



REQUEST FOR QUOTATION
(Small Value Procurement)
BAC-PGCS-047-2020)

Name of Project : **Procurement of Service Provider for the Design, Layout, Manuscript Preparation, Copyediting and Proofreading, and Printing of the PPA Annual Report for CY 2020**

Approved Budget for the Contract : **Php 1,000,000.00**

Deadline for Submission : **January 15, 2021**


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

Quotations shall be submitted in person to the Manager, Administrative Services Department, PPA Corporate Bldg., Bonifacio Drive, South Harbor, Port Area, Manila. Quotations/documents sent to any other department/s or email address will not be considered.

For further information, please refer to:

The BAC Secretariat, Philippine Ports Authority
5th Floor, PPA Bldg., Bonifacio Drive
South Harbor, Port Area, Manila
Telephone/Fax No. 527-4735
954-88-00 loc. 539
PPA Website: www.ppa.com.ph

Very truly Yours,


MARK JON S. PALOMAR
Chairperson, Bids and Awards Committee
Procurement of Goods and Consultancy Services

**TERMS OF REFERENCE
FOR THE PROCUREMENT OF SERVICE PROVIDER FOR THE DESIGN,
LAYOUT, MANUSCRIPT PREPARATION, COPYEDITING AND PROOFREADING,
AND PRINTING OF THE PPA ANNUAL REPORT FOR CY 2020**

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. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **One Million Pesos (Php1,000,000.00)**.

III. SCOPE OF WORK

1. Theme and Concept Design

- a. The Service Provider shall develop and present, during the opening of bids, one (1) Annual Report comprehensive artwork designs for the cover, interior pages, and envelope based on the theme: *"We Heal/Recover As One"* or other themes the Service Provider may suggest.
- 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. It should also reflect the efforts of PPA relative to the COVID-19 pandemic.
- c. The Service Provider 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 Provider 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 Provider 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-Provider 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 Provider 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.

The curriculum vitae of the identified members of the proposed creative and editorial teams shall be submitted during the opening of bids.

- b. The inside pages shall present the major accomplishments of PPA in sections as per key result area. The Service-Provider 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 of 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 Provider 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.
- c. Number of copies for printing is 150 copies.

5. Technical Specifications

Annual Report

Printing	:	Color: Full / Full Process: Offset or Equivalent
Cover	:	Size: Open with spine and pocket Finish: With Spot 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	:	150 pieces

Envelope

Size	:	To fit
Printing	:	Process: Offset or Equivalent
Material	:	Book, #120
Color	:	Full Color
Binding	:	Scoring, Folding, Glueing, Gummed
Quantity	:	150 pieces

6. Project Duration

- a. The project shall be completed within **sixty (60) working days** from the issuance of Notice to Proceed (NTP) by the end-user. 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 sixty (60) calendar days from receipt by the Service Provider of the NTP.
- c. Production time may be adjusted accordingly upon written request of the Service Provider in cases where there will be delay in the completion of tasks required by PPA or brought about by circumstances that are beyond the control of the Service Provider.
- d. The Service Provider shall submit a detailed timeline of activities for the whole project duration after issuance of NTP bids based on Annex A.

7. Other Requirements

During the opening of bids, the Service Provider shall submit two (2) samples of printed corporate annual reports made for the same or different clients.

8. Standard of Service

- a. The Service Provider shall fulfill its obligations under the Contract and shall undertake the project in accordance with the best-accepted professional and industry standards. The Service Provider 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 Provider shall regularly conduct consultation with PPA, either through meetings, telephone calls and emails, to provide information on the progress of the project. The Service Provider 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.

- c. For this purpose, the Service-Provider 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.
- d. The project shall be conducted based on the directives and instructions of PPA. The PPA, through its duly authorized representative, shall be closely monitoring the progress of the project.

9. Property Rights and Confidentiality Clause

- a. PPA reserves its property rights over all materials provided to and prepared by the Service Provider which were intended for the production of the PPA Annual Report for CY 2020.
- b. No article or photograph may be used or reproduced by the Service Provider 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 Provider to PPA upon delivery of all the copies of the printed Annual Report.

10. 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 printed Annual Report in PDF, and **another soft copy** of the Annual Report in PDF or any acceptable format, with embedded video presentation of the GM's Message.

The Video Shoot of the GM shall be conducted by PPA while the GM's Message and other infographics to be used in the final PDF presentation shall be prepared/executed by the Service Provider; and
 - 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 Provider 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.

IV. RATING OF PROPOSAL

1. A Rating of the following submitted documents shall be implemented:
 - a. One (1) Annual Report comprehensive artwork designs (refer to Item III, No. 1, a & b)
 - b. Sample write-up on each of PPA's key result area (refer to Item III, No. 1, c)
 - c. Two (2) samples of printed corporate annual reports (see Item III, No. 7)
2. Submitted quotations are considered as "responsive" if they have achieved a Ninety Percent (90.00%) or higher rating.

V. TERMS OF PAYMENT

- a. Payment to the Service Provider of the contract price shall be made upon full delivery by the Service Provider and acceptance by PPA of the 150 copies of the 2020 PPA Annual Report and its corresponding envelope, and submission by the Service Provider of its billing invoice.
- b. No payment shall be made except upon a certification by PPA's authorized representative that the 150 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. 10 (a) 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
End-User