

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number:
2021-0056
 PR No.:
2021-0117

JO Date:
07/14/2021
 PR Date:
05/25/2021

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CONTRACTOR/SUPPLIER **ASSOCIATION OF TRAINING INSTITUTIONS FOR FOREIGN TRADE IN ASIA AND THE PACIFIC (ATIFTAP)**
 ADDRESS **Foreign Trade in Asia and the Pacific (ATIFTAP) 1202 EGI Taft Tower, 2339 Taft Ave., Malate Manila**
 MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

DELIVERY TERM
 PAYMENT TERM
 PLACE OF DELIVERY
 DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
PROCUREMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE CUSTOMER SATISFACTION SURVEY FOR 2021 CITEM'S SIGNATURE EVENTS SCOPE OF SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY A. Generally, the Marketing Research/Survey Company that will be procured is required to administer, generate, and interpret the CSS gathered during the digital editions of the 2021 CITEM signature events. B. Specifically, the Marketing Research/Survey Company's scope of services involves: For each CSS of a signature event -- - Administer the prescribed GCG CSS and CITEM's additional questions items (as submitted to GCG last 20 December 2020) - Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction - Determine the quality of assistance, support, and service as perceived by CITEM stakeholders - Identify the gaps in the delivery of service assistance, support, and services - Provide thorough analysis of survey results - Propose improvements/necessary recommendations in the delivery of service assistance, support, and services - Present and discuss the findings of the CSS to the End-user seven (7) working days after each signature event - Prepare and submit a CSS project report to the End-user 14 working days after each signature event. After each Signature Event, the CSS project report should highlight the findings, analyses, and recommendations for improving the delivery of services. For the 2021 CSS Report of CITEM signature events -- Prepare and deliver a comprehensive Final CSS Report in hard copy and in Word and .ppt format of above-indicated signature events 20 working days after the last signature event that incorporates the following: - Full findings and analysis, insights, conclusions, and actionable recommendations to address the survey findings - Tabulation of aggregate data - Screenshots of accomplished online survey forms (five (5) sample accomplished online forms each from Exhibitor and Buyers)			PHP 267,500.00

TOTAL AMOUNT IN WORDS: **Php**

This order is placed subject to the following terms and conditions:
 The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY of 1/10 of 1%** of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of _____ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a **Delivery Receipt and Invoice or Official Receipt** with the Job Order upon delivery.

Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.

BUR No. Corplan-21080564
 DATE 08/03/2021
 AMOUNT Php267,500.00

Recommended by:

ROMINA AUREA C. MAGNO
 Chief TIDS, OIC-CorPlan

CONFORME:

LUZ SUPLICO JEONG
 Name & Signature of Contractor/Supplier
 Date

Funds Available

MALERNA O. BUYAO
 Chief, Controllership Division

Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director



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 ADDRESS Foreign Trade in Asia and the Pacific (ATIFTAP)
 1202 EGI Taft Tower, 2339 Taft Ave., Malate Manila
 MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM _____
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<p>PROCUREMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE CUSTOMER SATISFACTION SURVEY FOR 2021 CITEM'S SIGNATURE EVENTS</p> <p>CITEM's 2021 signature events and indicative dates include the following:</p> <p>CREATE PHILIPPINES: CREATIVE FUTURES CONFERENCE 28-29 June 2021 IFEX PHILIPPINES: NXTFOOD ASIA With a special preview of the Sustainability Solutions Expo (SSX) (Target date) 23-25 September 2021 FAME+ (Manila FAME's new Digital Trade Community Platform for the home, fashion, and lifestyle products and services) (Target date) 11-15 October 2021 and 18-22 October 2021 SUSTAINABILITY SOLUTIONS EXPO (Target date) 18-20 November 2021)</p> <p>C. Data Collection Guidelines</p> <p>All data to be collected must strictly abide by the indicated guidelines on Data Collection as indicated in Section IV of the Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey. The questions must be strictly guided by the GCG-prescribed Survey Questionnaires as well as the additional servicespecific questions incorporated in the Conduct of the CSS for 2021 CITEM signature events.</p> <p>In line with the current public health emergency where the Conduct of physical CSS is limited, an Online Survey Tool or Platform is the recommended CSS survey methodology for 2021 CITEM signature events.</p> <p>D. Data Survey Instrument</p> <p>CITEM's existing feedback survey platform will be used in the Conduct of the GCG prescribed CSS instrument designed for Exhibitors and Buyers. The use of an online survey tool/platform for data gathering should be accompanied by a report that explicitly details the quality control measures employed in the data collection.</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.

[Signature]
 CONFORME:

[Signature]
LUZ SUPLIICO JEONG
 Name & Signature of Contractor/Supplier

Date _____

BUR No. Corplan-21080564
 DATE 08/03/2021
 AMOUNT Php267,500.00

Funds Available
[Signature]
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
[Signature]
ROMINA AUREA C. MAGNO
 Chief TIDS, OIC-CorPlan

Approved by:
[Signature]
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 Deputy Executive Director

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CONTRACTOR/SUPPLIER **ASSOCIATION OF TRAINING INSTITUTIONS FOR FOREIGN TRADE IN ASIA AND THE PACIFIC (ATIFTAP)**

ADDRESS Foreign Trade in Asia and the Pacific (ATIFTAP)
 1202 EGI Taft Tower, 2339 Taft Ave., Malate Manila

MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

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PROCUREMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE CUSTOMER SATISFACTION SURVEY FOR 2021 CITEM'S SIGNATURE EVENTS

DURATION OF WORK

The indicative timeframe*for the engagement of services of the Marketing Research/Survey Company that will administer, Generate, and Interpret Results of the Customer Satisfaction Survey for 2021 CITEM Signature Events shall be undertaken after the signing of the Job Order/Contract up until the submission and acceptance of 2021 CSS Report to CITEM.

The indicative timeframe and list of Projected Activities, which may be modified as mutually agreed and formalized by both parties of this requirement, are as follows:

SIGNATURE EVENTS	PROJECTED ACTIVITIES
<p>CREATE PHILIPPINES: CREATIVE FUTURES CONFERENCE (Target date: 28-29 June 2021)</p>	<p>The projected activities for and during each signature event is as follows:</p> <ul style="list-style-type: none"> • Briefing with Marketing Research/Survey Company about particular signature event: fair profile, category of products/ services promoted, audience • Pilot-testing of online GCG prescribed CSS • Conduct of online CSS during fair dates • Present and discuss the findings of the CSS to the End-user seven (7) working days after the signature event • Prepare and submit a CSS project report to the End-user 14 working days after each signature event.
<p>IFEX PHILIPPINES: NXTFOOD ASIA <i>With a special preview of the Sustainability Solutions Expo (SSX)</i> (Target date: 23-25 September 2021)</p>	
<p>FAME+ (Manila FAME) (Target date: 11-15 October 2021 and 18-22 October 2021)</p>	
<p>SUSTAINABILITY SOLUTIONS EXPO (Target date: 18-20 November 2021)</p>	

TOTAL AMOUNT IN WORDS:

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Very truly yours,

BUR No. **Corplan-21080564**

Recommended by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.

DATE **08/03/2021**

ROMINA AUREA C. MAGNO
 Chief TIDS, OIC-CorPlan

CONFORMS:

AMOUNT **Php267,500.00**

LUZ SUPLICO JEONG

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director

Name & Signature of Contractor/Supplier

Date



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SIGNATURE EVENTS	PROJECTED ACTIVITIES
	<ul style="list-style-type: none"> • Submit a CSS Terminal Report on 2021 CITEM Signature Events to the End-user 20 days after the last signature event. <p>The CSS Terminal Report shall contain the highlights of the engagement, results of the survey, in-depth qualitative and quantitative analysis of the survey, actionable recommendations to address survey findings, documentation of various activities, raw and processed data, and guidance on possible improvements to the succeeding conduct of Third Party Survey on GCG Stakeholders' Satisfaction.</p>

INDICATIVE TERMS OF PAYMENT

- Present and discuss the findings of the CSS to the End-user seven (7) working days after each signature event
- Prepare and submit a CSS project report to the End-user 14 working days after each signature event.

TOTAL AMOUNT IN WORDS:

Php


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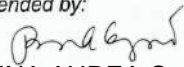
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 Chief TIDS, OIC-CorPlan

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AMOUNT Php267,500.00

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Service Milestone	Percentage of Payment*
<ul style="list-style-type: none"> Briefing about CITEM's work program Briefing about 1st signature event: the profile, category of services promoted audience Engagement of services CITEM's acceptance and approval of CSS report for 1st signature event in Word and .pptx formats 	30%
<ul style="list-style-type: none"> Briefing about 2nd signature event: the profile, category of services promoted, audience Engagement of services CITEM's acceptance and approval of CSS report for 2nd signature event in Word and .pptx formats 	30%
<ul style="list-style-type: none"> Briefing about 3rd signature event: the profile, category of services promoted, audience Engagement of services CITEM's acceptance and approval of CSS report for 3rd signature event in Word and .pptx formats 	40%
<ul style="list-style-type: none"> Briefing about 4th signature event: the profile, category of services promoted, audience Engagement of services CITEM's acceptance and approval of CSS report for 4th signature event in Word and .ppt formats CITEM's acceptance and approval of the overall CSS reports of 2021 signature events 20 working days after the 4th signature event 	
TOTAL	100%

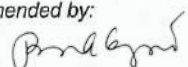
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 OIC-DM, Corporate Services Dept.

BUR No. Corplan-21080564
 DATE 08/03/2021
 AMOUNT Php267,500.00

Recommended by:

ROMINA AUREA C. MAGNO
 Chief TIDS, OIC-CorPlan

CONFORME:

LUZ SUPLICO JEONG
 Name & Signature of Contractor/Supplier

 Date

Funds Available

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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TOTAL AMOUNT IN WORDS: TWO HUNDRED SIXTY-SEVEN THOUSAND FIVE HUNDRED PESOS Php 267,500.00

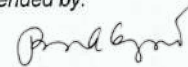
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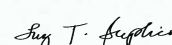
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