

13 March 2024

**REQUEST FOR PROPOSAL (RFP) NO. TPB-PR 2024.03.090  
(2<sup>nd</sup> Posting)**

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

**REQUIREMENT: Consulting Services to Formulate an Action Plan for the TPBPHL Business Development Initiatives**

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p><b>SCOPE OF SERVICES/DELIVERABLES</b></p> <p>1. Formulate an action plan highlighting the approved country brand to implement these approved business initiatives:</p> <p>A. Sale of Advertising Space B. Merchandise Licensing of IP C. TPB Retail Hub (like DTI's Go Lokal! retail concept store)</p> <ul style="list-style-type: none"> <li>● 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.</li> <li>● TPB merchandise and other souvenir and retail materials such as local weaving can be placed in collaboration/partnership with Kultura, Islands, Rustans, etc.</li> <li>● 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.</li> </ul> <p>2. Provide inputs in creating an end-to-end process flow for each business initiative to</p>	1,000,000.00	1,000,000.00

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 and the approval of TPB.

**Bidders shall be given twenty (20) minutes to present the proposed plan approach and methodology.**

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

Criteria	%Weight
I. Applicable Experience of the Consulting Firm/Lead Consultant	50
II. Capability in content report writing	20
III. Compelling Narrative Story/Journey	30
TOTAL	100

Passing Rate = 80%

Rating Factors:

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	85%
Financial Proposal	15%
<b>TOTAL</b>	<b>100%</b>

Passing Rate = 80%

***Please refer to the Terms of Reference for details.***

### **ELIGIBILITY REQUIREMENTS**

#### **A. Consulting Firm**

1. Must be duly registered Company in the Philippines and must be in operation for the last three (3) years.
2. 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.
3. 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. Individual 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.

**Submit the following:**

**A. Consulting Firm**

1. Articles of Incorporation, SEC, DTI, CDI, registration certificate, whichever is applicable.
2. Company Profile
3. List of completed government and private contract for the **last three (3) years** 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. Submit Certificate of Project Completion or its equivalent.
4. Submit for the Lead Consultant and Key personnel:
  - a. Curriculum Vitae (Using the TPF6 Form, need not be notarized);
  - b. List of ongoing and completed engagement engagements in conducting study/research on exploring at least three (3) business ventures for the government corporations/agencies and/or private sectors for the **last three (3) years** as evidenced by documentations and projects portfolio

**B. Individual Consultant**

- a. Curriculum Vitae(Using the TPF6 Form, need not be notarized);
- b. List of ongoing and completed engagement engagements in conducting study/research on exploring at least three (3) business ventures for the government corporations/agencies and/or private sectors for the **last three (3) years** as evidenced by documentations and projects portfolio
- c. Curriculum Vitae (Using the TPF6 Form, need not be notarized) of the support personnel

	<p><b>LEGAL DOCUMENTS</b></p> <p><b>A. Consulting Firm (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. Individual Consultant</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. Revised Omnibus Sworn Statement</li> <li>3. TPF6 Form</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	PhP1,000,000.00, inclusive of applicable taxes		


Please submit the **quotation, duly signed by the authorized representative** together with the **eligibility and legal documents** enumerated above in a **sealed envelope** to the address below not later than **01 April 2024, until 5:00pm:**

BAC Secretariat  
Procurement and General Services Division  
Tourism Promotions Board  
4/F Legaspi Towers 300, Roxas Boulevard Manila

Contact Details: janet\_villafranca@tpb.gov.ph / 85259318 loc. 270

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**  
13 March 2024  
Acting Head, Procurement and General Services Division  
Administrative Department

