



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: CPG - 46849

Date: 03/18/2022

R.F.Q. No.: 202203-11106

Delivery March to June 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 (1. Improve competency of CPG communication group members... 2. Enhance the CPG Management Committee s)

Remarks All items should be treated as one lot. ABC is Php 700,000.

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

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CONSUMER PROTECTION GROUP (CPG) MEDIA CONSULTANCY PROJECT TERMS OF REFERENCE

BACKGROUND/RATIONALE

The Consumer Protection Group (CPG), as one of the major Functional Groups of the Department of Trade and Industry (DTI), has been one of the most sought after by the media as a source of the Department's position/policy when it comes to issues and concerns on price changes (of basic and prime commodities) in the light of changes in prices of fuel, utilities (oil price hike, power hike, etc.) and input materials to production (tin cans, dairy products, tamban, etc.) when we are hit by calamity (Odette, Rollie, etc.) in times of trade disputes technical barriers to trade, trade restrictions), in times of viral health conditions in livestock and crops (F and M disease, African Swine Fever, Red Tide, etc., among others.

These, together with policies on foreign exchange rates, Marawi siege, pressure from importers/local manufacturers, issues on standards (medical grade oxygen, facial masks, face shields, etc.) and a lot of other issues that affect CPG's main clientele: the consumers.

The CPG, through its Communications Group, in cooperation with the Regional Operations Group (its regional extension) and the main DTI Communications Group, comes up with a communications plan to promote and disseminate its programs and services for the consumers. Several Viber group chats, and social media platforms were created to enhance and harmonize policies and programs for the consumers. But, the recent measure of the DTI in gauging its effectiveness as a consumer-centric agency (Level of Consumer Awareness as measured through a third-party –Pulse Asia Survey) reveals the weakness of our programs to reach out to this public and effectively promote the goals of DTI in protecting the consumers.

Public relations is not one of the skill competencies of the Department, especially of CPG. This proposal is meant to address and enhance said competency and increase the effectiveness of CPG programs as a main agent of DTI in "empowering consumers".

OBJECTIVES

The general objective of the project is to hire a consultancy group that will assist the Consumer Protection Group in the following areas:

1. Improve competency of CPG communication group members through a capacity building in areas of;
 - Social Media and Communicating with a Purpose - Creating for CPG's Social Media; Platforms: what Message and which social media to use (with workshop)

- Social Media Analytics: Understanding Reactions/ Responses or the absence of such (with workshop); and
 - Other topics of capacity-building activities will be provided as agreed between CPG and consultant, as part of the competency assessment through discussion/meetings. The consultant to provide modules for said capacity-building activities.
2. Enhance the CPG Management Committee's (ManCom) engagement and management of media (to be properly guided in facing the media or media engagement and management as resource persons/ spokespersons).
 3. Assist in improving the consumer awareness level via providing airtime rates of community radio stations to CPG/ROs/POs for nationwide target consumer listeners for a nationwide info campaign to be implemented on a scheduled date.
 4. Brainstorm with CPG a more meaningful and creative celebration programs activities of the 2022 World Consumer Rights Day, National Standards Week, and Consumer Welfare Month,
 5. Provide comments and recommendations on CPG media programs, activities, and issues.

METHODOLOGY

The project will primarily involve the hiring of a consultancy group that will provide media consultancy services on a monthly retainer arrangement through a Service Agreement the term of which is four months starting from March to June 2022.

The consultancy group will be compensated on a per monthly basis, upon submission of her monthly accomplishment report (attached template of Monthly Accomplishment Report). As can be seen in the template, completion of monthly deliverables will be the main basis for the group's compensation.

It is understood that capacity-building activities as recommended and agreed upon by CPG and the consultancy group, will comprise a different expense to be shouldered by CPG.

The Consumer Protection Group, as a caveat to this TOR, proposes other activities to be fulfilled by the consultancy group upon the recommendation of the Undersecretary of the said functional group.

DELIVERABLES

The deliverables of this project include the following:

1. Proposed Capability Building schedule for the CPG Management Committee and the CPG Communications Group;

2. List of Proposed Topics and Activities to Improve the Competency of CPG Communications Group members Detailed manuals/modules with suggested exercises/activities and corresponding session/lesson plans;
3. Relevant materials on Communication, Media Relations, and Graphic Design for the CPG Communications Group to refer to in writing and in working media;
4. Relevant materials on Communication, Media Relations for the CPG ManCom to refer to in engaging and managing media;
5. Improved CPG Communication Plan;
6. Recommendations on the optimization of all CPG media platforms;
7. Proposed Programs and Activities for the CPG Celebration of World Consumer Rights Day, National Standards Week, Consumer Welfare Month and other upcoming observances;
8. Monthly Accomplishment Reports;
9. Performance of other related deliverables and work as may be suggested by the Undersecretary or the Communications Group

TASKS AND ACTIVITIES

Output	Activity	Person working days	Completion

BUDGETARY REQUIREMENT

Cost Component	Amount
Professional Fee (Amount X 4 months)	Approved budget of 700,000.00
Total Cost	Approved budget of 700,000.00

REPORTING

The consultancy group is expected to produce reports as instructed by the Undersecretary. The timing of delivery is indicative and can be adjusted when the group's work plan is developed, subject to mutual agreement.

PROJECT MANAGEMENT

The project will be funded by the Office of the Undersecretary for CPG and managed by the CPG Communications Group. The consultancy group should be responsible for organizing and conducting the scheduled activities in collaboration with the Communications Officers in the Bureaus.

SCOPE OF SERVICES

The consultancy service will be undertaken over a **continuous effective period of four (4) calendar months**. Work will commence immediately after contract signing.

QUALIFICATIONS

The media consultants should have:

- i) A minimum of five-year professional experiences as a media professional, specifically in the field of promotion and information campaigns on a nationwide magnitude.
- ii) Earned a credible reputation in the field of media relations,
- iii) Earned an academic degree in Communications and related fields (undergraduate is a must, master and doctoral degree, preferred).

CONSUMER PROTECTION GROUP MEDIA CONSULTANCY PROJECT

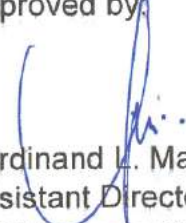
Monthly Accomplishment Report

Name:

For the Month of (Month) 2022

Activities	Output	Deliverables	Remarks
Meetings	Approved Minutes	Recommendations Schedules	
Capacity Building	Topic	Modules	
	Identification of participants	Trainers - CVs - Program	
		Issues/Concerns resolved	
		Training materials	
Activities for CPG Mancom	Seminar session/s	Issues/Concerns resolved	
		Program	
Activities for CWM/WCRD/NSW	Topic/Theme	Program Advocacy material	
		Issues/Concerns resolved	
National Campaign	List of Airtime rates	Campaign materials	

Approved by


 Ferdinand L. Manfoste
 Assistant Director, BPS
 CPG Comms Group Head

DTI-CPG's Hiring of Services of a Media Consultant or Firm

13 March 2022

CRITERIA AND EVALUATION SYSTEM**1. Expertise and Professional Experience of Trainer to be Deployed****a. Education**

	Points	Score
Bachelor's Degree in Communications, Mass Communication, Broadcasting, Information Technology, PR and Advertising, Marketing, and other related majors	8	
Master's Degree in Communications, Mass Communication, Broadcasting, Information Technology, PR and Advertising, Marketing, and other related majors	15	

b. Work Experience

	Points	Score
Five years of professional experiences in providing training programs/ seminar-workshops in Communications (Broadcast, Print, Digital, Advertising and Marketing) and related fields	8	
More than seven (7) years related experience of professional experiences in providing training programs/ seminar-workshops in Communications (Broadcast, Print, Digital, Advertising and Marketing) and related fields	15	

2. Expertise and Professional Experience of Media Consultancy Firm**a. Years of experience (as media consultancy firm)**

	Points	Score
Two years	5	
Three years	10	

b. Philippine Media experience

	Points	Score
Active members of Traditional Philippine Media	5	
Active members of Traditional and Digital Philippine Media	10	

DTI-CPG's Hiring of Services of a Media Consultant or Firm
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3. Course Design and Content

	Points	Score
<p>Poor The learning objectives were not identified. The proposed design/content is ambiguous. The proposed methodology is not responsive to the proposed design and there are tools to supplement the learning experience.</p>	19 and below	
<p>Fair The learning objectives are vague and are not measurable. The proposed design/content lacks the required elements to support the learning objectives. The proposed methodology may not be that responsive to the proposed design. The proposed tools are not sufficient to provide an effective learning experience.</p>	20-35	
<p>Good The proposal meets all the required learning objectives. The proposed design/content is thorough and meets the minimum requirements of the course reflected in the TOR. The proposal is responsive to the required methodology and utilizes tools appropriate to the training format.</p>	36-45	
<p>Excellent The proposal meets all the required learning objectives. The proposed design/content is thorough and presented in an outstanding manner, shows creative, modern and innovative elements. The methodologies are responsive to the overall proposal/training design and introduces new tools appropriate to the training format.</p>	46-50	