



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 5028444
Procuring Entity DEPARTMENT OF TOURISM
Title T.O.R - FARM TOURISM TEASER (2nd Posting)
Area of Delivery Metro Manila

Solicitation Number:	2017-12-0416	Status	Active
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods - General Support Services	Document Request List	0
Category:	Photography Services	Date Published	06-Dec-2017
Approved Budget for the Contract:	PHP 100,400.00	Last Updated / Time	06-Dec-2017 00:00 AM
Delivery Period:	7 Day/s	Closing Date / Time	11-Dec-2017 10:00 AM
Client Agency:			
Contact Person:	FELICISIMO EVANGELISTA MAXIMO Admin. Officer III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 peles.maximo@yahoo.com		

Description

TERMS OF REFERENCE

PROJECT TITLE: Farm Tourism Teaser

BACKGROUND:

In executing the mandate of the Department of Tourism as vested in the Farm Tourism Act (Republic Act 10816) through the Office of Farm Tourism Advocacy, this project is being carried out in light of need to disseminate basic information on this product with the purpose to entice prospective proponents to be converted and accredited as Farm Tourism camps/ resorts. The project will be utilized in the sector's advocacy projects for Calendar Year 2017.

OBJECTIVES:

To contract a full house creative agency specializing in either agri, trade and travel communication plan and capable of providing necessary services for the conceptualization, design, layout and printing of the Farm Tourism Teaser to be distributed during the sector's advocacy seminars and projects for Calendar Year 2017/2018.

TARGET AUDIENCES:

1. Local Government Units
2. National Federation of Farmers Cooperatives
3. Seminar Attendees (Farm owners) Sector's Advocacy Seminars

SCOPE OF WORK:

1. Content Development and Editing in close coordination with DOT sector
2. Overall Creative Direction
3. Design, Layout and Mechanicals
4. Graphic Illustration
5. Photography; High Resolution Farming related photos (To be charged against this contract and with corresponding rights.) (The DOT may supplement with existing image bank of DOT however for non-DOT photos used by the provider, it will be charged against contract price. Service provider is encouraged to produce new photos.)
6. Digital Imaging & Archiving of Camera Ready Artworks
7. Color Separation
8. Print Production & Supervision
9. Client Servicing & Project Management

DELIVERABLES:

Farm Tourism Teaser in Simplified English and Tagalog Edition copies.

PRINT SPECIFICATIONS:

A. FARM TOURISM TEASER
QUANTITY : 3,000 copies
(2,000 copies for English version;
1,00 copies for Tagalog version)
SIZE : 7 PANEL / 6 ACCORDION FOLD
4" (fold) x 8" (tall)
28" (spread) x 8" (tall)
COLORS : 4X4
PAPERSTOCK/TYPE : GLOSSY TYPE C2S#120
OTHERS : PLASTIC LAMINATION
*pages: 2 sides print

CONTENTS (BY PRIORITY)

- A. Brief Introduction on Farm Tourism
- B. Brief on Types of Farm Tourism
- C. Accreditation Requirements
- D. Rules on operation & Maintenance of Tourism Farm Sites
- E. Flow Chart for Accreditation & Inspection
- F. Sample (Benchmark) Farm Tourism Activities
- G. DOT Accredited Farm Tourism Establishments
- H. DOT Regional Offices Address and Contact Number

NOTE: Deliverables also include service fees inclusive of copy manuscript, design, graphic and vector illustrations, supplemental photographs, digital files, color separation, and press proofs and actual printed material.

ELEGIBILITY REQUIRMENT:

1. Reputable creative advertising agency specializing in either agri, tourism and trade communications with 5 years' experience in business with printing capabilities.
2. Submission of 3-5 recent works (for presentation purposes only)

APPROVED BUDGET:

PHP100,400 exclusive vat
To be charged to Office of Tourism Regulation, Coordination & Resource Generation

SCHEDULE OF DELIVERY: One (1) week after approved of the final proof.

PAYMENT PROCEDURE: Send Bill Arrangement

EVALUATION PROCEDURE:

The WINNING BIDDER shall warrant its performance in accordance with the specifications as stated in this TOR, and design/concepts as approved by the DOT-END USER and that any and all resulting defects or deviations shall be corrected by the WINNING BIDDER at its own expense immediately upon being informed thereof by the DOT- END USER.

CONTACT PERSON:

GWENDOLYN S. BATOON
Office of Farm Tourism, Faith-based Tourism and Convergence Program
Email address: silvinotejada.dot17@gmail.com
Tel no. 459-5200 loc. 421/ 318

Other Information

The winning bid however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of the bid does not exceed the above total budget.

Required Valid Documents to be submitted:

1. Current Mayor's / Business Permit
2. Income/Business Tax Return

3. PhilGEPS Registration Number
4. Duly Notarized Omnibus Sworn Statement (See Attached)

Kindly submit your quotation for the above requirement in a sealed envelope (indicating the Solicitation number) addressed to Mr. Felicisimo Maximo at the New Department of Tourism Bldg., Ground Floor, General Services Division, 351 Sen. Puyat Avenue, Makati City

Created by FELICISIMO EVANGELISTA MAXIMO

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