

REQUEST FOR QUOTATION

CONSULTING SERVICES FOR THE CONCEPTUALIZATION/IMPLEMENTATION OF DESIGN CONCEPT, LAY-OUT AND PHOTOGRAPHY SERVICES OF 2016 PPP CENTER ANNUAL REPORT

Date: February 23, 2017
RFQ No. 2017 - 02 - 0016

TO : All Eligible Bidders

The PPP Center, through its Bids and Awards Committee, seeks proposal for **Consulting Services for the Conceptualization/Implementation of Design Concept, Lay-out and Photography Service of 2016 PPP Center Annual Report** with an approved budget for the contract (ABC) of **Two Hundred Thirty Thousand Pesos (Php230, 000.00)**.

In accordance with the attached Terms of Reference (**Annex A**), prospective bidders shall accomplish, provide correct and accurate information and submit the Technical Proposal (components of the technical proposal provided below) and Price Quotation Form (**Annex B**) on two separate envelopes not later than March 01, 2017, 1:30 PM. Sealed quotations shall be submitted manually at PPP Center c/o General Services Division, 8th Floor One Cyberpod Centris, EDSA cor. Quezon Ave., Brgy. Pinyahan, Quezon City, or through facsimile (Fax No. 929-3971).

1. SEC or DTI Certificate of Registration
2. Valid Mayor's/Business Permit¹
3. Valid PhilGEPS Certificate of Registration
4. List of ongoing and completed private and government contracts for similar project over the last five (5) years. The bidder must provide the name of the client and date of contract award. See attached TOR for details.
5. One page maximum 500 words narrative explaining the design concept for the Annual Report. See attached TOR for details.
6. One (1) original conceptual study for the COVER of the Annual Report and One (1) original conceptual study on the layout for the body of the Annual report. (INSIDE PAGES). See attached TOR for details.
7. Photographer's portfolio of previous works for a similar project (Annual Report). See attached TOR for details
8. Duly signed/conformed TOR.

The PPP Center reserves the right to accept or reject any or all quotations and to impose additional terms and conditions as it may deem proper.

For inquiries, you may contact Mr. Jomel Anthony V. Gutierrez, BAC Secretariat Head, at telephone number 929-8593 Local 7301.

Very truly yours,


FEROISA FRANCISCA T. CONCORDIA
Chairperson, Bids and Awards Committee

¹ Pursuant to GPPB Resolution No. 02-2015, bidders shall submit recently expired Mayor's Permit and the Official Receipt as proof that the bidder has applied for renewal of the permit within the prescribed period; provided that the current and valid Mayor's Permit, as renewed, be submitted or presented by the bidder with the lowest calculated and responsive bid prior to award of contract.

TERMS OF REFERENCE

Consulting Services for Concept Design, Layout and Photograph of the 2016 PPP Center Annual Report

BACKGROUND AND INTRODUCTION

By virtue of Executive Order No. 8, s. 2010, and as amended by Executive Order No. 136 signed last 28 May 2013, the Public-Private Partnership (PPP) Center functions as the main driver of the PPP Program. It serves as the central coordinating and monitoring agency for all PPP projects in the Philippines.

Together with the PPP program's Implementing Agencies (IAs), the PPP Center champions the country's PPP Program by developing well-structured PPP projects. The Center provides technical advisory services to these IAs as they go through the entire project cycle to ensure that projects are bankable, transparent and advance the public interest.

As part of its campaign to inform its public and strengthen its transparency and accountability measures, the PPP Center will publish its 2016 Annual Report. The Report is also a requirement for submission to Congress and to the Office of the President.

The Knowledge Management Division (KMD) of the PPP Center is thus soliciting proposals from highly qualified and experienced professional graphics design firms to provide the **overall creative concept/ design, layout, and photography services** with the end view of producing the Camera-to-Printer (CTP) electronic file of the 2016 PPP Center Annual Report.

The firm will conceptualize and implement the creative vision of the PPP Center and provide its services in photography, graphic design conceptualization and layout services for the 2016 Annual Report. In developing the Report, the consulting firm will work in consultation with the KMD of the PPP Center and the 2016 Annual Report Editorial Board.

The final output is a full color, 48-pages, CTP file ready for print production.

SCOPE OF WORK

The following items will be part of the scope of work for this project:

- Develop a design and layout concept for the Annual Report, based on inputs/directions from the PPP Center;
- Develop graphic design and layout for the cover and overall layout for the Annual Report reflecting creative directions /inputs from the editorial Board of the PPP Center;
- Provide professional photography services for the Annual Report but not limited to portraits/ photographs of PPP Center officers and staff; will include other photo requirements such as the **Annual Report's cover**; this will include travelling within Metro Manila only;
- Undertake necessary corrections/revisions as required by the Editorial Board
- Provide the **final CTP draft** of the Annual Report for approval of Deputy Executive Directors (DEDs)
- Provide the PPP Center a copy of all deliverables in CD/DVD format as specified in the Deliverables and Timelines

DELIVERABLES AND TIMELINES

ITEM/DELIVERABLES	DURATION/SCHEDULE	REQUIREMENTS
Three (3) studies for the Annual Report cover (including the submitted cover design forming part of the Technical Proposal)	3 working days after the PPP Center issues its Notice of Award	1) Full color 2) Size: 8 1/2" x 11"

Three (3) studies on the lay-out concept for the Annual Report (inside pages) (including the submitted layout concept forming part of the Technical Proposal)	4 working days after the PPP Center issues its Notice of Award	1) Full color 2) Layout of the specific pages: - Message of the Executive Director - Executive Summary - Write-up for one service
Three (3) High Definition shots for the Cover of the Annual Report	8 working days after the PPP Center issues its Notice of Award	1) Dimension : 1500 x 2100 pixels 2) Resolution: 300 DPI 3) File Format : JPEG 4) File size: 800 kb 1) CTP electronic file 2) Packaged In-design File complete with fonts and links
Photo sessions for the PPP Center officials and staff	7 working days after the PPP Center issues its Notice of Award	
Electronic files of photos for the Annual report (including head shots and group pictures of PPP Center officers and staff and cover photo)	5 working days after the photo shoot of the Center and cover photo schedule	
Digital copy of the draft CTP of the Annual Report for approval of the Deputy Executive Directors	4 working days after the Editorial board approval of the draft CTP	
48-pages, Full Color CTP file ready for print production	2 working days after the Deputy Executive Directors approval of the final draft CTP	

REQUIREMENTS AND QUALIFICATIONS

The PPP Center, through the KMD will select a design firm with extensive experience in developing and designing Annual Reports for private corporations and government agencies.

The design team must be highly skilled in conceptualizing abstract concepts and translating these into compelling design elements that reflect the creative vision of the PPP Center. The design team will provide expert services in the graphic design, layout and photography.

The design team must have a proven record in delivering well-crafted company annual reports both for government and the private sector and should possess extensive experience in the following:

- Minimum of five (5) years experience in producing original and well-executed graphic design and layout for corporate marketing collaterals, reports, magazines and the like;
- Minimum three (3) years experience in providing expert photography services for corporate or commercial accounts;
- Minimum three (3) years experience working with a government agency on similar projects;

The design firm must have tie-ups with creative directors and photographers who will provide creative direction during photo shoot and help digitally enhance existing photos and newly-shot photos.

COMPONENTS OF THE TECHNICAL PROPOSAL

Interested bidders shall prepare the following as part of their Technical Proposal:

1. SEC or DTI Certificate of Registration
2. Valid Mayor's/Business Permit
3. Valid PhilGEPS Certificate of Registration
4. List of ongoing and completed private and government contracts for similar project over the past five (5) years. Similar project for purpose of this procurement refer to "Consulting Services for the Conceptualization/Implementation of Design Concept, Lay-Out and Photography Services of Annual Report and other similar documents".
5. **One-page, 500 words maximum narrative** that will explain their design concept for the 2016 PPP Center Annual Report. They will base their interpretation on information available on the Center's website, FB, and twitter accounts. The bidder is required to present a conceptual study for the PPP Center 2016 Annual Report. The photographer/design team should also present his/her portfolio containing relevant material used in previous annual reports before the Editorial Board for the Annual Report. The detailed requirements and specifications are provided below:

REQUIREMENT	FORMAT	SPECIFICATION
Narrative explaining their design concept for the Annual Report. Basis will be the PPP Center website: ppp.gov.ph , FB: https://www.facebook.com/PPPCenter.Philippines/ and Twitter account: @PPP_Ph.	MS Word	1) Hard copy 2) 500 words, single space
1 Original conceptual study for the COVER of the Annual Report	Adobe In Design	1) Hard copy 2) Full color 3) 8 1/2" x 11"
1 Original conceptual study on the layout for the body of the Annual report. (INSIDE PAGES)	Adobe In Design	1) Hard copy 2) 2 pages 3) Full color 4) 8 1/2" x 11"
Photographer's portfolio of previous works for a similar project (Annual Report)	Dimension : 1500 x 2100 pixels Resolution: 300 DPI File Format : JPEG File size: 800 kb	1) 3 Cover photos 2) Portraits, Headshots, and full body shots of officials and employees 3) Documentary photos of company events, major milestones, 4) Human interest photos 5) Action Photos

EVALUATION CRITERIA

The evaluation methodology will follow the Quality Based Evaluation Procedure provided under RA 9184.

AREAS OF EVALUATION	POINTS	TOTAL
Conceptual design of the PPP Center 2016 Annual Report, including cover and general lay-out		
- Originality, creativity and uniqueness of the cover concept	20	
- Originality, organization and presentation appeal of layout for the body of the annual report	10	
- Company representation effectiveness	10	
- Readability and color scheme	10	
Sub-total	50	
Demonstrated experience in conceptualizing and producing original cover designs and page layout for corporate clients.		
- Beyond 11 years experience in producing original and well-executed graphic design and layout for corporate marketing collaterals, reports, magazines and the like.	20	
- 6-10 years experience in producing original and well-executed graphic design and layout for corporate marketing collaterals, reports, magazines and the like.	15	
- Minimum of five (5) years experience in producing original and well-executed graphic design and layout for corporate marketing collaterals, reports, magazines and the like.	10	
Sub-total	20	
Demonstrated experience in photography, particularly for Annual reports/corporate marketing materials		

- Technical expertise (exposure, light, Depth of focus, composition)	10	
- Artistic vision	5	
- 6-10 years experience in providing professional photography services in a similar project (company annual report)	5	
- Minimum of 3 years experience in providing professional photography services in a similar project (company annual report)	3	
-	20	
Experience working in government or public documents		
- Above three (3) years experience working with a government agency on similar projects	10	
- Minimum three (3) years experience working with a government agency on similar projects	5	
Sub-total	10	
Grand Total	100	

THE APPROVED BUDGET OF CONTRACT

The approved budget of the contract is two-hundred thirty thousand pesos only (PHP230, 000.00.)

ON COPYRIGHTS

The collective work of this particular assignment is classified as a “works made for hire” and is therefore the intellectual property of the PPP Center as it is a commissioned work undertaken by the Design Firm, including the digital photos for the Center. The PPP Center will assert its right and will require the design firm to turn-over all the PSD files in a DVD. The PPP Center will strictly invoke the country’s copyright laws.

DUTIES AND RESPONSIBILITIES OF THE PPP CENTER

- Provide the Design Team with creative direction on the theme and layout of the 2016 PPP Center Annual Report;
- Approve the selected digital photos of the photographer;
- Approve the cover photo of the Annual Report;
- Review the proposed recommendations, mock-ups and approve final output of the design team;
- Pay the professional fee of the winning design firm in accordance with then provisions of RA 9184 and upon compliance with documentary requirements for processing;

PAYMENT SCHEME

The PPP Center will pay in full the professional fee of the design firm within 10 working days after the KMD issues the Design Firm a Certificate of Satisfactory Completion of the project.

Conforme:

Signature over Printed Name

Name of Company:

Date: _____

PRICE QUOTATION FORM

Date

The Bids and Awards Committee, PPP Center
8th Floor One Cyberpod Centris, EDSA cor. Quezon Ave.,
Brgy. Pinyahan, Quezon City

Sir/Madam:

After carefully having read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation for the item as follows:

Unit	Description	Bidder's Price Proposal
One (1) Lot	Consulting Services for the Conceptualization/ Implementation of Design Concept, Lay-out and Photography Service of 2016 PPP Center Annual Report	

AMOUNT IN WORDS:

The above-quoted price is inclusive of all cost and applicable taxes.

Very truly yours,

Signature over Printed Name

Name of Company:

Address of Company:

VAT No. _____

Date: _____