the last five (5) years
- Must not have worked on any iteration of the Travel Philippines app
- Must not be connected professionally or personally to at least third degree of affinity or consanguinity to any member of the management of any agency that has worked on the Travel Philippines app

Minimum Requirements for Key Personnel

	<b>ROLE / DESIGNATION</b>	<b>MINIMUM REQUIRED YEARS OF EXPERIENCE</b>
1	Managing Director (1 person)	8
2	Account Manager (1 person)	8
3	Lead Content Editor (at least 2 persons)	8
4	Content Developer (at least 4 persons)	2
5	Lead Mobile App Auditor (1 person)	5
6	UI/UX Auditor (1 person)	3
7	Data Privacy Compliance Auditor (1 person)	3
8	Data Security Auditor (1 person)	3
9	Content Coordinator with Regions, LGU's and District Representatives (at least 4 persons)	2

- Submit a Curriculum Vitae using the TPF Form 6
- The Consulting Firm is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The winning bidder must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignments:

<b>Proposal</b>	<b>Weight (%)</b>
Technical	80
Financial	20
<b>TOTAL</b>	<b>100</b>

- Bidders are required to present (maximum of 20 minutes) their plan approach for the project.

	<p><b>LEGAL REQUIREMENTS</b></p> <ul style="list-style-type: none"> <li>• PhilGEPS Registration Certificate</li> <li>• Business/Mayor’s permit (for Consulting Firm Only)</li> <li>• Business/Income Tax Return Certificate</li> <li>• Omnibus Sworn Statement</li> </ul> <p><b>TECHNICAL REQUIREMENTS</b></p> <ul style="list-style-type: none"> <li>• Company Profile</li> <li>• SEC Registration and Articles of Incorporation, CDA, DTI Certificate, whichever is applicable</li> <li>• List of ongoing and List of ongoing and completed government and private contract for the <b>last five (5) years</b> whether similar or not similar in nature to the project. The format shall include the name of the client, title of the project, amount of the contract, and duration of the contract <ul style="list-style-type: none"> <li>• For Ongoing Project – submit any of the ff: Notice of Award, Notice to Proceed, or Contract</li> <li>• For Completed Project – submit Certificate of Project Completion</li> </ul> </li> </ul> <p><b>Attachments:</b></p> <ul style="list-style-type: none"> <li>• Terms of Reference</li> <li>• Revised Omnibus Sworn Statement</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <b>All entries must be typewritten in your company letterhead.</b></li> <li>• <b>Price Validity shall be for a period of <u>thirty (30)</u> calendar days.</b></li> </ul>		
Terms	As stated		
Delivery	As stated		
ABC	PhP980,000.00 inclusive of applicable taxes		

Please submit your **proposal** together with the **eligibility and legal documents** enumerated above to email address **bac\_sec@tpb.gov.ph/janet\_villafranca@tpb.gov.ph** not later than **25 September 2023, until 5:00pm.**

The **submission of the proposal and other documents shall be in one (1) compressed file folder, any submission not in this format shall not be considered.** For easy identification of email, the subject shall be in this format: **Development of Travel App <Company Name>.**

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 very much.



**ROSELLE D. ROMERO**  
18 September 2023

Head, Procurement and General Services Division  
Administrative Department