

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2021-0048

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

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

(Please see attached Request for Quotation Form for more details.)

Approved Budget for the Contract	: PHP 300,000.00
Pre-bid Conference	: 15 June 2021, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 18 June 2021, 5:00PM
Opening of Qualitative Evaluation Documents	: 18 June 2021, 5:00PM
Opening of Eligibility Documents and Financial Bid	: 22 June 2021, 02:00PM

Conduct of Pre-bid Conference and Opening of Bids shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Pre-bid Conference and Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

Eligibility Documents (1st Envelope / Compressed Folder)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration

Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.

2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.

3. Notarized Omnibus Sworn Statement

Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.

Financial Bid (2nd Envelope / Compressed Folder)

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- **Certifications or proof of affiliations/memberships in relevant industry associations or specialized societies are acceptable.**
- **Portfolio of ongoing and completed government and private contracts and certifications which states years of industry experience in conducting stakeholder satisfaction surveys and related research, from formulating the methodology to analysis and report presentation. The portfolio needs to be substantiated by a link to or screen capture of ongoing/ completed relevant projects (aligned to marketing research/surveys). Available certification of completed projects are also considered.**
- **Certificates of Project Completion showing satisfactory delivery of service**
- **Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.**

- **Samples of previously used surveys that included data privacy consent clause.**
- **Curriculum Vitae of the personnel to be assigned in the Project indicating:**
 - i. Years of work experience conducting surveys or qualitative and quantitative research
 - ii. Demonstrated specialization in database creation, data filing, and statistical analyses of large data sets. Familiarity with data processing and efficient use of data analysis software such as SPSS is highly desirable.
 - iii. Published research-related articles that demonstrate excellent communication skills by means of good aptitude for conduct/facilitation of surveys and understandable statistical survey report writing

Bidders shall submit these documents, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, online submission to the BAC Secretariat at citembac@citem.com.ph. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Bids indicated above.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City
Tel.: (632) 8-831-2201 local 309/294 E-mail: citembac@citem.com.ph

REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above
 Lease of Real Property and Venue
 Small Value Procurement with ABC of Php 50,001 and above
 Others: _____

Date: 11 June 2021

Company Name: _____

RFQ No.: 2021-0048

Address: _____

Contact No.: _____

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / citembac@citem.com.ph.

Pre-bid Conference: <u>15 June 2021</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <u>18 June 2021</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Qualitative Evaluation Documents: <u>18 June 2021</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Eligibility Documents and Financial Bid: <u>22 June 2021</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<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><i>Please see attached Term of Reference for more details.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 300,000.00</u></p>		

Terms and Conditions:

- 1) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

Date Submitted

Signature over printed name of the Authorized Company Representative

Designation: _____

Telephone No(s): _____

Email: _____



TERMS OF REFERENCE

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

I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM), the export promotions arm of the Department of Trade and Industry (DTI), is a government-owned or controlled corporation (GOCC) committed to *developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.*

CITEM has established the country's image as the premier destination for quality export products and services. For more than three decades now, it has set the highest standards of creativity, excellence, and innovation for Philippine export-ready products and services through design and quality-driven and innovation-led conceptualization, development, and management of physical trade fairs. Its major stakeholders are primarily categorized as Exhibitors (participating companies) and Attendees (local or foreign buyers representing different channels of procurement and guests/visitors.

To date, the current public health emergency, which began in 2019, may have limited the organization and staging of physical trade fairs. Still, CITEM's staunch commitment to its mandate remains true by staging digital trade fair versions equivalent to its physical locally-held signature events.

As a GOCC, CITEM's organizational performance is measured through an overall evaluation of its stakeholders' level of satisfaction and perception rendered during the implementation of its events. The Exhibitors and Attendees (or Buyers¹, as identified from hereon) – CITEM's primary stakeholders -- express their individual level of satisfaction through a customer satisfaction survey (CSS) conducted during and, in the case of digital trade fair participation, after attending or participating in the exhibition.

Likewise, the CSS is one of CITEM's performance indicators. Its results provide insights on improving the delivery of its services. They are reported as a compliance requirement as agreed with the Governance Commission for Government-Owned and Controlled Corporation² (GCG)'s Performance Evaluation System.

The services of the marketing research/survey company that will be procured in line with this undertaking are required to follow the "Enhanced Standard Guideline on the Conduct of

¹ Industry-specific representatives from various industries and sectors, and includes Filipinos and foreigners living within or outside the Philippines.

² GCG oversees effectivity and relevance of a GOCC's institutional performance.

Customer Satisfaction Survey” issued by GCG on 26 September 2019 and the “Additional Guidelines in the Conduct of the Customer Satisfaction Survey³” on 14 August 2020.

II. OBJECTIVES of the CSS

- A. Generate feedback from CITEM’s stakeholders
- B. Enable CITEM to assess its performance in the delivery of its services based on the GCG and the Agency⁴-identified satisfaction metrics and variables
- C. Identify specific actions and opportunities for improvement in the delivery of its services
- D. Comply with the good governance conditions of the GCG

III. 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)

³ The latter document includes relaxed provisions of the previously issued GCG Guidelines on CSS to adapt to the challenges brought about by the current CoVid-19 pandemic.

⁴ Through the series of additional questions.

CITEM's 2021 signature events and indicative dates include the following:

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)

C. Data Collection Guidelines

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 service-specific questions incorporated in the Conduct of the CSS for 2021 CITEM signature events.

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.

D. Data Survey Instrument

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.

IV. QUALIFICATIONS OF THE MARKETING RESEARCH/SURVEY COMPANY

The marketing research/survey company to be engaged for this requirement should possess the following qualifications:

Particulars	PERCENTAGE	RATING
A. Relevant business and professional licenses to provide such services to CITEM <i>Certifications or proof of affiliations/memberships in relevant industry associations or specialized societies are acceptable.</i>	10%	
B. Applicable Experience of the Research/Survey Company <i>At least five (5) years of industry experience in conducting stakeholder satisfaction surveys and related research, from formulating the methodology to analysis and report presentation that will be referenced from a portfolio⁵ of ongoing and</i>	20%	

⁵ The portfolio needs to be substantiated by a link to or screen capture of ongoing/ completed relevant projects (aligned to marketing research/surveys). Available certification of completed projects are also considered.

<p>completed government and private contracts and certifications in this regard.</p> <ul style="list-style-type: none"> • With more than five years of experience (20%) • With five years of experience (15%) • With less than five years of experience (0%) 		
<p>C. Successful implementation of similar projects* within the last three (3) years (minimum of 3 customer/ stakeholder satisfaction survey-related projects *Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</p>	20%	
<ul style="list-style-type: none"> • At least three (3) customer/stakeholder satisfaction survey-related projects, with at least one government client (20%) 		
<ul style="list-style-type: none"> • At least three (3) customer/stakeholder satisfaction survey-related projects, but no government client (15%) 		
<ul style="list-style-type: none"> • Less than three(3) customer satisfaction survey-related projects (0%) 		
<p>D. Member of good standing* in any internationally recognized association of marketing research agencies/survey companies. *Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.</p>	5%	
<ul style="list-style-type: none"> • With membership in any internationally recognized association of marketing research agencies (5%) 		
<ul style="list-style-type: none"> • No membership in any internationally recognized association of marketing research agencies (0%) 		
<p>E. Compliant to legal standards on data privacy and protection * Samples of previously used surveys that included data privacy consent clause.</p>	5%	
<p>F. Composition of key personnel as stated in the GCG guideline:</p> <ul style="list-style-type: none"> - Overall Project Manager - Assistant Project Managers (Project Manager & Statistician) - Overall Field Manager - Overall Data Processing Manager - Data Processing Supervisor/ Digital Operations Supervisor OR Encoding Supervisor 	10%	
<ul style="list-style-type: none"> • Complete composition of the CSS team as prescribed by GCG (10%) 		
<ul style="list-style-type: none"> • Incomplete composition of CSS Team (0%) 		
<p>G. Qualification of personnel* assigned to the Project who demonstrated specialization in the conduct of quantitative and qualitative research in customer/ stakeholder satisfaction. *Based from submitted CVs identifying the personnel to be assigned in the Project *All key personnel should have at least three (3) years of work experience conducting surveys or qualitative and quantitative research.</p>	20%	
<ul style="list-style-type: none"> • All key personnel have more than three (3) years of relevant work experience and with a 		

Statistician in the team that has an experience in conducting customer satisfaction surveys (20%)		
• All key personnel have three years of relevant work experience in conducting customer satisfaction surveys but without a Statistician in the team (0%)		
H. <i>As indicated in the CV:</i> With demonstrated specialization in database creation, data filing, and statistical analyses of large data sets. Familiarity with data processing and efficient use of data analysis software such as SPSS is highly desirable. (5%)	5%	
I. <i>As indicated in the CV:</i> With published research-related articles that demonstrate excellent communication skills by means of good aptitude for conduct/facilitation of surveys and understandable statistical survey report writing. (5%)	5%	
Total	100%	

Prospective marketing research/survey company to attain a hurdle rate of at least **85%** will be considered for this requirement.

V. 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
CREATE PHILIPPINES: CREATIVE FUTURES CONFERENCE (Target date: 28-29 June 2021)	<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.
IFEX PHILIPPINES: NXTFOOD ASIA <i>With a special preview of the Sustainability Solutions Expo (SSX)</i> (Target date: 23-25 September 2021)	
FAME+ (Manila FAME) (Target date: 11-15 October 2021 and 18-22 October 2021)	
SUSTAINABILITY SOLUTIONS EXPO (Target date: 18-20 November 2021)	

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>

VI. 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.

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%

Note:

**The Processing of payment will begin upon submission of all required outputs or documents, acceptance of the project terminal report, and receipt of the invoice and complete supporting documents in accordance with applicable government rules and regulations.*

**It is highly preferred that the research/survey company should have a Landbank account as payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the marketing research/survey company.*

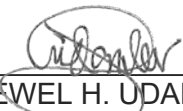
VII. MODE OF PROCUREMENT

The mode of procurement for this requirement shall be through Alternative Mode - Small Value Procurement (SVP).

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget for the 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" is **THREE HUNDRED THOUSAND PESOS (P300,000.00)** inclusive of value-added tax (VAT) and other applicable taxes and fees.

Noted by:



JEWEL H. UDARBE
Assistant Division Chief
Corporate Planning Division

Recommending approval



MA. LOURDES D. MEDIRAN
Deputy Executive Director

Approved by:



PAULINA SUACO-JUAN
Executive Director