



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: NCRO - 46516

Date: 03/18/2022

R.F.Q. No.: 202203-11060

Delivery April to December 2022

Gentleman:

Please quote hereunder your lowest possible price(s) for the following item(s) which is/are urgently needed by this office. It is requested that the quotation be signed, sealed or stamped and submitted to the Supply Section, Ground Floor Department of Trade and Industry, 361 Sen. Gil J. Puyat Avenue, Makati City, Metro Manila.

Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: 1.0, UNIT, Consultancy Services For Food MSMEs and Wearables and Homestyles MSMEs...

Remarks All items should be treated as one lot. ABC is Php 950,000.

Prepared by: ILEEN P. VISTA ADMIN OFFICER IV

Very truly yours, MARY ANN D. YULAS SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE Department of Trade and Industry

As per your request, I/We have indicated the prices of the above mentioned articles on the Unit Price and Total Price columns.

Date Submitted

Signature over Printed Name

POSITION:

COMPANY:



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Blank lines for additional information

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains three items (h, i, j) related to DTI printing and design services.

Remarks All items should be treated as one lot. ABC is Php 950,000.

Prepared by: ILEEN P. VISTA
ADMIN OFFICER IV

Very truly yours, MARY ANN D. YULAS
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ADMIN OFFICER IV

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SUPERVISING ADMIN. OFFICER

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: \*\*Kindly see attached TOR for reference\*\*

\*\*\*\*\*NOTHING FOLLOWS\*\*\*\*\*

Remarks All items should be treated as one lot. ABC is Php 950,000.

Prepared by: ILEEN P. VISTA
ADMIN OFFICER IV

Very truly yours,
MARY ANN D. YULAS
SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE
Department of Trade and Industry

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## TERMS OF REFERENCE

### Hiring of Designer/Consultant

#### I. Rationale

OTOP Next Gen is a level-up program of DTI that aims to transform the products and services of NCR-based MSMEs into the next generation offerings with improvements in design, packaging, quality, marketability, production capability, branding, among others.

With the continuing distress and slowdown brought by the COVID-19 Pandemic, MSMEs are having a hard time to get back on track and strengthen their marketing efforts. Thus, DTI – NCRO was challenged to think of alternative programs and activities under the OTOG Next Gen Program, that will help the MSMEs to bounce back from this pandemic. One of which is the continuation of the implementation of the Assessment, Consultations, and Triage (A.C.T.) Session. With this, a Designer Consultant will be hired to assist with NCR-based MSMEs and come up with new and innovative product designs and prototypes.

The ACT Session will involve the participation of various MSMEs who will be provided with the following assistance/components:

1. Assessment – conduct of a comprehensive diagnostic evaluation on various products to determine the assistance or intervention that the MSME needs.
2. Consultations – provision of a clinic where the experts will provide recommendations on how to execute in relation to the diagnostic evaluation.
3. Triage – formulation of a strategy and action plan for the MSMEs considering the expert's inputs as a basis.

Due to the health threat of COVID-19, and to further prevent the spread of the virus, the ACT Session will be conducted through video conferences. However, the MSME may opt for face-to-face consultation, taking into consideration the observation of minimum safety protocols. In this case, the venue for the physical consultation will be at the DTI – NCRO Conference Room, Makati City.

After the creation of new logos, packaging and labels under the ACT Session, the MSMEs are required to provide at least one (1) actual prototype of the product(s) designed by the designer consultant. The new prototypes will also be featured in different online platforms and highlighted during the Regional Trade Fair: Metro Fiesta 2022.

#### II. Project Description

The Assessment, Consultation, and Triage (A.C.T.) Session will be conducted in nine (9) steps:

- Step 1: DTI – NCRO will identify and select the MSMEs/beneficiaries from NCR based from the specific qualifications namely the following:
  - The MSME should not have undergone any SAT/ACT.
  - The MSME should be DTI/SEC/CDA registered and has updated Mayor's Permit.
  - The MSME should also submit the accomplished Application Form and Commitment Form.

The MSME will provide product samples and will be submitted to DTI and Consultant for reference.

- Step 2: The identified MSMEs will submit the complete requirements to DTI – NCRO, and it will also be forwarded to the consultant.
- Step 3: The hired designer/consultant will conduct a seminar for the MSMEs on the current market trends that will be used as insights and inspiration of the products to be developed.
- Step 4: The consultant, MSME and OTOP Coordinators will have constant coordination in the progress of the designs, and respond to questions and concerns relative to the designs.
- Step 5: The consultant will present the proposed logos and packaging designs to the MSMEs for comments. Considering the alert levels, consultations on the proposed designs can be done online.
- Step 6: Prototyping Stage for the MSMEs with the guidance of the consultant.
- Step 7: Presentation of the final/approved prototypes. The consultant will then submit the Accomplishment Report to DTI.
- Step 8: The DTI-NCRO and the hired consultant will assist the MSME in facilitating their IPO Trademark Application.
- Step 9: The new prototypes will be featured and highlighted on the Regional Trade Fair: Metro Fiesta 2022, and to different online platforms.

The identified MSMEs are required to execute the new prototypes, and the designer/consultant will be required to submit an accomplishment report to DTI-NCRO of all the designs and prototypes made per MSME. The designer/consultant will also give soft copies of the final outputs to DTI – NCRO and MSMEs.

### **III. Objectives and Expected Output**

The ACT Session, in support to DTI and OTOP Next Gen's thrusts and priorities, endeavors to achieve the following:

1. To conduct the diagnostic product assessment and evaluation of NCR-based MSMEs contingent with the criteria provided by the program.
2. To come up with new or improved logo or packaging for NCR-based MSMEs.
3. To match MSMEs with potential resources and service providers.
4. To provide information and recommendation on possible market trends for new/developed products.
5. To develop new logos that may be registered with the Intellectual Property Office of the Philippines (IPOPPhil).

The ACT Session is expected to assist and upgrade a minimum of one hundred (100) MSMEs from the National Capital Region and will be able to market newly improved and developed food and essential non-food products.

The MSMEs are expected to execute the recommendations and inputs from the assessment and diagnostic evaluation conducted by the consultant. MSMEs are also expected to produce new, innovative and developed products with better designs that complies to all mandatory regulations in terms of packaging and labelling. The improved and developed products are expected to be showcased and sold in different physical and online platforms. It is also expected that the new prototypes will adapt the current market trends and delivery-friendly packaging.

#### **IV. Criteria for Selection**

The prospective consultant will be selected based on the following:

- a) Must have **at least five (5) years** of relevant experience related to the project;
- b) Has an excellent background in current and future design and product trends;
- c) Has a strong background in product design and development;
- d) Strong background in project and event management; and has completed similar projects with a minimum project cost of Php 400,000.

The passing score for the prospective consultant/bidder is **75 points**, which will be rated based on the following:

##### **a. Technical Proposal (80%)**

The following shall be submitted as part of the Technical Proposal:

- 1. List of accomplished similar projects for the last five (5) years with contract amounts no less than P400,000; (20pts)**
  - 10 and more completed or on-going projects (20 pts)
  - 6-9 completed or ongoing similar projects (15 pts)
  - 1-5 completed or ongoing similar projects (10 pts)

Bidders are required to submit the list of accomplished similar projects using the following format:



Name of Similar Project	Date of Contract	Amount of Contract	Number of Designers/Members Involved	Completion Date	Client

## 2. Qualifications of Key Personnel; (30 pts)

Each bidder shall submit the curriculum vitae of each member who shall be assessed based on trainings attended/participated and conducted and education. Bidder should state number of years, educational attainment, similar projects handled, and references, including awards/distinctions received among others.

		Point System
1. Project Lead or Head Designer (1 pax)	Trainings/Experience	No. of Trainings Conducted for the last five (5) years <ul style="list-style-type: none"> <li>• 1-3 trainings conducted (2 pts)</li> <li>• 4-5 trainings conducted (4 pts)</li> <li>• 6-7 trainings conducted (6 pts)</li> <li>• 8-9 trainings conducted (8 pts)</li> <li>• 10 and more trainings conducted (10 pts)</li> </ul>
	Education	Educational attainment <ul style="list-style-type: none"> <li>• Bachelor (7 pts)</li> <li>• Masters (10 pts)</li> </ul>
2. Junior Designers (at least 2 pax)	Trainings/Experience	No. of Trainings Conducted for the last five (5) years <ul style="list-style-type: none"> <li>• 1-3 trainings conducted (2 pts)</li> <li>• 4-5 trainings conducted (4 pts)</li> <li>• 6-7 trainings conducted (6 pts)</li> <li>• 8-9 trainings conducted (8 pts)</li> <li>• 10 and more trainings conducted (10 pts)</li> </ul>
	Education	Educational attainment <ul style="list-style-type: none"> <li>• Bachelor (7 pts)</li> <li>• Masters (10 pts)</li> </ul>

*Final Score = Total points / No. of pax*

### **3. Proposed Methodology and Implementation Plan (50 pts)**

Each bidder shall submit their technical proposal that should contain the following:

- Methodology – 10 pts
- Design – 15 pts
- Timelines – 10 pts
- Outputs – 15 pts

#### **b. Financial Proposal (20%)**

Each bidder shall submit its financial proposal not exceeding Php 950,000.00 inclusive of all taxes.

### **V. Source of Funds**

The source of fund will be from the OTOP Next Gen Fund.

### **VI. Roles and Responsibilities**

**That DTI-NCRO shall:**

- a.) Employ the services of Consultants who shall manage the entire project, who shall conduct capability trainings and supplemental consultancy sessions to MSMEs to further level up their compliance;
- b.) Ensure that the program and the different activities included therein will be executed properly by the consultant and to render assistance to the latter i.e.: secretariat, co-facilitator functions;
- c.) Conduct post-evaluation on the service rendered by the Consultant to determine the effectiveness of implementation.

**That the CONSULTANTS shall:**

- a.) Assist one hundred (100) Food and Non-Food MSMEs under the ACT Session 2022.
- b.) Conduct an online seminar on Design Trends and Updates for the one hundred (100) Food and Non-Food MSMEs that will be the inspiration of the products to be developed.
- c.) Assess the food and non-food labels and packaging designs of the MSMEs using the form provided by the consultant. (Please see attached sample form)

- d.) Complete the product design brief for each MSME to be handled using the accomplished form based from the consultation.
- e.) Provide the MSMEs with two (2) logo design options and two (2) packaging and labelling designs. MSMEs to choose only (1) design for execution with maximum of 3 revisions/modification on the chosen design.
- f.) Provide one (1) logo chosen design into calling card for each MSMEs.
- g.) Monitor the developments of the project, check regularly if there are problems/concerns that needs to be addressed (e.g. concept, design detailing, measurements, finalization of design, etc.);
- h.) Provide DTI with high resolution file/copy of the new packaging, labelling and logo designs for Food and Non-Food as well as the calling card and company letterhead layout for each company – ready for printing (designer to provide 1 USB Flash Drive with design files per MSME). These will be used for the IPOPhil Trademark Application of the enrolled MSMEs.
- i.) Provide assistance to the MSMEs in printing two (2) pieces of Mock-Up prototypes. The prototyping cost will be shouldered by the Consultant.
- j.) Provide the MSMEs at least three (3) potential suppliers for new label and packaging design approved.
- k.) Provide assistance in the launching of the products through different online platforms and other market testing activity.
- l.) Provide promotional collaterals (e.g. before and after photos) for digital or online platforms to feature the new prototypes.
- m.) Provide promotional collaterals (minimum of three (3) Official Tarpaulins: Main, Drop Down/Standee, Banner type) for the Regional Trade Fair: Metro Fiesta 2022 that will feature the new prototypes.
- n.) Provide accomplishment report upon the completion of the project. Including the assessment, the results of the intervention consisting of the before and after photos, designer's feedback and recommendations.

## **VII. Timeline of Activities**

Please see attached Annex A. Timeline of Activities for the ACT Session 2022.

**VIII. Approved Budget**

The office shall be providing a budget amounting to **NINE HUNDRED FIFTY THOUSAND PESOS (Php 950,000.00)** inclusive of taxes which will be paid in one term:

<b>Payment Term</b>	<b>Percentage</b>
Upon Completion of the Project	100%
<b>TOTAL</b>	<b>100%</b>

**PREPARED BY:**

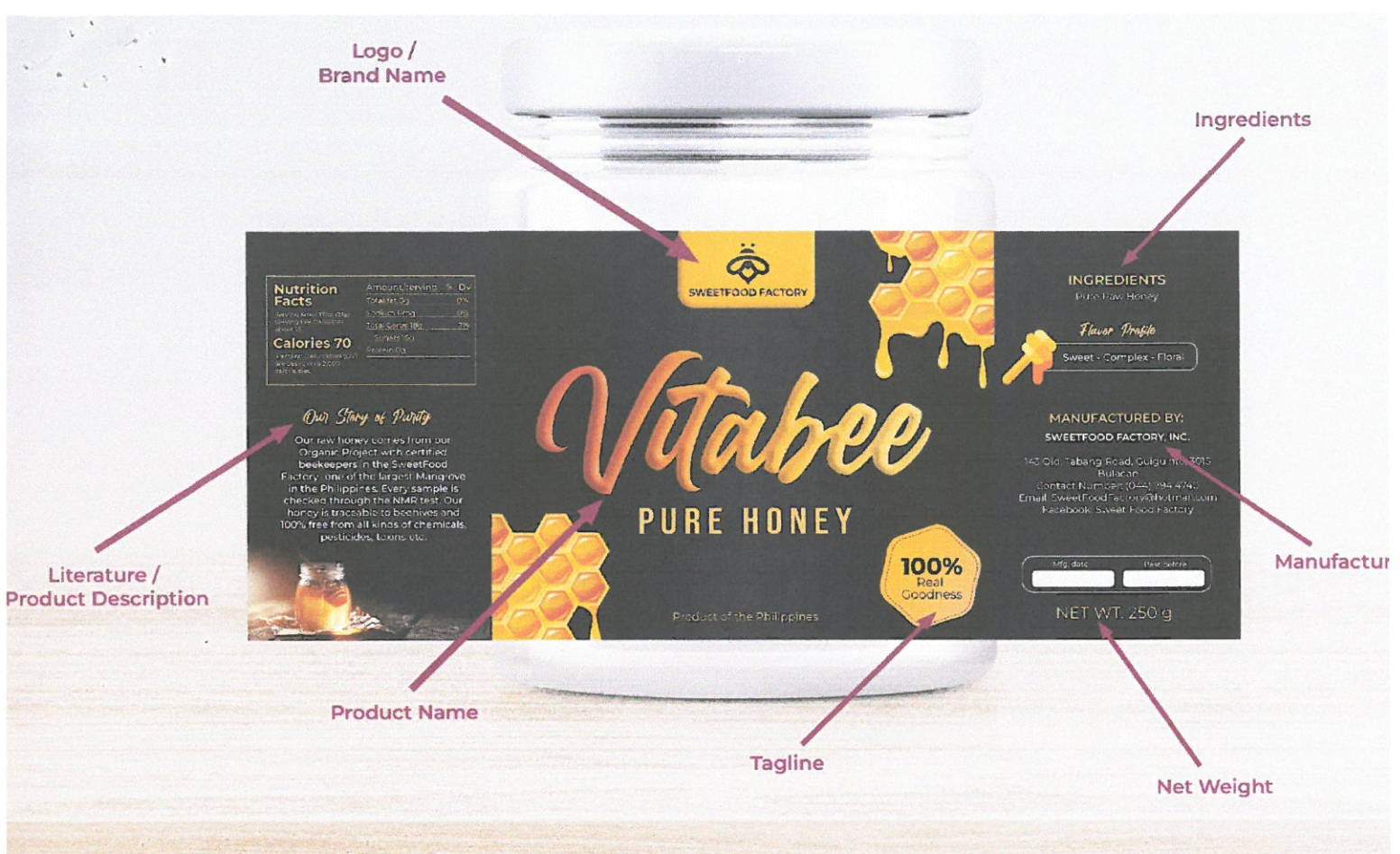
  
**JOSHUA PAUL V. BARTOLINE**  
SP-TIDA, DTI-NCRO

**REVIEWED BY:**

  
**JOSEPH H. DELA PEÑA**  
STIDS, DTI-NCRO

**APPROVED BY:**

  
**MARCELINA S. ALCANTARA**  
Regional Director, DTI-NCRO



## FOOD/PACKAGING LABEL FORM

(Please use one form for each product)

No.		
1	<b>BRAND NAME/LOGO</b>	SweetFood Factory
2	<b>PRODUCT NAME</b>	Vitabee Pure Honey
3	<b>NET WEIGHT</b>	250 grams / 500 grams (if you use 2 size bottles/container/pouches)
4	<b>INGREDIENTS</b>	Listed from largest to smallest component
5	<b>MANUFACTURER</b>	A. Company name B. Address C. Contact number D. Email E. Facebook (if any)
6	<b>TAGLINE</b>	100% Real Goodness
7	<b>LITERATURE/ PRODUCT DESCRIPTION</b>	Please avoid medicinal claims which are not scientifically proven/tested.
8	<b>Nutrition Facts</b>	If you have already