

## **ANNEX A\_TERMS OF REFERENCE**

### ***Procurement of Consulting Services for the Implementation of the Tourism Promotions Board Business Development Plan***

#### **I. PROJECT DESCRIPTION**

The Tourism Promotions Board (TPB) is seeking a competent and experienced Consultant or Consulting Firm who can provide services for the implementation of its Business Development Plan.

#### **II. BACKGROUND**

TPB is mandated to market and promote the Philippines domestically and internationally as a major global tourism destination. Particularly, TPB's powers and functions under Section 50 of Republic Act No. 9593, or the Tourism Act of 2009, state the following:

SECTION 50. Powers and Functions of the Tourism Promotions Board. – The TPB shall have all the general powers of a corporation provided under the Corporation Code.

Furthermore, it shall have the following powers and functions:

(e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products.

(k) Perform all other powers and functions of a corporation.

In addition, the Governance Commission for GOCCs (GCG) Memorandum Order (MO) No. 2014-07 Re: TPB Functional Description, FY 2014 enumerates the functions of TPB's Corporate Planning and Business Development Department under the Office of the Chief Operating officer, as follows:

#### **II. OFFICE OF THE CHIEF OPERATING OFFICER**

##### **A. CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT (CPBDD)**

- | business and revenue potential, and which are appropriate to the marketing and promotions mandate of the TPB, either on full ownership or in partnership with reputable business entities.

- Propose business innovations, pioneering programs, and “first-to-market” activities to create dynamic marketing opportunities and to develop emerging markets in coordination with the private sector.
- Conduct feasibility studies preparatory to engagement in business development activities that will generate new revenue streams for the Corporation.
- Secure sponsorships or partnerships for business ventures organized or conducted by the TPB.

In line with the above expressed provisions of RA 9593 and GCG MO 2014-07, the CPBDD is expected to deliver significant benefit to the agency by way of undertaking new business/marketing ventures that can generate revenue. Under the Office of the Chief Operating Officer (OCOO), CPBDD is mandated to have a comprehensive business plan for medium and long-term operation.

A consulting firm was engaged to develop the TPB’s *Business Development Plan* that was subsequently approved by the TPB Board of Directors (BOD) last 21 December 2022 under Board Resolution No. 370 series of 2022. And as one of their final deliverables, the consulting firm (through the CPBDD) secured approval from the OCOO last 13 March 2023 of the TPB *Business Development Manual* that seeks to operationalize the following business development initiatives approved by the BOD for implementation: *TPB Membership Program, Events Participation, Advertising, and Sale and/or Licensing of Intellectual Property (IP) and Retail Space*. Of these, the TPB Membership Program and Events Participation have been existing sources of revenue generation that are being managed by the Domestic Promotions and International Promotions Departments, respectively.

### III. OBJECTIVES

1. To operationalize/implement the new business development initiatives under the TPB Business Development Manual, namely *Advertising and Sale and/or Licensing of Intellectual Property (IP) and Retail Space*, including priority projects as determined by the OCOO.
2. To monetize relevant and current products and services that arise out of TPB’s Programs, Projects, and Activities (PPAs) and create a process for proper accounting/recognition of revenue with the Finance Department.
3. To continuously review the current opportunities and challenges of the organization in executing its business development mandate.
4. To enhance the competence of officers, key personnel, and staff of TPB in understanding business development, including the standardization of processes and provision of tools.
5. To assist in coaching and guiding CPBDD and project implementors in the pre-implementation and evaluation of the business development activities.

#### **IV. OTHER TERMS AND CONDITIONS**

The said consulting services shall involve the following activities:

1. Adherence to the appointed mutually agreed consulting/visit days.
2. Compliance with agreed coverage of implementation for the two (2) identified business initiatives including priority projects determined by the OCOO.
3. Suggestion of other value-adding opportunities to further enhance business development strategies and ensure sustainability of project.

#### **V. DELIVERABLES OF THE CONSULTANT/CONSULTING FIRM**

1. Formulate an action plan highlighting the approved country brand to implement these approved business initiatives:
  - A. Sale of Advertising Space
  - B. Merchandise Licensing of IP
  - C. TPB Retail Hub (like DTI's Go Lokal! retail concept store)
    - TPB Retail Hub to accommodate on schedule the different partner travel agencies (either by destination or type of niche tourism) and to invite schools for added promotion.
    - TPB merchandise and other souvenir and retail materials such as local weaving can be placed in collaboration/partnership with Kultura, Islands, Rustans, etc.
    - TPB Retail Hub to be located within Ayala malls or the new TPB Office and can be replicated on a smaller scale in other retail venues via modular pop-up stores.
2. Provide inputs in creating an end-to-end process flow for each business initiative to include specific responsibilities of personnel involved in the delivery of the initiative.
3. Provide inputs to update or improve structures, systems, plans, and projections formulated by CPBDD, specifically the standard pricing structure, recording/reporting system for the proper accounting/recognition of revenues generated by each initiative, and 5-year revenue projections per initiative.
4. Provide inputs in creating an ideal organizational structure of the business development team in coordination with Personnel and Human Resource Development Division (PHRDD) and for approval of Management.

5. Propose a coaching and mentoring plan (with objectives and target outputs) for CPBDD and project implementers and assist in the conduct of at least once a month coaching and mentoring activities with CPBDD and project implementers in the pre-implementation and evaluation of the business development plan.

Proposed deliverables may be adjusted subject to the recommendations of the Consultant/Consulting Firm and the approval of TPB.

## VI. SCHEDULE OF DELIVERABLES

The engagement of the Consultant/Consulting Firm will be for nine (9) months starting from the date of acceptance of the Notice to Proceed (NTP). Below is the indicative schedule of activities:

<b>PROPOSED SCHEDULE</b>	<b>ACTIVITY</b>
W4 February – W1 March 2024	Submission of Inception Report and detailed action plan for the initiatives enumerated under Item V.1.
W1 April – W4 December 2024	<ol style="list-style-type: none"> <li>1. Submission of the following related to Item V.1:               <ol style="list-style-type: none"> <li>a. Inputs for end-to-end process flow including personnel responsibilities to be completed by CPBDD</li> <li>b. Inputs for standard pricing structure and 5-year revenue projections per initiative with revenue reporting system to be completed by CPBDD</li> <li>c. Inputs for the Business Development team’s interim organizational structure for management and/or Board approval, and ideal staffing pattern for submission to the GCG through the TPB Change Management Team (CMT) to be completed by CPBDD</li> </ol> </li> <li>2. Submission of the final concept and action plan for the Sale of Advertising Space, Merchandise Licensing of IP, and TPB Retail Hub</li> </ol>
Anytime from start and end of contract	<ol style="list-style-type: none"> <li>1. Submission of a proposed coaching and mentoring plan (with objectives and target outputs) for CPBDD and project implementers</li> <li>2. Assistance in the conduct of at least once a month coaching and mentoring activities with CPBDD and project implementers in the pre-implementation and evaluation of the business development plan</li> </ol>

*Note: Proposed schedule and number of days may be adjusted subject to the recommendations of the Consultant/Consulting Firm and the approval of the TPB.*

## **VII. TPB’s RESPONSIBILITIES**

1. Provide the necessary documents, materials, and internal resource persons needed by the Consultant/Consulting Firm.
2. Provide a comfortable workstation with stable LAN connection.

## **VIII. TERMS OF PAYMENT**

The Approved Budget for the Contract (ABC) is ONE MILLION PESOS (PHP1,000,000.00), which shall be paid to the Consultant/Consulting Firm in tranches according to the milestone payments for deliverables specified under this TOR but not to exceed the ABC, inclusive of all applicable taxes.

Supplier is encouraged to have a Landbank of the Philippines (LBP) account to where payment will be made through bank deposit. In case of absence of a Landbank account, bank charges will be shouldered by the supplier.

TPB reserves the right to withhold all or a portion of payment if:

- Performance is deemed unsatisfactory.
- Work/output is incomplete, not delivered or failed to meet deadline/s set; or
- Other factors in the TOR are breached.

The indicative scheme of payment is as follows:

<b>% of Payment</b>	<b>Deliverables</b>
15%	Upon submission and acceptance/approval of Inception Report
30%	Upon submission and end-user’s acceptance of the following related to V.1: a. Inputs to end-to-end process flow including personnel responsibilities (10%) b. Inputs to standard pricing structure and 5-year revenue projections per initiative with revenue reporting system (10%) c. Inputs to Business Development team’s interim organizational structure and ideal staffing pattern for submission to GCG through the TPB CMT (10%)
45%	Upon submission and approval by the COO of the final concept and action plan for the following: a. Sale of Advertising Space

	b. Merchandise Licensing of IP c. TPB Retail Hub
10%	Upon completion of the assistance to the coaching activities and final submission and approval of Engagement Terminal Report (10%)

*Note: The indicative payment of milestones is subject to the approval of outputs.*

## **IX. CONSULTANT’S/CONSULTING FIRM’S SPECIFIC QUALIFICATIONS**

Qualifications of the Consultant:

1. Must possess at least three (3) years of continuing consulting experience and relevant engagements in business development, strategic planning & operations, organizational development or project management in the government and private sectors, including the conduct of trainings related to strategic planning and business development.
2. Must have past/completed and/or with current engagements in conducting study/research on exploring at least three (3) business ventures for the government corporations/agencies and/or private sectors as evidenced by documentations and projects portfolio.

Qualifications of the Consulting Firm:

1. Must be in the consulting business for the last three (3) years handling projects involving any one of the following: business development, strategic planning & operations, organizational development or project management in the government and private sectors, including the conduct of trainings related to strategic planning and business development.
2. Must have past/completed and/or with current engagements in conducting study/research on exploring at least three (3) business ventures for the government corporations/agencies and/or private sectors as evidenced by documentations and projects portfolio.

## **X. TERMS AND CONDITIONS**

1. The prospective Consultant shall submit the technical and financial proposals, which shall include:
  - Brief profile and description demonstrating the professional qualifications indicated in item IX.
  - List and evidence of relevant work experience, clients, projects, and businesses handled for the last five (5) years both in the government and private sectors.

- Updated curriculum vitae showing areas of specialization, which must be supported with a copy of any document of past or current portfolio.
  - Other documents to prove qualifications stated in item IX.
2. TPB shall have full ownership of all the data gathered and presented by the Consultant.
  3. A Non-Disclosure Agreement shall be executed between TPB and the hired Consultant upon awarding of the contract.

The Consultant is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The technical proposal shall be presented for a maximum for twenty (20) minutes and shall include the plan of approach.

The winning bidder must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%
TOTAL	100%

#### **XI. FINAL DETERMINATION**

The technical proposal and presentation of the bidders shall be evaluated on the following criteria:

CRITERIA	WEIGHT
<b>Applicable Experience of the Firm/Lead Consultant</b>	<b>50%</b>
1. Must possess at least three (3) years of continuing consulting experience and relevant engagements in business development, strategic planning & operations, organizational development or project management in the government and private sectors, including the conduct of trainings related to strategic planning and business development.	
<b>Qualification of the Key Personnel</b>	<b>20%</b>
2. Must have past/completed and/or with current engagements in conducting study/research on exploring at least three (3) business ventures for the government corporations/agencies and/or private sectors as evidenced by documentations and projects portfolio.	
<b>Plan of Approach and Methodology</b>	<b>30%</b>

<p>3. Must have the ability to formulate an action plan with clear plan of approach and methodology for the following business development initiatives:</p> <ul style="list-style-type: none"> <li>• Sale of Advertising Space</li> <li>• Merchandise Licensing of IP</li> <li>• TPB Retail Hub</li> </ul>	
<b>TOTAL</b>	<b>100%</b>

The proposal shall be evaluated using the Quality Cost Based Evaluation. The contract shall be awarded to the Bidder with the Highest/Single Rated Responsive Bid (H/SRRB).

**PROJECT OFFICERS/CONTACT PERSONS:**

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