

04 December 2023

**REQUEST FOR QUOTATION (RFQ)**

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

**RFQ No. TPB-PR 2023.12.352**

**Requirement: Services of a Technical Content Writer for the Tourism Promotions Board Annual Report for CY 2023 and Other Technical Reports (2<sup>nd</sup> Posting)**

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p><b>SCOPE OF SERVICES/DELIVERABLES</b></p> <ol style="list-style-type: none"> <li>1. Familiarization with TPB and its existing programs, including the review of organizational documents and meetings with key staff;</li> <li>2. Submission of a Gantt chart subject to end user approval to serve as reference for the agreed upon deliverables and timelines;</li> <li>3. Narrative write-up of the TPB Corporate Brochure</li> <li>4. Story/Journey Experience/Narrative concept with the Reader in mind based on the TPB approved messaging with a minimum proposed three (3) themes applicable for the Annual Report 2023;</li> <li>5. Revision of the narrative concept based on discussion results subject to end user approval to include preliminary outlines each for the Annual Report 2023, the Mid-year Report 2023 and the Year-end Report 2023;</li> <li>6. Actual narrative drafts with all visual elements pegged each applicable for the Corporate Brochure, Mid-year Report 2023, the Year-end Report 2023, and the Annual Report 2023;</li> <li>7. Editing, revision and proofreading related to content and/or language of the running draft and story flow each applicable for the Mid-year Report 2023, the Year-end Report 2023, and the Annual Report based on input from end user up to the final approved rendition as applicable</li> <li>8. Coordination with the Project Officers assigned and graphic designer- layout artist</li> </ol>	240,000.00	240,000.00

on the alignment of narratives and visuals for the Annual Report 2023. The Content Writer shall also proof-res the texts as they are laid out by the graphic designer- layout artist.

9. Final narratives rewrite/draft in Word document format, including the table of contents, photo captions and credit information subject to end user approval up to the level of the TPB Chief Operating Officer.

10. Proofreading of the four (4) mock-ups applicable for the Annual Report 2023.

11. Service Provider shall :

- a. respond to the required changes to the drafts/reports as part of the review and feedback process;
- b. Participate effectively in team-based, information-sharing collaborative environment;
- c. Focus on impact and results for the client; and
- d. Be available as needed for face-to-face consultation at the TPB office as needed within the project period.

**Bidder shall be evaluated based on the following criteria to determine its responsiveness:**

Criteria	%Weight
I. Qualification of the Technical Content Writer	20
II. Capability in content report writing	30
III. Compelling Narrative Story/Journey	50

Rating Factors:

- Criteria I and II - 50%
- Criteria III - 50%
- Total 100%

Passing Rate = 85%

***Please refer to the Technical Specifications for details.***

**ELIGIBILITY REQUIREMENTS**

**A. If Bidding as a Firm**

- 1. Must be duly registered Company in the Philippines and must be in operation for the last four (4) years.
- 2. Must be a Company handling corporate

	<p>communication or similar project for the last for (4) years.</p> <p>3. Submission of Eligibility documents to support the qualification of the Technical Content Writer as enumerated in item B.a-e</p> <p><b>B. If Bidding as an Individual (Technical Content Writer)</b></p> <ol style="list-style-type: none"> <li>1. Demonstrable, excellent comprehensive report writing skills. English fluency is required; The Technical Content Writer must have a minimum of four (4) years' demonstrable experience in Corporate Communications and in handling complex information</li> <li>2. Evidence of a strong and stable internet connection subscription (proof of the latest ISP billing/statement of account indicative of a subscribed plan at the primary work address is sufficient)</li> <li>3. Excellent information organization skills evidenced through the narrative flow and sustained messaging in the portfolio samples; and</li> <li>4. Experience in producing corporate products including the writing and editing of Annual Reports or comparative output (e.g., Sustainability Reports, Integrated Annual and Sustainability Reports)</li> <li>5. Ability to produce a compelling and sustained story narrative is evidenced through the sample portfolio for each sample work submission as a premium qualification</li> </ol> <p><b>Submit the following:</b></p> <p><b>A. Firm</b></p> <ol style="list-style-type: none"> <li>1. Articles of Incorporation, SEC, DTI, CDI, registration certificate, whichever is applicable</li> <li>2. Company Profile</li> <li>3. List of completed government and private contract for the <b>last four (4) 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. <u>For Completed Project</u> – submit Certificate of Project Completion or its equivalent.</li> </ol> <p><b>B. Technical Content Writer</b></p> <ol style="list-style-type: none"> <li>a. A brief profile</li> <li>b. List and evidence of relevant work experience for at least four (4) years;</li> <li>c. Curriculum Vitae;</li> </ol>		
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	<p>d. Sample works/portfolio (minimum of three outputs);</p> <p>e. Gantt Chart submission as to the proposed implementation plan which clearly sets out the timeframes for each required output to ensure that the deadlines are met;</p> <p><b>LEGAL DOCUMENTS</b></p> <p><b>A. If Bidding as a Firm</b></p> <ul style="list-style-type: none"> <li>▪ PhilGEPS Registration Certificate</li> <li>▪ Business/Income Tax Return Certificate</li> <li>▪ Mayor’s Permit</li> <li>▪ Omnibus Sworn Statement</li> </ul> <p><b>B. If Bidding as an Individual (Technical Content Writer)</b></p> <ul style="list-style-type: none"> <li>▪ PhilGEPS Registration Certificate</li> <li>▪ BIR Certificate of Registration</li> <li>▪ Omnibus Sworn Statement</li> </ul> <p><b>Attachments:</b></p> <ol style="list-style-type: none"> <li>1. Terms of Reference</li> <li>2. Omnibus Sworn Statement</li> </ol> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>▪ All entries must be typewritten in your company letterhead.</li> <li>▪ Price Validity shall be for a period of <u>thirty (30)</u> calendar days.</li> </ul>		
Terms	As stated		
Delivery	As stated		
ABC	PhP240,000.00, inclusive of applicable taxes		

Please submit your **quotation** together with the **eligibility and legal documents** enumerated above to email address [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph)/[janet\\_villafranca@tpb.gov.ph](mailto:janet_villafranca@tpb.gov.ph) not later than **11 December 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: **Technical Content Writer <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**  
 Acting Head 04 December 2023

Procurement and General Services Division  
 Administrative Department

Contact Person: Janet G. Villafranca / 85259318 loc. 270