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## Bid Notice Abstract

### Request for Quotation (RFQ)

**Reference Number** 4763829  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Printer/Publisher for the DOT Newsletter: On the DOT  
**Area of Delivery** Metro Manila

<b>Solicitation Number:</b>	2017-08-0257	<b>Status</b>	Active
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	2
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b>	Goods	<b>Document Request List</b>	5
<b>Category:</b>	Printing Services	<b>Date Published</b>	31-Aug-2017
<b>Approved Budget for the Contract:</b>	PHP 300,000.00	<b>Last Updated / Time</b>	31-Aug-2017 00:00 AM
<b>Delivery Period:</b>		<b>Closing Date / Time</b>	05-Sep-2017 10:00 AM
<b>Client Agency:</b>			
<b>Contact Person:</b>	Maria Alma O Almazan Administrative Officer III #351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 almaoalmazan@yahoo.com.ph		

#### Description

#### TERMS OF REFERENCE

I. PROJECT TITLE: ORGANIZATION & PRINTING OF THE DEPARTMENT OF TOURISM NEWSLETTER

II. PERIOD TO BE COVERED: SEPTEMBER – DECEMBER 2017

#### III. PROJECT BACKGROUND

Communication is a key element of good management for any organization whether public or private.

A company's internal newsletter is a cost-effective medium and productive way to communicate. It is an ideal way to enhance an organization's image — with the employees, stakeholders, and the general public.

The newsletter brings the employees into closer communication with the organization's decision makers.

A well-written, attractively designed and informative newsletter can effectively deliver the message to the right people.

#### IV. RATIONALE

The DOT had a newsletter in the mid-1980s but the publication was short-lived with only two issues. For unexplained reasons, attempts to revive the newsletter was not successful.

The Public Affairs, Communications, and Special Projects Sector (PACSPS) of the Department of Tourism (DOT) consists of new and veteran employees, who are well-versed in both theory and practice of communication and tourism.

PACSPS staff will conduct and/or supervise information-gathering, interviewing, writing, editing, typesetting, design, layout, graphics, photography, printing and distribution.

In addition, employees of other DOT offices can be actively involved with the newsletter as contributors of write-ups and photos as well as assistants in its production. Employee involvement with the newsletter will more likely result in more readership and reach as they will read what their peers have contributed.

#### V. PROJECT DETAILS

The Newsletter will be known as On the DOT (OTD).

OTD will be a monthly publication for the employees of the central and regional offices, as well as the attached agencies, the stakeholders in the travel trade, academe, private companies, other government agencies, and the general public

It will have a user-generated content and will be written in the English language.

Articles for publication will consist of employee profiles, project success reports, new company policies and procedures, announcements, achievements and recognitions, staff vacancies, humorous fillers, quizzes, feedbacks, and other interactivity information that should be conveyed to readers to achieve communications objectives for an attractive and first-rate newsletter.

The maiden issue will include the following sections:

1. News Content (Banner, news articles, news features)
2. Ka-PDOT (Special Stories on DOT officials and employees)
3. Feedback Section
4. Announcement Section
5. Featured Destinations
6. Contributor Section
7. Announcements and Advertisements
8. DOT in Action

Newsletter readership and feedback on every issue will also be monitored to indicate what kind of content worked or did not worked with target readers as a way to continuously improve the newsletter to become DOT's great internal communications and engagement tool.

#### VI. TARGET AND OBJECTIVES

The dissemination of such internal newsletter is expected to boost morale and team spirit within DOT by strengthening relationships between rank-and-file employees and top management, among employees themselves, industry stakeholders, and with general public as well as the following;

- To increase knowledge and understanding of DOT's policies, plans, programs, activities, as well as of officials and staff
- To demonstrate confidence and expertise in the accomplishment of individual, group, and organizational tasks
- To share updates on the development of the tourism industry locally, nationally and internationally
- To maintain contacts with employees and other stakeholders working in the regions and overseas
- To motivate employees to be more productive and more responsible in the performance of their duties and responsibilities at DOT
- To provide a venue for other opportunities that can be availed by enterprising employees and other stakeholders
- To optimize the communication resources of DOT

#### VII. SCOPE OF WORK AND DELIVERABLES

- Amenable to government procedures and send-bill arrangement
- Printing of initial 700 copies of the DOT newsletter per month from August to December 2017
- Size of each newsletter is 11.0" x 14.5" (folded) on white newsprint of environment-friendly (biodegradable) quality including ink used
- All eight (8) pages in full color per newsletter copy

- Assurance of no double-image on any photo and text
- DOT to submit soft copy of articles and hi-resolution photos with each page laid-out as soon as winning bidder is identified
- Printer's modification on the lay-out to be discussed with DOT's editor
- Non-compliance to agreements or unsettled disagreements between DOT and printer will terminate contract
- On time delivery of first issue of printed newsletters at DOT Makati before closing of office hours at 5 pm of 20 September 2017
- Other delivery dates will usually be on a monthly basis. Otherwise, the date of delivery will be specified with a lead time of at least two weeks upon submission of materials to be printed.

#### VIII. BUDGET ESTIMATE

Not more than Php300,000.00 (inclusive of all applicable taxes and others) for a maximum of 1,000 copies (eight full-color pages with size 11.0" x 14.5" folded per copy) per month until December 2017

#### IX. CONTACT PERSONS

##### OFFICE OF PUBLIC AFFAIRS, COMMUNICATIONS, AND SPECIAL PROJECTS

Department of Tourism, 351 Gil Puyat Avenue, Makati City  
Telephone Numbers: 459-5200 to 30 local 306

1. Director Ina Zara-Loyola – inazara.loyola@gmail.com
2. Mr. Tito G. Umali – virgo.zachary@gmail.com
3. Ms. Josephine A. Mirafuentes - josh.aguilo@gmail.com

Awarding of monthly printing job for the D.O.T. newsletter 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-mentioned total project budget.

Since a new issue of the D.O.T. newsletter will be printed every month, the payment for the printing of each issue can be processed after the on-time delivery as required / agreed upon.

Although processing of payment for each issue will be facilitated as soon as complete newsletter delivery and documentation are received per issue per month until December 2017, the printing press must be willing to wait within 90 days for the government payment facilitation process to be completed before full payment will be made by D.O.T.

Deadline for the submission of quotation: September 5, 2017 10:00 am

Note: The winning bid 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.

Kindly submit your quotation for the purchase of the above requirement, indicating our Solicitation Number & Company Name in a sealed envelope, addressed to Ms. Maria Alma Almazan at DOT Bldg., 4th Floor, 351 Sen. Gil Puyat Avenue, Makati City

#### PLEASE SUBMIT THE FOLLOWING DOCUMENTS:

1. Current Mayor's/Business Permit
2. Philgeps Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

**Created by** Maria Alma O Almazan

**Date Created** 30-Aug-2017

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