

## **TERMS OF REFERENCE**

<b>PROJECT TITLE</b>	<b>: PRINTING AND INSTALLATION OF SIGNAGES FOR DTI GO LOKAL STORES</b>
<b>PROPONENT</b>	<b>: DEPARTMENT OF TRADE AND INDUSTRY – BUREAU OF DOMESTIC TRADE PROMOTION</b>
<b>PROJECT BUDGET</b>	<b>: Php 250,000.00</b>
<b>BUDGET SOURCE</b>	<b>: MSMED Funds</b>

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### **I. BACKGROUND**

Go Lokal! is a flagship program of the Department of Trade (DTI) and Industry in collaboration with select retail partners which serves as a free-market access platform for Philippine Micro, Small, and Medium Enterprises (MSMEs) for market incubation and brand testing. Since its inception in 2016, the Go Lokal! program has partnered with 24 retailers, rolled out 155 stores nationwide, assisted over 859 MSMEs of which 385 were already mainstreamed, and have become regular suppliers of partner retailers. To date, the program has generated sales of over Php 432 Million.

To continuously communicate the program's branding and convey store information to its consumers and potential clients, the BDTP shall allocate in-store signages to the following stores: Go Lokal at UP Town Center, Concept Store Makati, Ayala Malls Manila Bay and Festival Mall Alabang.

Signages play an essential role in retail. It drives foot traffic, increases customer awareness of products and influences consumer purchase decisions. In addition to this, signages enhance brand messaging beyond boosting merchandise sales and existing store promotions.

To implement this, the BDTP will hire the services of a supplier with the expertise to print, supply, install and replace graphic signages that will be installed within the above-mentioned Go Lokal stores.

### **II. OBJECTIVES**

1. Create appealing and eye-catching signage that will complement the current look of the store, generate "brand awareness" for Go Lokal as a retail brand that carries innovative and quality products that pique buyers' interest;
2. Strengthen customer engagement by providing a broader selection of well-curated products in a well-designed store that will improve the total buying experience of its intended market; and
3. Maintain the brand identity of Go Lokal! and its products.

### III. SPECIFICATIONS

Please see Annex A for the Summary List of Signages for Printing and Annex B for the detailed Technical Drawings and Specifications of the Go Lokal! Signages at U.P. Town Center, Concept Store Makati, Ayala Malls Manila Bay and Festival Mall Alabang.

### IV. SCOPE OF WORK

1. The supplier shall print, supply, transport and install the items listed in Annex A with specifications (e.g., materials to be used, etc).
2. The supplier shall ensure the durability and quality of the items.
3. The supplier shall be willing to accommodate rush printing of graphic requirements.
4. The supplier shall install the items properly and in good condition (without damage, smudge, dirt, and stains and the like) on the schedule set by the BDTP.

### V. TIMETABLE OF ACTIVITIES

Activity	Timeline
Final Design of signages from DCP and BDTP	4 <sup>th</sup> week of June 2022
TOR Development and Approval of PR for Printing of Signages	July 2022 to Week of August 1, 2022
Procurement of Services for the Printing and Installation of Signages (compliance with government procurement and BAC requirements)	Week of August 1 to 15, 2022
Processing and Approval of RCAF	
Awarding and Signing of Service Contract	
Approval of proof of printing	Week of August 22, 2022
Actual Production	Week of August 29 to September 5, 2022
Delivery, Installation/Set-up	September 12 to 14, 2022

### VI. TERMS OF PAYMENT

Full payment thirty (30) days after the printing, and installation of the signages at the Ayala Malls U.P. Town Center, Concept Store Makati, and Festival Mall.

The supplier has the responsibility to print, supply, deliver and install to the following:

1. Go Lokal x Common Room, 2nd Floor, U.P. Town Center, Quezon City
2. Go Lokal x Common Room,, 4th Floor, Ayala Malls Manila Bay

3. Go Lokal Pop-up Store, 2nd Floor, Festival Mall Alabang, Muntinlupa City
4. Go Lokal Concept Store, DTI Bldg., Sen. Gil J. Puyat, Makati City

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**ANNEX A**  
**PRINTING OF GRAPHICS REQUIREMENTS/ SIGNAGES**

Item	Description	Qty.	Remarks
<b>Go Lokal x Common Room PH at U.P. Town Center</b>			
<b>Walls</b>			
Supply and Installation of Solihiya patterns On walls	- Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker	24.2 sqm	Refer to Signage List, <b>Annex B, image 1.1</b> for complete specification
<b>Existing Modules</b>			
Supply and installation of Solihiya patterns on overhanging storage cabinets	<b>Module 1</b> - Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker - 5 pcs. pull-up front face cabinets	3.27 sqm	Refer to Signage List, <b>Annex B, image 1.2</b> for complete specification
	<b>Module 2</b> - Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker - 5 pcs. pull-up front face cabinets	1.5867 sqm	Refer to Signage List, <b>Annex B, image 1.2</b> for complete specification
	<b>Module 3</b> - Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker - 5 pcs. pull-up front face cabinets	2.193 sqm	Refer to Signage List, <b>Annex B, image 1.2</b> for complete specification

	<ul style="list-style-type: none"> <li>- <b>Module 4</b></li> <li>- Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker</li> <li>- 5 pcs. pull-up front face cabinets</li> </ul>	1.7458 sqm	Refer to Signage List, <b>Annex B, image 1.2</b> for complete specification
	<ul style="list-style-type: none"> <li>- <b>Existing pull up cabinets</b></li> <li>- Go Lokal solihiya pattern on salmon pink background color printed on vinyl matte laminate sticker</li> <li>- 3 pcs.</li> </ul>	1.4238 sqm	Refer to Signage List, <b>Annex B, image 1.2</b> for complete specification
<b>Buy Local, Go Lokal Wall Sticker</b>			
Supply and installation of "Buy Local" Signage	<ul style="list-style-type: none"> <li>- Size: 0.96m x 0.50m</li> <li>- Graphics printed on cut-out matte transfer vinyl sticker</li> </ul>	1pc.	Refer to Signage List, <b>Annex B, image 1.3</b> for complete specification
<b>Floor Sticker</b>			
Supply and installation of Covid Control (Round)	<ul style="list-style-type: none"> <li>- Size: 0.30m x 0.30m</li> <li>- Cut to shape (round) matte laminated vinyl sticker in full color print</li> <li>- Graphics printed on PVC cut-vinyl adhesive sticker.</li> </ul>	8 pcs. (2 pcs. each design)	Refer to Signage List, <b>Annex B, image 1.4</b> for complete specification
<b>Table Signage</b>			
Cashier Counter	<ul style="list-style-type: none"> <li>- Size: 0.10m x0.14m</li> <li>- Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	1 pc.	Refer to Signage List, <b>Annex B, image 1.5</b> for complete specification
<b>Go Lokal x Common Room at Ayala Malls Manila Bay</b>			
<b>Table Signage</b>			
#ShopSmall #Go Lokal	<ul style="list-style-type: none"> <li>- Size: A5 (5.8 x 8.3 inches)</li> <li>- Graphics printed <b>back-to-back</b> on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	2 pcs.	Refer to Signage List, <b>Annex B, image 2.1</b> for complete specification
Tag us!	<ul style="list-style-type: none"> <li>- Size: A5 (5.8 x 8.3 inches)</li> </ul>	2 pcs.	Refer to Signage

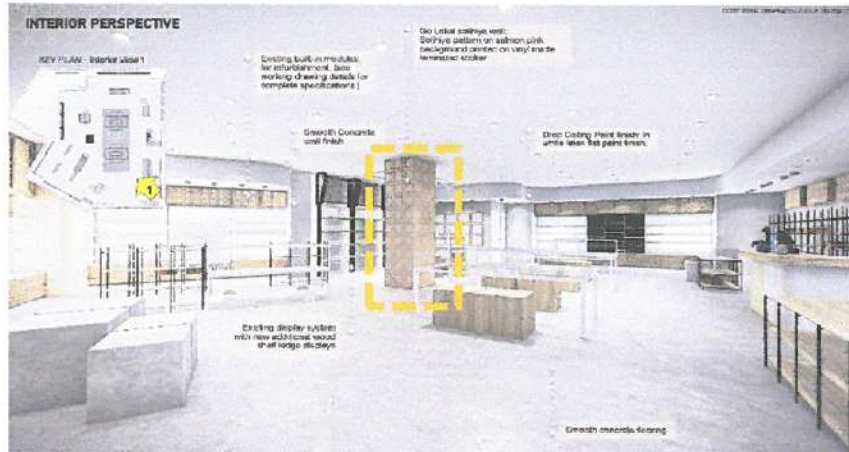
@dti.golokal @commonroomph	<ul style="list-style-type: none"> <li>- Graphics printed <b>back-to-back</b> on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>		List, <b>Annex B, image 2.1</b> for complete specification
Small Business, Big Heart	<ul style="list-style-type: none"> <li>- Size: A4 (297 x 210 mm)</li> <li>- Graphics printed <b>back-to-back</b> on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	2 pcs.	Refer to Signage List, <b>Annex B, image 2.1</b> for complete specification
In a world where you can shop anywhere	<ul style="list-style-type: none"> <li>- Size: A4 (297 x 210 mm)</li> <li>- Graphics printed <b>back-to-back</b> on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	2 pcs.	Refer to Signage List, <b>Annex B, image 2.1</b> for complete specification
<b>Festival Mall</b>			
<b>Table Signage</b>			
Buy One, Take One	<ul style="list-style-type: none"> <li>- Size: Legal (8.5 x 14 inches)</li> <li>- Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 3.1</b> for complete specification
5% off	<ul style="list-style-type: none"> <li>- Size: Legal (8.5 x 14 inches)</li> <li>- Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 3.1</b> for complete specification
10% off	<ul style="list-style-type: none"> <li>- Size: Legal (8.5 x 14 inches)</li> <li>- Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 3.1</b> for complete specification
Bundle and Save	<ul style="list-style-type: none"> <li>- Size: Legal (8.5 x 14 inches)</li> <li>- Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>- wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 3.1</b> for complete specification
<b>Floor Sticker</b>			
Supply and installation of Covid Control (Round)	<ul style="list-style-type: none"> <li>- Size: 0.30m x 0.30m</li> <li>- Cut to shape (round) matte laminated vinyl sticker in full</li> </ul>	8 pcs. (2 pcs. each)	Refer to Signage List, <b>Annex B, image 3.2</b> for complete

	<ul style="list-style-type: none"> <li>color print</li> <li>Graphics printed on PVC cut-vinyl adhesive sticker.</li> </ul>	design)	specification
<b>Go Lokal Concept Store in Makati</b>			
<b>Floor Sticker</b>			
Supply and installation of Covid Control (Round)	<ul style="list-style-type: none"> <li>Size: 0.30m x 0.30m</li> <li>Cut to shape (round) matte laminated vinyl sticker in full color print</li> <li>Graphics printed on PVC cut-vinyl adhesive sticker.</li> </ul>	8 pcs. (2 pcs. each design)	Refer to Signage List, <b>Annex B, image 4.1</b> for complete specification
Supply and installation of storefront Go Lokal floor sticker	<ul style="list-style-type: none"> <li>Size: 170cm (H) x 240cm (W)</li> <li>Go Lokal solihya pattern on salmon pink background color printed on vinyl gloss laminate sticker</li> </ul>	1 pc.	Refer to Signage List, <b>Annex B, image 4.1</b> for complete specification
<b>Table Signage</b>			
10% off	<ul style="list-style-type: none"> <li>Size: Legal (8.5 x 14 inches)</li> <li>Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 4.2</b> for complete specification
40% off	<ul style="list-style-type: none"> <li>Size: Legal (8.5 x 14 inches)</li> <li>Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 4.2</b> for complete specification
Bundle and Save	<ul style="list-style-type: none"> <li>Size: Legal (8.5 x 14 inches)</li> <li>Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board</li> <li>wood signage holder</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 4.2</b> for complete specification
<b>Non-illuminated Signage</b>			
Supply and installation of "BDTP Wall Signage"	<ul style="list-style-type: none"> <li>Frosted textured acrylic glass Size: 15.5 in x 18.5 in x .5 mm</li> <li>DTI-BDTP logo printed on glass</li> <li>White acrylic board Size: 15.5 in. x 18.5 in x .5 in</li> </ul>	3 pcs.	Refer to Signage List, <b>Annex B, image 4.3</b> for complete specification

## ANNEX B

### 1. Go Lokal x Common Room PH at U.P. Town Center

#### 1.1 Wall



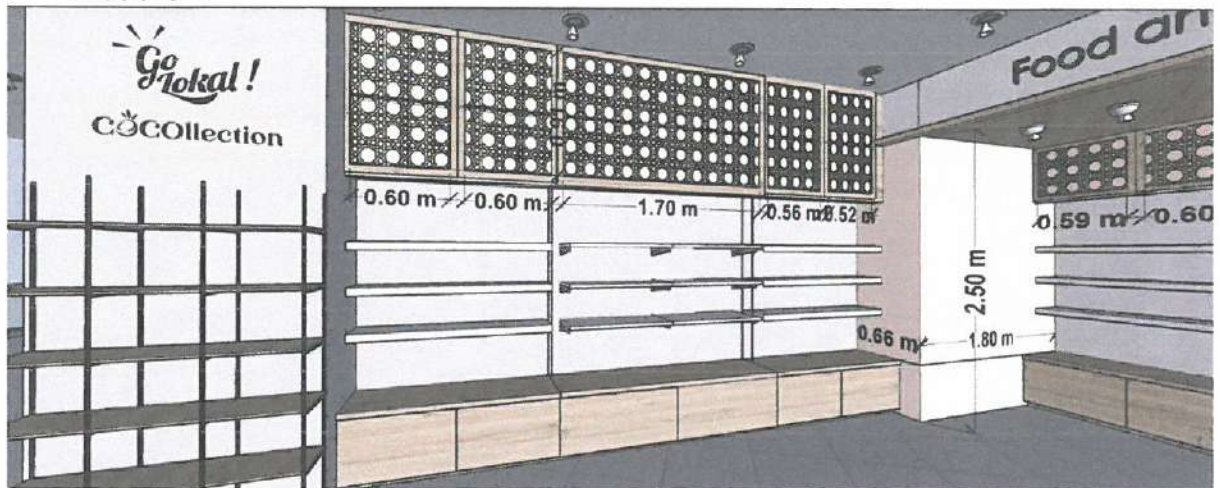
**Post with solihiya pattern**



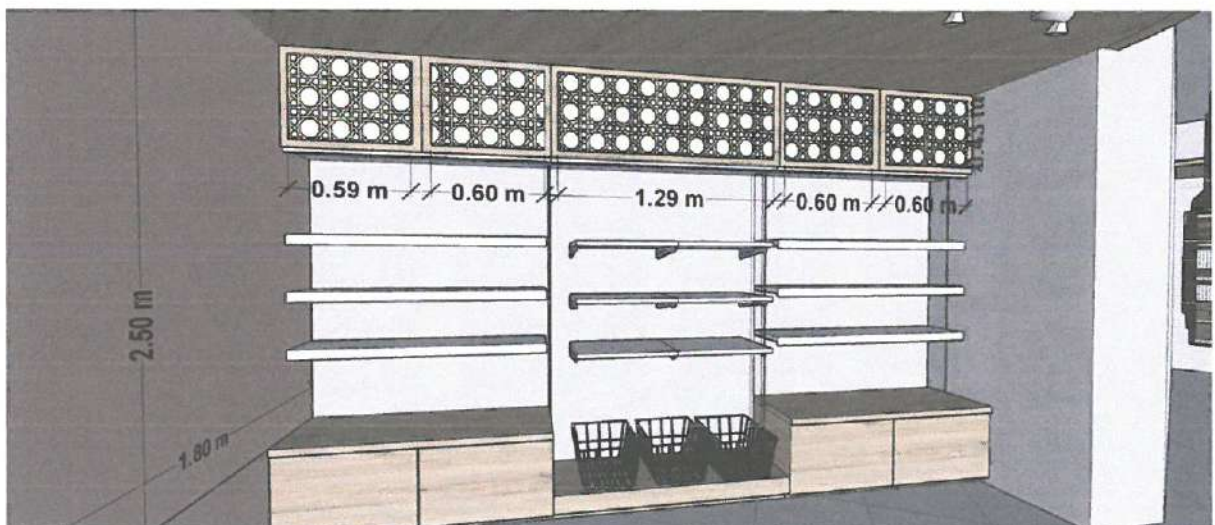
**Wall with solihiya pattern**

## 1.2 Existing Modules

### Module 1

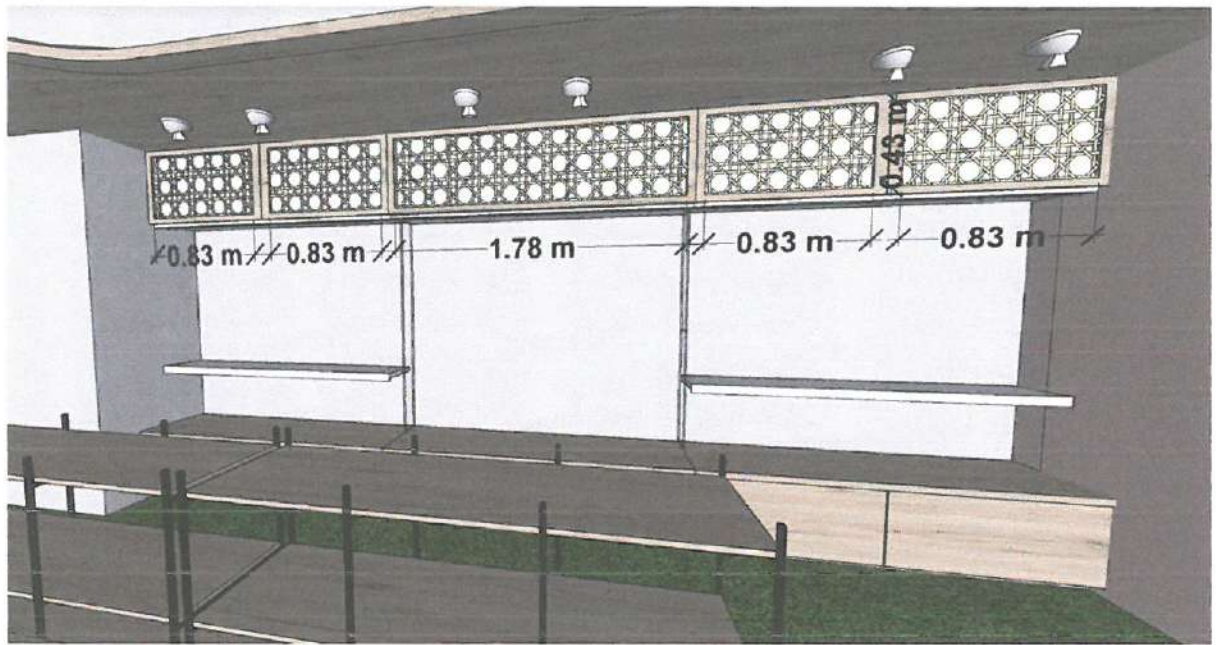


### Module 2

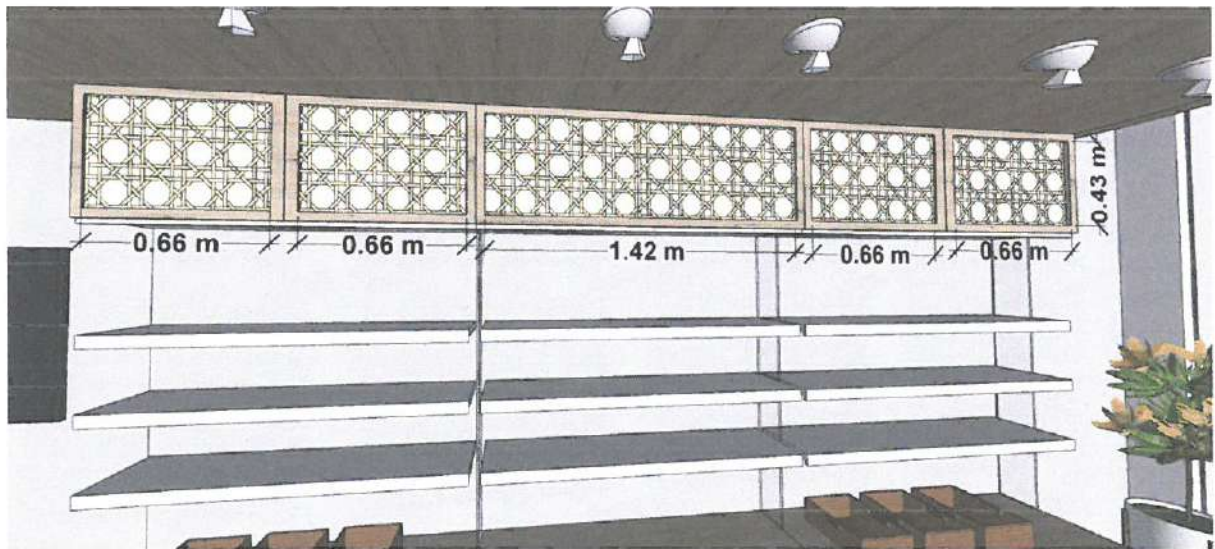




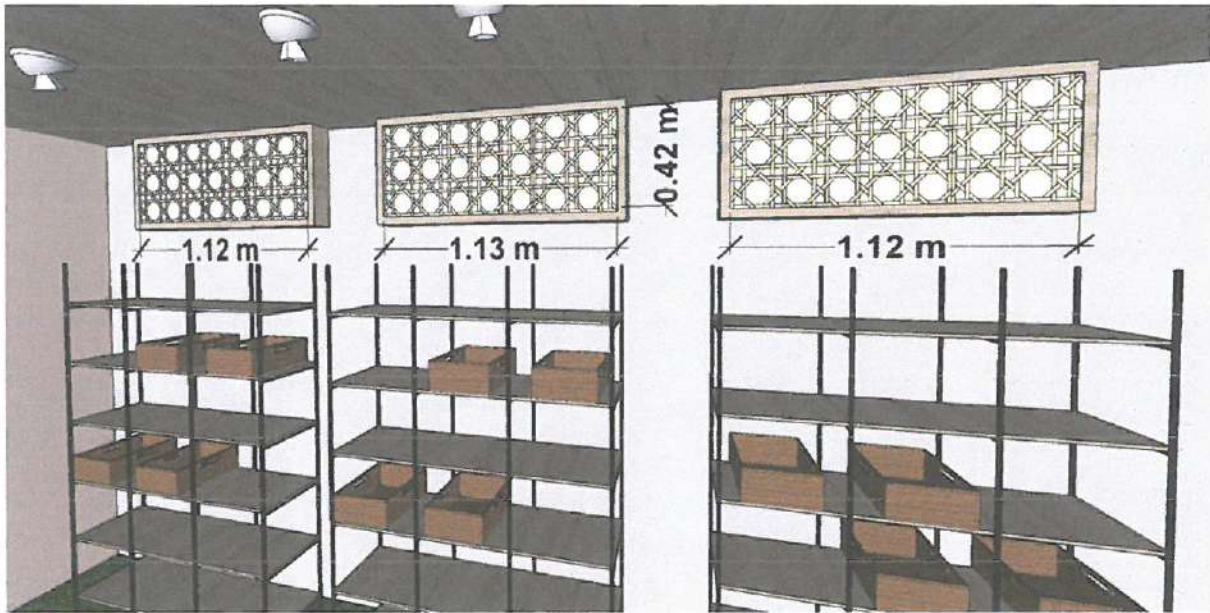
**Module 3**



**Module 4**



## Existing Modules



## 1.3 Buy Local, Go Lokal Wall Sticker



## 1.4 Floor Sticker



## 1.5 Table Signage



## 2. Go Lokal x Common Room at Ayala Malls Manila Bay

### 2.1 Table Signage

A5



## SMALL BUSINESS, BIG HEART.



**Materials:** Graphics printed back-to-back on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board on wood signage holder

**Size:** A4 (297 x 210 mm)

## SHOP LOCAL



**Materials:** Graphics printed back-to-back on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board on wood signage holder

**Size:** A4 (297 x 210 mm)

### 3. Festival Mall

#### 3.1 Table Signage

##### Legal



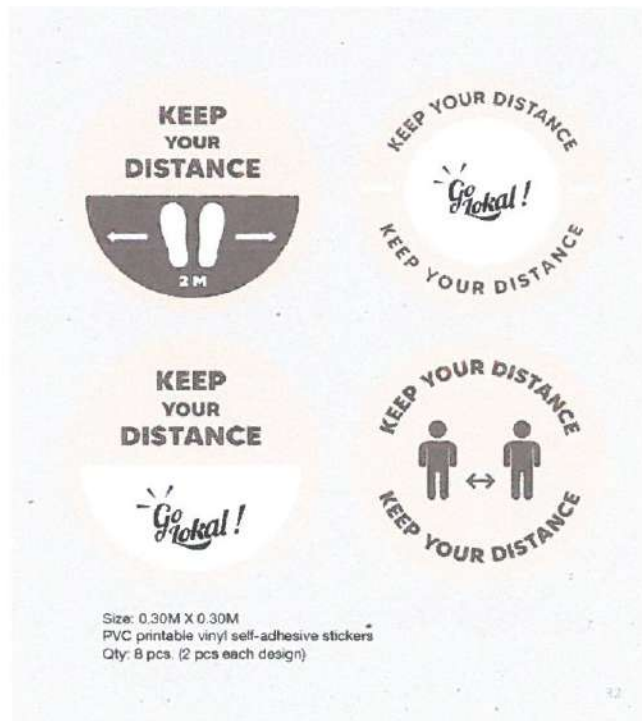
## BUNDLE & SAVE



**Materials:** Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board on wood signage holder

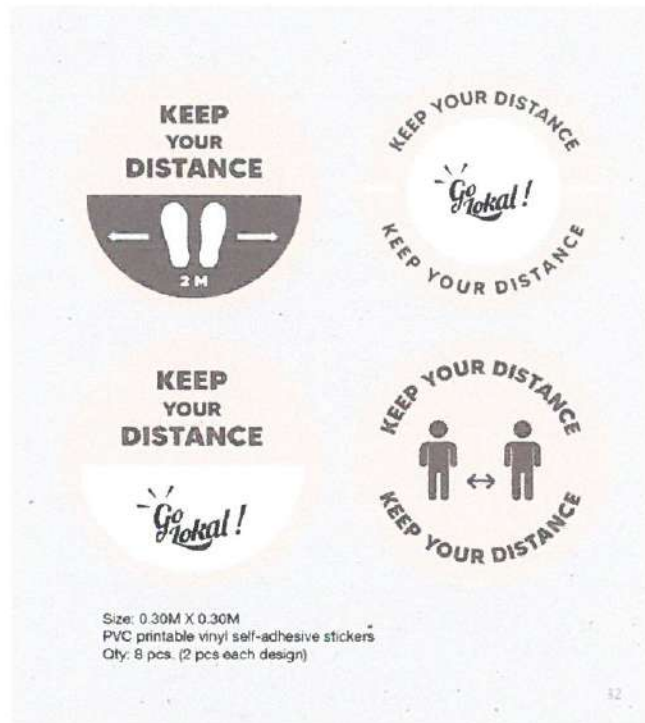
**Size:** Legal (8.5 x 14 in)

### 3.2 Floor Sticker



#### 4. Go Lokal Concept Store in Makati

##### 4.1. Floor Sticker



Go Lokal Storefront Floor Sticker



## 4.2 Table Signage



## BUNDLE & SAVE



**Materials:** Graphics printed on matte vinyl sticker mounted on 0.03m (3mm) Sintra Board on wood signage holder

**Size:** Legal (8.5 x 14 in)

### 4.3 Non Illuminated Signage

#### *Option :*

#### DTI BDTP WALL SIGNAGE

##### Materials :

- Frosted textured acrylic glass  
15 in x 18 in x 5 mm
- DTI-BDTP logo printed on glass
- White acrylic board  
15.5 in x 18.5 in x .5 inch

*\*Printing with installation*

