

## **TECHNICAL SPECIFICATIONS**

### **SUPPLY AND DELIVERY OF THE T'NALAK COASTER (SET OF 4) WITH SPECIAL PACKAGING FOR THE TPB PREMIUM GIVEAWAY**

#### **I. BACKGROUND**

The Tourism Promotions Board (TPB) Philippines is the marketing arm of the Department of Tourism. The agency exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

To ensure maximum exposure of the Philippines in the various tourism source markets of the country, the TPB engages in marketing activities using various media platforms. One of which are collateral materials that help build and strengthen the Philippines as a brand. Collateral materials make an impression and provide a competitive statement and later on win businesses. These collateral or marketing materials are considered as strategic assets of any brand.

Aligning with the thrusts of TPB, all collateral or marketing materials should be well thought of to serve its purpose and contribute to the creation of lasting memories as the recipient experience the country's diverse culture.

#### **II. RATIONALE**

Collateral / Marketing materials, particularly giveaways, can be a way to keep the Philippines into the top of the minds of potential tourists. It serves as another form of "word of mouth" publicity as it most likely be shared (not just once) over social media because everyone likes the idea of getting something for free and loves to share potential freebies/premium items with their friends.

In the industry we are in, having a well-thought off promotional materials that are purposeful, unique and has a story to tell, will ensure to build relationship with the recipients. It is for this reason that TPB wishes to contract with a supplier that puts quality first and meticulously go through a tedious process to ensure consistency in quality of the materials as well as its packaging.

#### **III. OBJECTIVES**

- a. To help generate recall that TPB Philippines is the marketing and promotions arm of the Philippine Department of Tourism
- b. Ensure brand recognition
- c. To share a piece of the Philippines and stimulate their minds to visit the country again

#### **IV. SCOPE OF WORK / SERVICES**

Premium Giveaways for TPB Philippines Partners (Corporate and Trade)

##### **T'nalak coasters (set of 4) with special packaging**

Quantity: 2,000 sets

ABC: PhP350,000.00

##### Specifications:

Coaster Size: 4" x 4"

Material: MDF Cork with Print

Design: T'nalak design in assorted colors using monochromatic or duo-tone scheme

##### Customized Packaging Details:

Box Size:

Top – 4" 1/8 x 4" 1/8 x 7/8 |

Bottom – 4" 1/6 x 4" 1/6 x 13/16

Paper Materials: Carrier Board 12 (recycled paper)

With Die-cutting and matte lamination – 1 color

Binder: KK 60 1 color with Philippines Size: 1" x 4" 1/4 x 1" 3/8

##### **Other details:**

1. The bidder must be able to submit a sample of work done with the same or similar material as mentioned in the Specifications given together with the quotation.
2. Failure to submit/present the actual sample based on the above specification will be disqualified and will not be considered.
3. TPB Philippines to approve the final sample of the giveaway and its packaging prior to production. The actual sample may be submitted to TPB Philippines upon receipt of the Purchase Order (P.O.)
4. The TPB Philippines has a limited storage space in its office. Therefore, the bidder must agree to store the giveaways for TPB and deliver the giveaways as needed. Lead-time of delivery may be agreed upon by both parties.
5. The Bidder's storage space should be well-ventilated to ensure that the quality of the giveaways and their packaging will be maintained. In the event that the giveaway or its packaging delivered has dents or damaged, the bidder/supplier agrees to replace it within the agreed specified time.

#### **V. PROJECT IMPLEMENTATION SCHEDULE**

##### Delivery timeline:

- Partial Delivery of 200 sets on or before 2<sup>nd</sup> week of November 2023
- Full Delivery on or before the 2<sup>nd</sup> week of December 2023
- Delivery of Giveaways to TPB Philippines should be placed in a double-walled corrugated box with bubble wrap that can accommodate a maximum weight limit of 15 kilos only

## **VI. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The approved budget for the contract is **THREE HUNDRED FIFTY THOUSAND PESOS ONLY PHP350, 000.00** inclusive of all applicable taxes.

## **VII. TERMS OF PAYMENT**

- Payment will be processed upon completion of the delivery
- Payment will be on a send-bill arrangement to the Tourism Promotions Board (TPB). Full payment within thirty (30) days upon receipt of Statement of Account or Billing with completion of the requirements stipulated in the technical specifications.
- TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charges must be borne by the supplier.

## **VIII. CONTRACT DURATION**

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

## **IX. PROJECT OFFICERS CONTACT INFO**

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