

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-2024-0104

**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:

**EMAIL MARKETING SYSTEM SUBSCRIPTION FOR A PERIOD OF TWELVE (12) MONTHS**

*(Please see attached Request for Quotation Form and Evaluation Criteria for more details.)*

Approved Budget for the Contract	: PHP 400,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 10 June 2024, 05:00PM
Opening of Qualitative Evaluation Documents	: 10 June 2024, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 11 June 2024, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). The link will be released on the actual day of the procurement activity.

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 provided that the renewed permit shall be submitted before the award of the contract.*

**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**

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

*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)*

- Product documentation describing the product (system) specifications, disclaimers and information of all the features of the product.**

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](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents and Financial Bid as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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](mailto:citembac@citem.com.ph).

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

## REQUEST FOR QUOTATION

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

Date: 06 June 2024

RFQ No.: 2024-0104

Company Name: \_\_\_\_\_

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](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Document: **10 June 2024**Time: **05:00PM**Schedule of Opening of Qualitative Evaluation Document: **10 June 2024**Time: **05:00PM**Schedule of Opening of Bids: **11 June 2024**Time: **02:00PM**Venue: **ZOOM**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>EMAIL MARKETING SYSTEM SUBSCRIPTION FOR A PERIOD OF TWELVE (12) MONTHS</b></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 400,000.00</u></p> <p><b>Scope of Works/Deliverables/Timeline:</b>  <b>The winning bidder must provide the following features of an email marketing system that CITEM can use for 12 months:</b></p> <ol style="list-style-type: none"> <li>Email Domain Accounts</li> <li>Email Contacts</li> <li>Monthly Emailsends</li> <li>Customer Support: Email &amp; Chat Support</li> <li>With pre-built email templates feature</li> <li>With reporting and analytics feature</li> <li>With A/B testing feature</li> <li>With email scheduling feature</li> <li>With send time optimization feature</li> <li>With predictive segmentation</li> <li>With automated customer journeys</li> <li>Bidder must pass the evaluation criteria as attached.</li> </ol> <p>* A post-qualification may be conducted to evaluate if bidder is compliant with the specifications.  ** Bidder must submit a Product Documentation describing the product (system) specifications, disclaimers, and information on all the features of the product.</p> <p><i>(Please see attached Evaluation Criteria)</i></p>		

### Terms and Conditions:

- Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- Bid price must be **Inclusive of Value Added Tax**.
- Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 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: \_\_\_\_\_

## Evaluation Criteria

The proposals received will be evaluated according to the following criteria:

Particulars	Percentage Score
<b>1.Number of Email Domain Accounts</b>  With 5 or more email domains (20 points) With 3-4 email domains (15 points) With 1-2 email domains (10 points)	<b>20</b>
<b>2. Number of Email Contacts</b>  5 or more email domains (20 points) 3-4 email domains (15 points) 1-2 email domains (10 points)	<b>20</b>
<b>3. Number of monthly email sends</b>  1,000,000 or more monthly email sends (15 points) 700,000-999,999 monthly email sends (10 points) 500,000-699,999 monthly email sends (5 points)	<b>15</b>
<b>4. Customer Support: Email &amp; Chat Support</b>  With email & chat support (10 points) With email OR chat support only (5 points)	<b>10</b>
<b>5. With Pre-built email templates feature</b>  With pre-built email templates (5 points) Without pre-built email templates (0 point)	<b>5</b>
<b>6. With reporting and analytics feature</b>  With reporting and analytics (5 points) Without reporting and analytics (0 point)	<b>5</b>
<b>7. With A/B testing feature</b>  With A/B testing (5 points) Without A/B testing (0 point)	<b>5</b>
<b>8. With email scheduling feature</b>  With email scheduling (5 points) Without email scheduling (0 point)	<b>5</b>
<b>9. With sendtime optimization feature</b>  With sendtime optimization (5 points) Without sendtime optimization (0 point)	<b>5</b>
<b>10. With predictive segmentation feature</b>  With predictive segmentation (5 points) Without predictive segmentation (0 point)	<b>5</b>
<b>11. With automated customer journeys feature</b>  With automated customer journeys (5 points) Without automated customer journeys (0 point)	<b>5</b>
<b>TOTAL</b>	<b>100%</b>

Note: Only bidders who passed the passing rate of 100 % shall proceed to the opening of financial bids.  
Award of Contract shall be to the Lowest Calculated and Responsive bidder.