



**REQUEST FOR QUOTATION
(BAC-PGCS-014-2020)**

Name of Project : Procurement of Service Provider for the Design, Layout, Photography, Manuscript Preparation, Copyediting and Proofreading, and Printing of CY 2019 PPA Annual Report

Approved Budget for the Contract : Php 500,000.00

Deadline for Submission : October 2, 2020

Please quote your best quotation in line with the attached specifications. Suppliers are required to submit their valid current Mayor's/Business Permit, Philgeps Registration Number, Income Business Tax Return and Omnibus Sworn Statement and Secretary's Certificate/Special Power of Attorney.

All quotations shall be duly signed and submitted in person to Administrative Services Department, PPA Corporate Building, Bonifacio Drive, South Harbor, Port Area, Manila. Quotations/documents sent to any other department/s or through email address will not be considered.

For further information, please refer to:

BAC Secretariat, Philippine Ports Authority
5th Floor, PPA Building, Bonifacio Drive,
South Harbor, Port Area, Manila
Tel/Fax No. 5274735
5278356 to 83 loc 539
PPA website: www.ppa.com.ph

Very truly yours,


MARK JON S. PALOMAR
Chairperson, Bids and Awards Committee

**TERMS OF REFERENCE
FOR THE PROCUREMENT OF SERVICE-CONTRACTOR FOR THE DESIGN,
LAYOUT, MANUSCRIPT PREPARATION, COPYEDITING AND PROOFREADING,
AND PRINTING OF THE PPA ANNUAL REPORT FOR CY 2019**

I. BACKGROUND

The PPA Annual Report is a regular publication of the Philippine Ports Authority (PPA) that presents the performance highlights of the Authority. It serves as a record of PPA's significant achievements during the year in terms of port operations, finance, port development and maintenance, and organizational and human resource development, among others. The Report comes in textual form supported by data in graphical/tabular formats and photographs.

The components of the publication include, among others, the status of different port development and maintenance projects, an enumeration of major policy issuances, operational and financial performance, and other information related to the port industry. The Report likewise include disclosure of information in accordance with the good governance requirements of the Governance Commission for GOCCs (GCG).

II. OBJECTIVES

The PPA Annual Report aims to achieve the following objectives:

- a. To provide information to port stakeholder and the general public on PPA's accomplishments on key result areas as well as the progress of its various port infrastructure and strategic initiatives;
- b. To serve as a vehicle for promoting the PPA's services and facilities nationwide while enhancing corporate disclosure for the benefit of the stakeholders and the general public;
- c. To provide relevant information that is useful to both local and international markets; and,
- d. To comply with the good governance and corporate disclosure requirements of oversight government agencies.

In view of the aforementioned objectives, the PPA is procuring a service-contractor for the design, layout, manuscript preparation, copyediting and proofreading, and printing of the PPA Annual Report for CY 2019.

III. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) for the design, layout, manuscript preparation, copyediting and proofreading, and printing of **100 copies** of the PPA Annual Report for CY 2019 is **Five Hundred Thousand Pesos (Php500,000.00)**, inclusive of any and all applicable taxes and charges to the government.

IV. SCOPE OF WORK

For the design, layout, manuscript preparation, copyediting and proofreading, and printing of the PPA Annual Report for CY 2019, the Service-Contractor shall be responsible for the provision, among other works, of the following:

1. Theme and Concept Design

- a. The Service-Contractor shall develop and present a minimum of three (3) Annual Report comprehensive artwork designs for the cover, interior pages, and envelope based on the theme: ***“Providing Care to the Filipino People Through its Port Services (Malasakit at Serbisyo)”***.
- b. The presentation of each comprehensive artwork design shall include a brief story describing the cover design in relation to the theme. The brief story should reflect the relevance and significance of the Port Authority to both domestic and international trading, maritime transportation, and port community development.
- c. The Service-Contractor shall also prepare a sample write-up on each of PPA’s key result area, i.e., Port Operations, Finance, Port Development and Maintenance, and Organizational and Human Resource Development, using as basis the data available on the PPA website (www.ppa.com.ph).

2. Manuscript Preparation and Editorial Services

- a. The Service-Contractor shall assign an editor or senior writer with the following minimum qualifications which shall be indicated in the curriculum vitae to be submitted as part of bid documents.
 - a.1. Graduate of Journalism, English, Communication Arts or other related field of study;
 - a.2. Excellent communication and writing skills;
 - a.3. With minimum of two (2) years professional writing experience, to include but are not limited to, annual reports, press releases, web contents, essays, news/magazine articles, columns, feature articles, and speeches;
 - a.4. Attention to detail; and,
 - a.5. Highly analytical, resourceful, and creative.
- b. The preparation of the Annual Report manuscript shall be undertaken by the Service-Contractor based on the Report outline generally covering major sections on Shipping and Trade Performance; Port Services; Physical Infrastructure Development and Maintenance; Sustainability, Environment, and People; and, other sections as may be determined necessary by PPA for inclusion in the Report or as required by oversight government agencies.

- c. The Financial Highlights section, on the other hand, shall be included in the Report should the COA Audited Financial Report becomes available during the production period. Otherwise, the Financial Highlights section shall be excluded from the Report and shall be replaced with other article or report section, as may be proposed by the Service-Contractor or as may be determined necessary by PPA.
- d. The Report shall likewise include discussions on PPA's compliance with Good Governance Conditions, such as but not limited to disclosure of corporate objectives, disclosure of activities implemented for customer health and safety, code of ethics or conduct, and details of whistle-blowing policy, among others; and other reports/disclosures which may be required or decided to be included in the Report.
- e. Stories, news, articles, features, digital contents, and other materials may also be used as references in the preparation of the manuscript for the Report.

3. Layout Design

- a. The Service-Contractor shall compose a creative team comprised of at least two (2) members, to include but not limited to creative director and graphic designer. The creative director and graphic designer should be tact, flexible, creative, modern, artistic, resourceful, and attentive to detail.
- b. The inside pages shall present the major accomplishments of PPA in sections as per key result area. The Service-Contractor shall prepare layout design proposals for the interior pages which should complement the approved theme and concept design. Layout shall include, but not limited to the following:
 - a.1. Application of artworks appropriate for the theme and concept design; proper display or layout of photographs that capture port operations and activities, people, facilities, and services;
 - a.2. Presentation charts in graphical and tabular forms as well as infographics;
 - a.3. Organization and formatting of text, (*i.e., selection of font style; size and color; pagination, etc.*); and,
 - a.4. Enhancement of PPA-supplied photos.
- c. Photographs that will be used in the report shall be provided by PPA. All photos laid out and used in the Annual Report should be properly captioned except that used for the front and back cover page designs.

4. Production, Printing, and Packaging

- a. Details of production work and materials to be used should conform to the Technical Specifications provided in this Terms of Reference, and those which the Service-Contractor may propose and agreed upon during the Pre-Production Conference.
- b. All attendant activities needed to satisfactorily complete the production work shall be undertaken in accordance with the acceptable technical practice and production procedures.

V. OTHER TERMS & CONDITIONS

5. Technical Specifications

- a. The Annual Report and its corresponding envelope shall conform to the following technical specifications:

Annual Report

| | | |
|--------------|---|---|
| Printing | : | Color: Full / Full Process: Offset or Equivalent |
| Cover | : | Size: Open with spine and pocket Finish: With Sport Lamination (where appropriate) Material: Special Paper (appropriate to the approved theme and concept design) |
| Inside Pages | : | Size: A4 (Trim/Folded), vertical or horizontal Material: Matte #100 |
| Binding | : | Smythe Perfect |
| No. of Pages | : | Maximum of 100 pages |
| Quantity | : | 100 pieces |

Envelope

| | | |
|----------|---|-----------------------------------|
| Size | : | To fit |
| Printing | : | Process: Offset or Equivalent |
| Material | : | Book, #120 |
| Color | : | Full Color |
| Binding | : | Scoring, Folding, Glueing, Gummed |
| Quantity | : | 100 pieces |

6. Standard of Service

- a. The Service-Contractor shall fulfill its obligations under the Contract and shall undertake the project in accordance with the best-accepted professional and industry standards. The Service-Contractor shall at all times exercise due diligence, employ reasonable skill in the performance of its obligations, and work in the best interest of PPA.

- b. The Service-Contractor shall provide profile/curriculum vitae of the identified members of the proposed creative and editorial teams as, who shall work for the project, indicating therein their qualifications and experience to ensure the full and satisfactory completion of the Report.
- c. The Service-Contractor shall also submit at least two (2) samples of printed corporate annual reports made for the same or different clients.

In addition, the Service-Contractor, through its editorial team, shall prepare a sample write-up on each of PPA's key result area as referred to in Item No. 1 (*Theme and Concept Design*) of this TOR.

- d. The profile/curriculum vitae of the identified members of the proposed creative and editorial teams as well as the printed corporate annual report samples shall be submitted together with Service-Contractor's bid.
- e. The project shall be conducted based on the directives and instructions of PPA. The Service-Contractor shall regularly conduct consultation with PPA as well as provide information on the progress of the project.

7. Supervision of the Production Job

- a. The Service-Contractor shall assign an official representative who will be permanently coordinating with PPA in the execution of this project until the completion of the production work.
- b. The PPA, through its duly authorized representative, shall be closely monitoring the progress of the project.
- c. For this purpose, the Service-Contractor shall make available information pertinent to the development of the project whenever the same is required. PPA may conduct plant inspection anytime, within regular office hours on regular working days, if deemed necessary, to ensure the timely completion of the Report.

8. Project Duration

- a. The project shall be completed within ninety (90) working days from the issuance of Notice to Proceed (NTP). See *Annex A*.
- b. The production work, specifically preparation of mock proofs and editorial works, printing and packaging, and all attendant activities, shall be completed within the maximum duration of ninety (90) working days reckoned from the issuance of the Notice to Proceed (NTP).
- c. Production time may be adjusted accordingly upon written request of the Service-Contractor in cases where there will be delay in the completion of

tasks required from PPA or brought about by circumstances that are beyond the control of the Service-Contractor.

- d. The Service-Contractor shall also submit a detailed schedule of activities for the whole project duration.

9. Liquidated Damages

- a. In case of failure on the part of the Service-Contractor to satisfactorily complete the work within the specified timetable, plus all approved time extensions, the Service-Contractor shall pay the PPA liquidated damages, not by way of penalty, an amount equal to one-tenth (1/10) of one percent (1%) of the cost of the delayed goods scheduled for delivery for each calendar day of delay (Sundays and holidays included), but not to exceed ten percent (10%) of the total contract price, in which case PPA shall automatically rescind the contract and impose appropriate sanctions over and above the liquidated damages to be paid.
- b. The amount of liquidated damages shall be deducted from any money due or which may become due the Service-Contractor and/or collect such liquidated damages from the retention money or other securities posted by the Service-Contractor, whichever is convenient to PPA.

10. Property Rights and Confidentiality Clause

- a. PPA reserves its property rights over all materials provided to and prepared by the Service-Contractor which were intended for the production of the PPA Annual Report for CY 2019.
- b. No article or photograph may be used or reproduced by the Service-Contractor without the written consent of PPA. As such, the manuscript, draft, and mock copies of the report, including all digitally processed, stored and/or printed photos, and other articles or materials produced or used in relation to the project shall be turned over by the Service-Contractor to PPA upon delivery of all the copies of the printed Annual Report.

11. Completion and Acceptance of Job

- a. A Certificate of Completion shall be issued only upon receipt of the following materials:
 - a.1. Complete and acceptable copies of printed Annual Report and its corresponding envelope;
 - a.2. Electronic/soft copy of the Annual Report in PDF contained in a flash drive with a memory/storage capacity sufficient to store the same and those mentioned in the succeeding paragraph;
 - a.3. All other materials used in the production.

- b. PPA reserves the right to reject the printed publication or require replacement at no cost to the government should there be failure on the part of the Service-Contractor to comply with the Technical Specifications presented in this Terms of Reference and those which have been agreed upon during the Pre-Production Conference, and/or to incorporate the corrections indicated in the final proof.

12. Terms of Payment

- a. Payment to the Service-Contractor of the contract price shall be made upon full delivery by the Service-Contractor and acceptance by PPA of the 100 copies of the 2019 PPA Annual Report and its corresponding envelope, and submission by the Service-Contractor of its billing invoice.
- b. No payment shall be made except upon a certification by PPA's authorized representative that the 100 copies of the PPA Annual Report have been delivered as scheduled, that the same have been duly inspected and accepted, that all production materials listed down in Item No. 11 of this Terms of Reference have been turned over to PPA, and that the project has been undertaken in accordance with the terms and conditions of the Contract.


ANGELINA A. LLOSE
Manager, Corporate Planning Department

PROPOSED SCHEDULE OF ACTIVITIES

Design, Layout, Manuscript Preparation, Copyediting and Proofreading, and Printing of the 2019 PPA Annual Report

(Production will start upon issuance of the Notice to Proceed)

| Activity | Estimated Duration | | | | | | | | | | | |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|-----------------|
| 1 Preparation and Submission to PPA of Comprehensive Designs (Service-Contractor) | 5 days | | | | | | | | | | | |
| 2 Review of Proposals and Selection/Approval of Concept (PPA) | 5 days | | | | | | | | | | | |
| 3 Conduct of Pre-Production Conference (PPA and Service-Contractor) | 1 day | | | | | | | | | | | |
| 4 Manuscript Preparation (Service-Contractor) | 20 days | | | | | | | | | | | |
| 5 Preparation of First Proof (1st PDF Mock Copy) (Service-Contractor) | 8 days | | | | | | | | | | | |
| 6 Review of First Proof (PPA) | 5 days | | | | | | | | | | | |
| 7 Preparation of Second Proof (2nd PDF Mock Copy) (Service-Contractor) | 5 days | | | | | | | | | | | |
| 8 Review of Second Proof (PPA) | 5 days | | | | | | | | | | | |
| 9 Preparation of Pre-Final Proof (3rd PDF Mock Copy) (Service-Contractor) | 5 days | | | | | | | | | | | |
| 10 Review of Pre-Final Proof (PPA) | 5 days | | | | | | | | | | | |
| 11 Preparation of Final/Color Proof (Service-Contractor) | 5 days | | | | | | | | | | | |
| 12 Review Final Proof and Issuance of Notice to Print (PPA) | 5 days | | | | | | | | | | | |
| 13 Printing, Packaging and Delivery (Service-Contractor) | 15 days | | | | | | | | | | | |
| TOTAL | | | | | | | | | | | | 90 WORKING DAYS |