

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-2022-0034

**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 325,000.00
Pre-bid Conference	: 22 March 2022, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 25 March 2022, 5:00PM
Opening of Qualitative Evaluation Documents	: 25 March 2022, 5:00PM
Opening of Eligibility Documents and Financial Bid	: 29 March 2022, 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 shall be released on the actual day of procurement schedule.

The *Notice of Award* shall only be issued to the lowest calculated and responsive 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 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)

- **Portfolio of ongoing and completed government and private contracts and relevant certification indicating industry experience in conducting stakeholder satisfaction surveys and related research, from formulating the methodology to analysis and report presentation.**
- **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**
- **Curriculum Vitae of the personnel to be assigned in the Project indicating:**
 - Years of work experience conducting surveys or qualitative and quantitative research
 - Demonstrated specialization in database creation, data filing, and statistical analyses of large data sets
 - Publications in research journals or other media that demonstrate excellent communication skills and statistical survey report writing

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email 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 Qualitative Documents, Eligibility Documents, and Financial Bid as 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: 17 March 2022

Company Name: _____
Address: _____
Contact No.: _____

RFQ No.: 2022-0034

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>22 March 2022</u>	Time: <u>02:00 PM</u>	Venue: <u>Zoom</u>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <u>25 March 2022</u>	Time: <u>05:00 PM</u>	
Schedule of Opening of Qualitative Evaluation Documents: <u>25 March 2022</u>	Time: <u>05:00 PM</u>	
Schedule of Opening of Eligibility Documents and Financial Bid: <u>29 March 2022</u>	Time: <u>02:00 PM</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 325,000.00</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 2022 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.*¹

*CITEM has established the country's image as the premier destination for quality export products and services. It has set the highest standards of creativity, excellence, and innovation for Philippine export-ready products and services for over three decades now. CITEM-organized and -managed physical trade fairs are renowned for its innovative concepts and design. **Exhibitors** (participating companies) and **Trade Buyers** (attendees of the trade fairs, which include local or foreign buyers representing different procurement channels) are CITEM's major stakeholders.*

To date, the ongoing public health emergency due to COVID-19, which became widespread in the Philippines in 2020, has limited the organization and staging of physical trade fairs. Nevertheless, CITEM's commitment to its mandate remains and is evidenced by staging digital trade fair versions of its physical locally held signature events.

As a GOCC under the jurisdiction of the Governance Commission for the Government-Owned and Controlled Corporation (GCG), CITEM's organizational performance -- particularly on how it provides services to its stakeholders -- is measured by **the level of satisfaction of its stakeholders via a customer satisfaction survey (CSS)**. In the case of CITEM's digital and hybrid² trade fairs, CSS is conducted after participating in the online exhibition or the online component of the hybrid trade fair. For physical/in-person trade fairs, it is deployed usually a day after the trade fair begins to provide sufficient time for Trade Buyers to appraise the event better vis-à-vis their business and other objectives.

The CSS is deployed to measure the effectiveness and relevance of CITEM's performance against its strategic objective of improving stakeholder satisfaction and is reported as part of the Balanced Scorecard metrics in its Performance Evaluation System³ for 2022 as agreed with the GCG.

The services of the marketing research/survey company that will be procured in line with this TOR are required to follow the "Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey"⁴ issued by GCG on 26 September 2019 and the "Additional Guidelines in the Conduct of the Customer Satisfaction Survey"⁵ 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 Agency-identified satisfaction metrics and service attributes
- 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 2022 CITEM signature events.
- B. Specifically, the Marketing Research/Survey Company's scope of services will include:

For each CSS of a Signature Event --

- Administer the GCG-prescribed CSS and CITEM's additional question items (as submitted to GCG last 20 December 2020), unless changed with the approval of the GCG
- Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction
- Present and discuss the results of the CSS to the End-User ten (10) working days after agreed period of CSS implementation which shall include the following: a **thorough statistical analysis** of survey results; presentation of findings on the quality of assistance, support, and service as perceived by CITEM stakeholders; identification of gaps in the delivery of service assistance, support, and services; and a proposal on improvements or recommendations in the delivery of services and support.

For the FY2022, a consolidated CSS report on CITEM signature events –

- An **Executive Summary** of all CSS conducted for the agency in 2022 in hard copy and in Word and .ppt format 30 working days after the agreed date of submission of the CSS report of the last CITEM signature event of the year. The report shall incorporate the following:
 - Full findings from the statistical analysis of survey results, insights, conclusions, and actionable recommendations to address the survey findings
 - Tabulation of statistical data and survey results
 - Analysis Plan
 - Data Collection Quality Control Report
 - Sample of accomplished online survey forms (five (5) sample accomplished online forms each from Exhibitors and from Trade Buyers) and a link to the drive which includes all documentation on the above.

CITEM's 2022 signature events and their indicative dates include the following:

EVENT NAME	VENUE	DATE
SUSTAINABILITY SOLUTIONS EXCHANGE (SSX)	Online/Digital	23-25 March 2022
CREATE Philippines (CREATE Ph)	Digital	28-29 July 2022
IFEXConnect (IFEX Philippines)	Physical	22-24 September 2022
FAME+ Market Days (Manila FAME)	Digital	19-21 October 2022

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 Survey⁶* and the *Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC Sector⁷*. The questions must be strictly guided by the GCG-prescribed Survey Questionnaires and CITEM's additional service-specific questions, unless changed with the approval of GCG.

D. Data Survey Instrument

The GCG-prescribed or approved CSS instrument for CITEM's Exhibitors and Trade Buyers, translated in a digitalized version, shall be used for this requirement.

**Printed CSS to be used only during IFEXCONNECT*

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
<p>A. Relevant Experience of the Research/Survey Company <i>With more than five (5) years of industry experience in conducting stakeholder satisfaction surveys and related research, from formulating the methodology to analysis and report presentation</i> <i>*Referenced from a portfolio⁸ of ongoing and completed government and private contracts and relevant certifications.</i></p>	30%	
<ul style="list-style-type: none"> • With more than five years of experience (30%) 		
<ul style="list-style-type: none"> • With five years of experience (20%) 		
<ul style="list-style-type: none"> • With less than five years of experience (10%) 		
<ul style="list-style-type: none"> • With no indicated years of experience (0%) 		
<p>B. Successful implementation of similar projects* within the last three (3) years (minimum of 3 customer/stakeholder satisfaction survey-related projects) <i>*Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i></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/stakeholder satisfaction survey-related projects (10%) 		
<ul style="list-style-type: none"> • No customer/stakeholder satisfaction survey-related projects (0%) 		
<p>C. Membership of good standing* in any internationally recognized association of marketing research agencies/survey companies. <i>*Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.</i></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>D. Project Team composition of key personnel as stated in the GCG guideline:</p> <ul style="list-style-type: none"> - Overall Project Manager - Assistant Project Managers (Asst. 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>E. Qualification of personnel* assigned to the Project <i>*Based on submitted CVs identifying the personnel to be assigned in the Project</i></p>		

<p><i>*It is preferred that all key personnel/project team members have work experience in conducting surveys or qualitative and quantitative research in customer/stakeholder satisfaction.</i></p> <ul style="list-style-type: none"> All Project Team members have at least five (5) years of relevant work experience in conducting CSS (20%) 80% of Project Team members have at least five (5) years of relevant work experience in conducting CSS (15%) 50% of Project Team members have at least five (5) years of relevant work experience in conducting CSS (10%) No Project Team member has relevant work experience in conducting CSS (0%) 	20%	
<p>F. With demonstrated specialization* in database creation, data filing, and statistical analyses of large data sets by any member of the Project Team <i>*As evidenced by work experience/portfolio, certification or a combination thereof, as indicated in the CV of personnel concerned</i></p> <ul style="list-style-type: none"> High proficiency with data processing and use of data analysis software such as SPSS, SAS (10%) No proficiency with data processing and use of data analysis software such as SPSS (0%) 	10%	
<p>G. With publication in research journals or other media that demonstrate excellent communication skills and statistical survey report writing (by any member of the Project Team) <i>*As evidenced by work experience/portfolio, as indicated in the CV of personnel concerned</i></p> <ul style="list-style-type: none"> With published research-related articles that demonstrate above criteria (5%) No published research-related articles (0%). 	5%	
Total	100%	

The marketing research/survey company that attains at least 80% with the Lowest Calculated Bid will be considered for this requirement.

V. DURATION OF WORK

The engagement of services of the Marketing Research/Survey Company that will administer, Generate, and Interpret Results of the Customer Satisfaction Survey for 2022 CITEM Signature Events shall be undertaken after the signing of the Job Order/Contract up until the submission and satisfactory acceptance of the Executive Summary report by 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
SUSTAINABILITY SOLUTIONS EXCHANGE (Date: 23-25 March 2022)	<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 CITEM signature events and tokens for CSS respondents Conduct of online and on-site CSS* Presentation and discussion of CSS findings to the End-user Submission of a CSS Report/signature event Submit an Executive Summary of the 2022 CSS Report <p><i>*In the case of IFEXConnect</i></p>
CREATE Philippines (Date: 28-29 July 2022)	
IFEXConnect (Date: 22-24 September 2022)	
FAME+ Market Days (Date: 19-21 October 2022)	

Procurement of the Services of a Marketing Research/Survey Company to Administer, Generate, and Interpret Results of the Customer Satisfaction Survey for 2022 CITEM's Signature Events

VI. INDICATIVE TERMS OF PAYMENT

Service Milestone	Percentage of Payment*
<ul style="list-style-type: none"> • Briefing about CITEM's Work Program 2022 • Briefing about Sustainability Solutions Exchange (SSX) Event • Conduct and completion of CSS • CITEM's acceptance and approval of CSS report (Word and .pptx formats) 	23%
<ul style="list-style-type: none"> • Briefing about CREATE Philippines Event • Conduct and completion of CSS • CITEM's acceptance and approval of CSS report for CREATE PH (Word and .pptx) 	37%
<ul style="list-style-type: none"> • Briefing about IFEXConnect Event • Conduct and completion of CSS • CITEM's acceptance and approval of CSS report for IFEXConnect (Word and .pptx) 	
<ul style="list-style-type: none"> • Briefing about FAME+ Market Days Event • Conduct and completion of CSS • CITEM's acceptance and approval of CSS report for FAME+ Market Days (Word and .ppt) • CITEM's acceptance and approval of the Executive Summary Report 30 working days after the 4th signature event 	40%
Total	100%

Note:

**Estimate based on effort that will be used in processing the expected number of sample respondents for each signature. See computation in Annex A.⁹ The Processing of payment will begin upon acceptance and approval of required outputs, receipt of invoice per tranche, and complete supporting documents in accordance with applicable government rules and regulations.*

VII. MODE OF PROCUREMENT

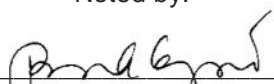
The mode of procurement for this requirement shall be through Alternative Mode - Small Value Procurement (SVP).

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 2022 CITEM's Signature Events" is THREE HUNDRED TWENTY-FIVE THOUSAND PESOS (P325,000.00) ONLY inclusive of value-added tax (VAT) and other applicable taxes and fees.

A separate SEVENTY-THOUSAND PESOS (P75,000.00), inclusive of value-added tax (VAT) and other applicable taxes and fees, will be allocated for the purchase of tokens¹⁰ for CSS respondents (as indicated in a separate PR).

Noted by:



C/TIDS-ROMINA AUREA MAGNO
Corporate Planning Division

Recommending approval:


MA. LOURDES D. MEDIRAN
Deputy Executive Director

Approved by:

Procurement of the Services of a Marketing Research/Survey Company to Administer, Generate, and Interpret Results of the Customer Satisfaction Survey for 2022 CITEM's Signature Events



PAULINA A. SUACO-JUAN
Executive Director

¹ About CITEM, <https://citem.gov.ph/> accessed 27 January 2022

² A combination of “a live face to face event with a virtual online component. It is an option that is available to bring online participants with face-to-face attendees...it is the new wave of trade shows.” [The Ultimate Hybrid Trade Show](https://aladdinb2b.com), <https://aladdinb2b.com> accessed 28 February 2022

³ GCG Memorandum Circular No. 2013-02 Frequently Asked Questions (FAQs) on GCG PES, <https://gcg.gov.ph/files/QDTzky2w5CuUfzP6cw2P.pdf> accessed 28 February 2022

⁴ Guidebook for GOCCs: Enhanced Guidelines on the Conduct of the Customer Satisfaction Survey (CSS), <https://gcg.gov.ph/files/0Pcv1VVgGf08JtLrImIE.pdf> accessed on 27 January 2022

⁵ Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC Sector, <https://gcg.gov.ph/files/b4S4m5zBH1jOzDapF6pE.pdf> accessed on 27 January 2022

⁶ Ibid.

⁷ Ibid.

⁸ 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.

⁹ ANNEX A

EXPECTED NUMBER OF SAMPLE RESPONDENTS per 2022 CITEM Signature Events

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

The number of sample respondents per 2022 CITEM signature event, computed using the above GCG-prescribed formula, is as follows:

CSS FY2022						
Event Name	Population (N) of Exhibitors (External Target)	Population (N) of Trade Buyers (External Target)	Population (N) of Exhibitors and Trade Buyers	Total Sample (n)	Sample (n) for Exhibitors	Sample (n) for Trade Buyers
					<i>Proportionate equivalent sample for Exhibitors and Trade Buyers based on sample</i>	
SSX	96	202	297	168	54	114
CREATEPh	29	-	29	28	28	-
IFEXConnect	191	438	629	239	73	166
FAME+	287	835	1,122	287	73	214

¹⁰ Vouchers (food, service), gift cards, and certificates shall be considered as tokens for this requirement and shall be provided to actual respondents. The budget for the tokens is computed roughly at 722 target sample size x P100 each respondent = P72,200 + miscellaneous/contingency fees.