

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2020-0015

REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

HIRING OF SEARCH ENGINE MARKETING STRATEGIST FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2020

(Please see attached *Terms of Reference* for more details)

Approved Budget	: PHP 100,000.00
Deadline of Submission of Eligibility Documents and Financial Bid	: 20 January 2020, 05:00PM
Opening of Bid	: 21 January 2020, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

Eligibility Documents (1st Envelope)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.

3. Notarized Omnibus Sworn Statement
4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable
5. Company Profile
6. Portfolio similar to this requirement
7. List of Clients in Private and Public Sector

Financial Bid (2nd Envelope)

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative. Bids shall be valid for 120 calendar days from the date of the opening of bids.

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.


ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee



REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above Small Value Procurement with ABC of Php 50,001 and above
 Lease of Real Property and Venue Others : _____

Date: 9/1/2020

RFQ No: 2020-0015

Company Name: _____
 Address: _____
 Contact No.: _____

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC.

Schedule of Opening of Bids: 21 January 2020 Time: 02:00PM Venue: Meeting Room 1

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	Hiring of Search Engine Marketing Strategist for the Philippine Participation in Ambiente 2020 Duration: 27 January 2020 to 25 February 2020 <u>Specifications:</u> 1. 20 Keywords 2. Search Ads (text) <u>Qualifications:</u> 1. Must have at least 5 years experience in SEO and SEM 2. Must have served at least five clients with SEO and SEM 3. Must have at least 10 branded marketing campaigns <u>Please see attached Terms of Reference for more details.</u> Approved Budget for the Contract : PHP 100,000.00 Deadline of Submission of Eligibility and Financial Documents is on 20 January 2020, 5:00PM		

Terms and Condition:

- 1.) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2.) Bid price must be **Inclusive of Value Added Tax.**
- 3.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5.) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/We have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

 Date Submitted

 Signature over printed name of the Authorized Company Representative

Designation: _____

Telephone no.(s) _____

TERMS OF REFERENCE

I. PROJECT TITLE

Hiring of Search Engine Marketing Strategist for the Philippine participation in Ambiente 2020

II. LOCATION

Messe Frankfurt, Germany

III. DURATION

January 27 to February 25, 2020 (30 calendar days)

IV. BUDGET

Php100,000.00 (Inclusive of Professional fee and actual purchase of Google Search pay-per-click ads)

V. PROJECT DETAILS

Search Engine Marketing is a platform which enables businesses to reach and engage potential customers, increase website traffic, express the brand voice, improve business reputation, generate brand awareness, and generate leads for the business. In today's digital society, it is imperative for brick-and-mortar businesses to beef up existing marketing efforts with digital marketing strategies to capture a growing and very lucrative online marketplace.

The Philippines' participation in Ambiente will take place on 07-11 February 2020 at Messe Frankfurt, Germany. Ambiente is the world's largest trade fair for consumer goods and is considered to be the annual meeting point for suppliers and trade buyers of this industry. The fair covers three sectors: Dining (kitchenware), Giving (gift items) and Living (furniture, lighting, home accessories, seasonal decor).

For this year, LifestylePhilippines banner will carry the theme "Hands that Work", where designers and manufacturers will champion the Philippines' lifestyle pieces that convey a story of Filipino mastery and product quality, passion and history, environmental inspiration and care.

VI. RATIONALE

As there is a need to continuously engage customers online, CITEM must collaborate with a search engine marketing strategist for the purchase of Google Search pay-per-click (PPC) ads.

Search engine marketing is a process of generating website traffic by appealing to search intentions of the internet public. Clicking through a PPC advertisement is attractive to an online audience simply for its straight-to-the-point approach and convenient placement at the top of search results; thus, creating a comfortable browsing experience. This will help to establish a quick, accessible, and real-time access to the microsite that contains the all information about our exhibitors that are relevant to our target trade buyers.

VII. SCOPE OF WORK

The SEM strategist engagement to the project will include the following responsibilities and deliverables:

- Identify Google Search keywords relevant to the exhibitors participating at Ambiente 2020.
- Create advertising sets with the Google pay-per-click SEM console.
- Analyze website traffic of the Ambiente microsite delivered by the search engine marketing effort.
- Categorize the initial set of keywords as "High Performing," "Performing," and "Non-performing," and provide recommendations for SEM keywords going forward.

VIII. DELIVERABLES

- List of at least (20) search keywords to be purchased in pay-per-click (PPC) arrangement with Google Search.
- Three (3) advertising sets for a simultaneous 30-day running period.
- Narrative report of the web traffic garnered by the Ambiente microsite from the PPC advertisements.
- Search keyword report based on the performance of the initial 20-item list, with recommendations for succeeding search engine marketing efforts.

IX. OBJECTIVES

- Increase brand awareness of the Philippines participation in Ambiente 2020;
- Reach and engage prospective clients through an interactive and relevant platform;
- Gain valuable business insight through boosting website traffic by efficiently targeting specific audience;
- Help to establish a quick, accessible, and real-time access to the microsite that contains the all information about our exhibitors that are relevant to our target trade buyers.

X. REQUIREMENTS

- Must have at least 5 years' experience in Search Engine Optimization (SEO) and Search Engine Marketing (SEM);
- Must have served at least five clients with SEO and SEM requirements;
- Must have done at least 10 branded marketing campaigns
- Must be able to present the following documents
 - Company profile
 - Portfolio similar to this requirement
 - List of clients in the private and public sector

IX. TERMS OF PAYMENT

Three-time payment

- 20% payment for the campaign plan and Assessment
- 40% payment upon placement of Google Ad campaign
- 40% payment upon completion of campaign and submission of report and recommendation

X. PARTNER

Operations Group I

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IT Officer I
Web Marketing Division

Noted by: ,


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CCSD

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Operations Group I