



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 49782

Date: 07/15/2022

R.F.Q. No.: 202207-11628

Delivery 5 months upon signing of contract

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, Provision of Services Hiring of a Retail Operator to Manage and Supervise the Operations of the Go Lokal Concept Store in Makati. Includes qualifications for the store operator.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. The ARTICLE column contains detailed requirements for suppliers, including performance records, experience in organizing events, and organizational structure.

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NO	QUANTITY	UNIT	ARTICLE	UNIT PRICE	TOTAL PRICE
			<p>digital marketing (Store Manager, Sales and Marketing, and Cashier) who will handle the day-to-day operations of the store. (Submit an Organizational Structure)</p> <p>5. Must show proof of financial capability to run the retail operations and shoulder the monthly overhead, among others, by submitting a bank certificate or audited financial report (if a corporation) in the last 5 years.</p> <p>SCOPE OF WORK AND DELIVERABLES</p> <p>1. Manage the day-to-day operations of the Go Lokal Concept Store.</p>		

Remarks All items should be treated as one lot. ABC is Php 400,000.

Prepared by: *[Signature]*
ILEEN P. VISTA
ADMIN OFFICER IV

Very truly yours,
[Signature]
MARY ANN D. YULAS
SUPERVISING ADMIN. OFFICER *[Initials]*

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Department of Trade and Industry

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains 4 numbered items for business plan, organizational structure, and signage.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. The ARTICLE column contains detailed requirements for DTI approval, marketing collateral, and monthly payments.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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ADMIN OFFICER IV

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MARY ANN D. YULAS
SUPERVISING ADMIN. OFFICER

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: a. Create and manage the social media channels such as Facebook Page and Viber Community to promote the Go Lokal Concept Store and sell its products. b. Post product photos and daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store s Facebook Page. Includes sub-points for Images, Announcements, and Written posts.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains detailed descriptions of procurement items such as loyalty incentives, pop-up events, and sale campaigns.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains 4 items (7-10) regarding supplier onboarding, logistics, and commercial agreements.

Remarks All items should be treated as one lot. ABC is Php 400,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: exceeding 40% of the SRP. Row 2: 11. Hire the required store sales personnel to handle the day-to-day tasks necessary for the retail operations of the GO LOKAL! Concept Store and provide the salaries and monetary remunerations for services rendered. It is hereby understood and agreed that said sales personnel are employees of the store operator. Row 3: The qualified store personnel, with a background in-store management and sales and marketing, shall attend to thee daily operations of the Go Lokal! Concept Store which will include: Sales and marketing of the products;

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. The ARTICLE column contains detailed procurement items such as budgeting, accounting, and payables system; ensuring maintenance of facilities; preparing sales and inventory reports; and compliance with Philippine Labor Laws.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: equipment necessary in the store operations such as one (1) unit of the following: Point of Sale (POS) system, computer set, office printer, and barcode printer; 19. Submit the following reports to DTI- BDTP: a. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand. b. Quarterly Sales Report of the previous quarter every 15th of the following month to include the following highlights; Bestselling Products

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. The ARTICLE column contains requirements: Top MSME Suppliers, Slow or non-moving products, Recommendations, Financial Report (P&L)- 15 days after the end of the contract, Inventory Report (submit in the first and last month), List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale) every 8th of the month;

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains detailed description of procurement items including report preparation, monthly reporting, and bond requirements.

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*****NOTHING FOLLOWS*****

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TERMS OF REFERENCE – DTI CONCEPT STORE OPERATOR

PROJECT TITLE: Hiring of a Retail Operator to Manage and Supervise the Operations of the Go Lokal Concept Store in Makati

PROJECT DURATION: Five (5) Months

TOTAL BUDGET: PHP 400,000.00

FUND SOURCE: 2022 Go Lokal! Regular Funds

I. RATIONALE:

The DTI Go Lokal Program

Go Lokal! is a market access platform for Philippines Micro, Small and Medium Enterprises (MSMEs) introduced by the Department of Trade and Industry in collaboration with select retail partners for brand management and market acceleration.

The program's primary goal is to help the country's MSMEs enter the mainstream market via the following free services offered by DTI such as:

1. Free store or retail spaces provided by Retail Partners such as in the malls, department stores, supermarkets, and duty-free shops, among others; and
2. Merchandise development assistance to produce commercially viable products for the market.

Since its inception, the project has enabled MSMEs to gain access to the mainstream local market. The project also spurred business collaborations that strengthened the local market and supported business communities. Go Lokal! provides equal opportunities to qualified MSMEs to test the marketability of their products without incurring the high costs of operating a retail outlet. To date, the Go Lokal! program has rolled out 155 stores nationwide with over 800 MSMEs endorsed to retail partners, 412 of which are already mainstreamed in various Go Lokal outlets generating sales of more than Php 496 Million as of February 2022.

The Go Lokal Concept Store

The Go Lokal! Concept Store at the DTI is a 226 sqm. retail concept store that showcases a carefully curated and unique selection of locally-made food and non-food products manufactured by MSMEs all over the Philippines.

The store likewise serves as a launchpad, a market incubation for new product ideas from start-up companies and social entrepreneurs, and brand testing for more established brands.

For the DTI's retail partners, the Go Lokal Concept Store is a sourcing hub for authentic Philippine-made products with high commercial viability. For various government agencies and private companies, it is a reliable source of a wide selection of distinctively designed corporate tokens and giveaways.

Now on its sixth year, the Go Lokal Concept Store is fast becoming a favorite shopping destination among government officials and employees, local and foreign tourists and business delegations, expatriates, and even curious shoppers.

In a bid to enhance the shopper experience, the DTI will open the Kapetirya corner at the Go Lokal Concept Store. Kapetirya is a coffee shop that promotes Philippine specialty coffee varieties in various blends and brews.

As part of the DTI's support to the Go Lokal Concept Store to promote the Go Lokal brand and its accredited retailers, the store participates in selected pop-up activations within and outside Metro Manila. In 2019, Go Lokal pop-up stores were set up for strategic events such as ASEAN Halal Expo, the 2019 SEA Games, ASEAN Tourism Summit, and Waltermart Palengke Fresh Bazaar Market, to name a few.

To date, the store contributes an average of PhP 4 million sales per year which represent 2.17% of the total annual sales of the Go Lokal Program. It can accommodate 170 MSME manufacturers with products ranging from bags, jewelry, souvenirs, chocolates, delicacies, musical instruments, ornaments, garments, and a lot more.

The DTI Go Lokal! Concept Store is located on the Ground Floor, Trade and Industry Building, 361 Sen. Gil Puyat Avenue, Makati City.

II. OBJECTIVES

1. Engage the management services of a company that will develop a business plan and marketing plan for the Go Lokal Concept Store.
2. Sustain the sales and promotion of products of MSME manufacturers who are onboarded in the DTI Go Lokal Concept Store.
3. Ensure that Go Lokal Concept Store applies efficient business processes, undertakes effective marketing initiatives, adopts best practices and good housekeeping, and maintains a healthy cash flow.
4. Support the primary goal of the Go Lokal program to help the country's MSMEs enter the mainstream market

III. QUALIFICATIONS OF STORE OPERATOR

The store operator must meet the following qualifications:

1. Must be an existing retail store operator for at least five (5) years; The Operator can be a sole proprietorship, partnership, cooperative, or corporation registered with the SEC, DTI, or CDA. Must submit a certificate of any above registration that applies.
2. Must have a satisfactory record of performance with no derogatory findings or legal cases filed by previous suppliers, clients, and partners in the last 5 years. Qualified Operators must submit recommendation letters from their top 5 suppliers and at least two (2) retail partners in the last five (5) years.
3. Must have experience in organizing and participating in local or international marketing and retail events for at least 5 years. Submit a list of completed similar projects.
4. Must have a dedicated team or Organizational structure with at least (3) staff with a background in IT and digital marketing (Store Manager, Sales and Marketing, and Cashier) who will handle the day-to-day operations of the store. (Submit an Organizational Structure)
5. Must show proof of financial capability to run the retail operations and shoulder the monthly overhead, among others, by submitting a bank certificate or **audited financial report (if a corporation)** in the last 5 years.

IV. SCOPE OF WORK AND DELIVERABLES

1. Manage the day-to-day operations of the Go Lokal Concept Store.
2. Develop and implement a business plan and marketing plan and activities as approved by the DTI.
3. Submit its organizational structure including a dedicated team of at least (3) staff with a background in IT and digital marketing (Store Manager, Sales and Marketing, and Cashier) who will handle the day-to-day operations of the store.
4. Use the GO LOKAL! name and logo in its store signage and marketing collaterals upon the effectivity of this Agreement and adhere to the guidelines of the GO LOKAL! Corporate Identity Manual. The Store Operator shall submit for DTI approval, the store signage, store layout, and write-ups for advertisements and marketing collaterals before finalization if and when warranted, to ensure adherence to the GO LOKAL! brand;
5. Utilize the monthly payment provided by DTI which includes but is not limited to the following:

Marketing Solutions and Activities

Development and Implementation of the marketing solutions and activities which is cognizant and compliant with the Go Lokal branding guidelines:

- a. Create and manage the social media channels such as **Facebook Page** and **Viber Community** to promote the Go Lokal Concept Store and sell its products.
 - b. Post product photos and daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store's Facebook Page
 - Images (static and GIF)
 - Announcements
 - Written posts that build credibility and reputation
 - c. Create and provide loyalty incentives to buyers in terms of awards/point system, vouchers, and gifts.
 - d. Participation in three (3) pop-up events organized by government/non-government partners.
 - e. Participate in five (5) major sale campaigns (e.g. 8.8, 9.9, etc.). Submit campaign initiatives and marketing collaterals for approval of the DTI-BDTP.
6. Sell Go Lokal products as corporate tokens to at least two entities (government or private sector companies or institutions outside of the DTI. Develop corporate accounts as part of its portfolio.
 7. Undertake the onboarding of suppliers accredited by the DTI- BDTP; onboard at least 50 suppliers for the duration of this contract.
 8. Hire a delivery logistics partner for the delivery of orders to the customers if necessary.
 9. Enter into a commercial agreement with Go Lokal! suppliers covering the selling of the products and the rights and obligations of the parties as consignor and consignee. Submit to the DTI a photocopy of the Commercial Agreement of each supplier;
 10. Charge commission fees to suppliers not exceeding 40% of the SRP.
 11. Hire the required store sales personnel to handle the day-to-day tasks necessary for the retail operations of the GO LOKAL! Concept Store and provide the salaries and monetary remunerations for services rendered. It is hereby understood and agreed that said sales personnel are employees of the store operator.

The qualified store personnel, with a background in-store management and sales and marketing, shall attend to the daily operations of the Go Lokal! Concept Store which will include:

- Sales and marketing of the products;

- Merchandise inventory control/management and storage/safety;
 - Implementation of the Marketing Plan
 - Set pricing in coordination with the agreed-upon terms with DTI and suppliers;
 - Manage orders and attend to clients;
 - Manage retail relationships, handle queries and feedback from customers;
 - Coordinate with the identified Go Lokal! suppliers as to the provision of supply, mode of delivery, payment, and retrieval or return of unsold goods
 - See to the budgeting, accounting, and payables system;
 - Ensuring maintenance of the facilities;
 - Prepare sales and inventory reports
12. Comply with Philippine Labor Laws and practices;
 13. In case of government subsidy for marketing, exercise prudence and accountability in fiscal management;
 14. Remit payments to Go Lokal! suppliers on agreed monthly remittance schedules and furnish promptly the DTI and the GO LOKAL! suppliers with reports on products sold 14 working days after the succeeding month.
 15. Waive enlistment fees, fixture, and manpower requirements for all MSMEs whose products will be selected for the GO LOKAL! Concept Store;
 16. Assist the DTI in the marketing and promotion of the Go Lokal! Concept Store;
 17. Receive from the DTI visual merchandising materials/props subject to the conditions for its use as stated in a separate usufruct agreement;
 18. Provide necessary store supplies and equipment necessary in the store operations such as one (1) unit of the following: Point of Sale (POS) system, computer set, office printer, and barcode printer;
 19. Submit the following reports to DTI- BDTP:
 - a. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand.
 - b. Quarterly Sales Report of the previous quarter every 15th of the following month to include the following highlights;
 - Bestselling Products
 - Top MSME Suppliers
 - Slow or non-moving products
 - Recommendations
 - c. Financial Report (P&L)- 15 days after the end of the contract.
 - d. Inventory Report (submit in the first and last month)
 - e. List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale) every 8th of the month;
 - f. Prepare and submit to the DTI-BDTP a terminal report within twenty (20) days from the end/termination of the contract.
 - g. Monthly report on the amount remitted to the Go Lokal Supplier.
 20. Post in favor of at least 15 suppliers a renewable Surety Bond.

ENGAGEMENT PERIOD: five (5) months upon signing of the contract. The monthly payment shall be subject to review and may be terminated after the end of the contract. However, should the engagement period be extended, this will be subject to negotiation without subsidy for the succeeding 6 months.

VI. BUDGET AND TERMS OF PAYMENT

The proposed budget of Four Hundred Thousand Pesos only (PHP 400,000.00) inclusive of applicable taxes shall cover all expenses for the hiring of a full-service store operator of the

Go Lokal! Concept Stores include professional fees, operational expenses, and other incidental expenses.

Payment will be on a monthly basis, subject to applicable government laws, rules, and regulations, and payable upon submission of the following:

SCHEDULE OF PAYMENT	DELIVERABLES (FIVE MONTHS)	% CONTRACT FEE
1st Payment August 2022	1) Submit a business plan and marketing plan for the Go Lokal Concept Store 2) Post in favor of at least 15 Go Lokal MSMEs a renewable Surety Bond. 3) Submit an Organizational Structure 4) Creation of Go Lokal Concept Store social media channels such as Facebook Page, and Viber Community for buyers of the products at the Go Lokal Concept Store. 5) Submit Inventory Report	25% of the contract fee PHP 100,000.00
2nd Payment September 2022	1) Post daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store's Facebook Page. 2) Submit the following reports to the DTI- BDTP: <ul style="list-style-type: none"> a. List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale); b. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand; c. Marketing Performance Report d. Payment Remittance to Go Lokal Concept Store Suppliers e. Retail Operations Manual 	15% of the contract fee PHP 60,000.00
3rd Payment October 2022	1) Post daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store's Facebook Page. 2) Submit the following reports to the DTI- BDTP: <ul style="list-style-type: none"> a. List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale); b. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand; c. Marketing Performance Report d. Payment Remittance to Go Lokal Concept Store Suppliers. 	15% of the contract fee PHP 60,000.00
4th Payment November 2022	1) Post daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store's Facebook Page. 2) Submit the following reports to the DTI-BDTP:	15% of the contract fee PHP 60,000.00

	<p>a. List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale);</p> <p>b. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand;</p> <p>c. Marketing Performance Report</p> <p>d. Quarterly Sales Report of the previous quarter every 15th of the following month to include the following highlights;</p> <ul style="list-style-type: none"> • Bestselling Products • Top MSME Suppliers • Slow or non-moving products • Recommendations <p>e. Payment Remittance to Go Lokal Concept Store Suppliers.</p>	
<p>5th Payment December 2022</p>	<p>1) Post daily product promotions at the Go Lokal Concept Store Viber Community and weekly content per week (3-4 FB posts per month) on the Go Lokal Concept Store's Facebook Page.</p> <p>2) Submit the following reports to the DTI-BDTP:</p> <p>a. List of New suppliers onboarded (suppliers whose products have been displayed and ready for sale);</p> <p>b. Monthly Sales Report of the previous month every 8th day of the current month. The report should be broken down per company per product/brand;</p> <p>c. Marketing Performance Report</p> <p>d. Payment Remittance to Go Lokal Concept Store Suppliers.</p> <p>e. Quarterly Sales Report of the previous quarter every 15th of the following month to include the following highlights;</p> <ul style="list-style-type: none"> • Bestselling Products • Top MSME Suppliers • Slow or non-moving products • Recommendations <p>f. Financial Report (P&L)- 15 days after the end of the contract.</p> <p>g. Inventory Report</p> <p>h. Prepare and submit to the DTI-BDTP a terminal report within fifteen (15) days from the end/termination of the contract. The terminal report must include the report on the:</p> <ul style="list-style-type: none"> - Participation in at least three (3) pop-up events organized by government/non-government partners. - Participate in at least 2 or 3 major sales campaigns (e.g. 8.8, 9.9, etc.). 	<p>30 % of the contract fee PHP 120,000.00</p>
<p>TOTAL:</p>		<p>Php 400,000.00</p>

ACTIVITY	DATE
TOR Development and Approval of Memo to Proceed	June – July 2022
Procurement of Store Operator	July 2022
Processing of RCAF and Signing of Contract	July 2022
Submission of Business Plan for the Go Lokal Concept Store	August 2022
Start of day-to-day management.	August – December 2022

Prepared by:

Recommending Approval:

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