

## REQUEST FOR EXPRESSION OF INTEREST FOR PROVISION OF CONSULTING SERVICES FOR THE DEVELOPMENT OF THE PCC 5<sup>TH</sup> YEAR ANNIVERSARY COFFEE TABLE BOOK

1. The *Philippine Competition Commission*, through the *2020 National Expenditure Program* intends to apply the sum of *Two Million One Hundred Thousand Pesos (Php2,100,000.00)*, being the Approved Budget for the Contract (ABC) to payments under the contract for *Provision of Consulting Services for the Development of the PCC 5th Anniversary Coffee Table Book* under *Request for Expression of Interest (REI) No. 2020-00-0013*. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The *Philippine Competition Commission* now calls for the submission of eligibility documents for *Provision of Consulting Services for the Development of the PCC 5th Anniversary Coffee Table Book*. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **9 December 2019, 12:00NN** at **25<sup>F</sup> Vertis North Corporate Center 1, North Avenue, Quezon City**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from *Philippine Competition Commission* and inspect the Bidding Documents at the address given below during *Office Hours from 9:00 A.M. to 5:00 P.M. (Monday through Friday)*.
4. The Bidding Documents – Part I may be acquired on **2 December 2019** by interested Consultants from the address below. Bidding Documents – Part II may only be acquired by Short Listed Consultants upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Three Thousand pesos (Php3,000.00)**.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the Procuring Entity, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR).

The short list shall consist of **five (5)** prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:



Criteria	Preferred Qualification/s
Applicable experience of the consulting firm (40)	<p><b>Years of experience:</b> 10 years of experience in creative content creation/development, marketing and communications strategies, advertising, and photography and other undertakings that are similar in nature and complexity to the contract being bid out.</p> <p><b>Similar/relevant engagements:</b> three (3) engagements/projects in the last five (5) years that are similar* or relevant** to this project.</p>
Quality of key personnel to be assigned to this project (40)	<p><b>Project Lead/Manager</b></p> <ul style="list-style-type: none"> <li>• <b>Years of experience:</b> with 10 years of experience in the field/s of creative content creation/development, marketing and communications strategies, advertising and other similar and/or relevant fields.</li> <li>• <b>Similar/relevant engagements:</b> had been involved in three (3) projects that are similar* and/or relevant** to this project.</li> <li>• <b>Education:</b> With Master's degree in Communication, Design and Arts, Marketing Communications, Multimedia Arts, Arts Management, Digital Media, Advertising, and other similar and/or relevant fields.</li> <li>• <b>Training:</b> With 24 hours of training in digital publishing programs, creative writing, content development, photography, advertising, marketing communications, and other similar and/or relevant fields.</li> </ul> <p><b>Lead Writer</b></p> <ul style="list-style-type: none"> <li>• <b>Years of experience:</b> with five (5) years of experience in the field/s of creative content creation/development, advertising, and other similar and/or relevant fields.</li> <li>• <b>Similar/relevant engagements:</b> had been involved in three (3) projects that are similar and/or relevant to this project.</li> <li>• <b>Education:</b> With Bachelor's degree in creative writing, content development, advertising, and other similar and/or relevant fields.</li> <li>• <b>Training:</b> With 24 hours of training in creative writing, advertising, marketing communications, and other similar and/or relevant fields.</li> </ul> <p><b>Lead Photographer</b></p> <ul style="list-style-type: none"> <li>• <b>Years of experience:</b> with five (5) years of experience in the field/s of photography and other similar and/or relevant fields.</li> <li>• <b>Similar engagements:</b> had been involved in three (3) projects that are similar and/or relevant to this project.</li> <li>• <b>Education:</b> With Bachelor's degree in mass communications, film, photography, multimedia arts, fine arts, and other similar and/or relevant fields.</li> <li>• <b>Training:</b> With 24 hours of training in photography and/or relevant fields.</li> </ul> <p><b>Lead Graphics/Layout Artist/Designer</b></p> <ul style="list-style-type: none"> <li>• <b>Years of experience:</b> with five (5) years of experience in the field/s of graphics or layout design/multimedia arts and other similar and/or relevant fields.</li> <li>• <b>Similar engagements:</b> had been involved in three (3) projects that are similar and/or relevant to this project.</li> <li>• <b>Education:</b> With Bachelor's degree in mass communications, multimedia arts, fine arts, and other similar and/or relevant fields.</li> <li>• <b>Training:</b> With 24 hours of training in graphics design, layout, and/or relevant fields.</li> </ul> <p><b>Lead Editor</b></p> <ul style="list-style-type: none"> <li>• <b>Years of experience:</b> with five (5) years of experience in the field/s of editing, copyediting, creative content creation/development, advertising, and other similar and/or relevant fields.</li> <li>• <b>Similar/relevant engagements:</b> had been involved in three (3) projects that are similar and/or relevant to this project.</li> <li>• <b>Education:</b> With Bachelor's degree in creative writing, content development, advertising, and other similar and/or relevant fields.</li> <li>• <b>Training:</b> With 24 hours of training in creative writing, advertising, marketing communications, and other similar and/or relevant fields.</li> </ul>

Criteria	Preferred Qualification/s
	<i>Note: Pursuant to Section 33.3 of the revised IRR, there should be no replacement of key personnel before the awarding of the contract, except for justifiable reason, such as illness, death, or resignation provided it is duly supported by relevant certificates, or any delay caused by the procuring entity. Once the contract has been awarded, no replacement shall be allowed until after fifty percent (50%) of the personnel's man-months have been served, except for justifiable reasons, subject to appropriate sanctions as prescribed in the Philippine Bidding Documents (PBD).</i>
<b>Current workload relative to capacity (20)</b>	<b>At most (5) ongoing projects</b> <i>Note: Contract/s that will terminate on or before 90 calendar days, from the deadline of submission of eligibility documents for this project, shall not be considered as 'ongoing'.</i>

\* Commemorative book, coffee table book, corporate book, etc.

\*\* Production of information, education, and communication (IEC) materials and/or multimedia products

*Passing Score: 70%*

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.

Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.

7. The Procuring Entity shall evaluate bids using the **Quality Based Evaluation/Selection (QBE/QBS)** procedure. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be completed within **Eleven (11) Months**.
9. The **Philippine Competition Commission** reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
10. For further information, please refer to:

**THE SECRETARIAT**

*Bids and Awards Committee*

*Philippine Competition Commission*

*25F Tower 1, Vertis North Corporate Center,*

*North Avenue, Quezon City*

*Telephone No.: (02) 771-9722 local 204*

*e-mail: [procurement@phcc.gov.ph](mailto:procurement@phcc.gov.ph) or [mrfaqutnao@phcc.gov.ph](mailto:mrfaqutnao@phcc.gov.ph)*

**29 November 2019**



**ATTY. JOSEPH MELVIN B. BASAS**

*Chairperson, PCC Bids and Awards Committee*



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