

TERMS OF REFERENCE
Procurement of consulting services
for the design and development of three (3) sets
of information, education, and communication (IEC) materials
(PCC guidebook for the general public, guidebook for business, and information
kit/folder)
RFQ No. 2017-0023/ 30 January 2017

I. RATIONALE

The Philippine Competition Commission (PCC) was established through the passage of the Philippine Competition Act (also known as Republic Act No. 10667), in 2015. As a new independent quasi-judicial body to implement the national competition policy and the objectives of the said Act, among the main tasks of the PCC in the immediate- to medium-term include communication and advocacy activities. Specifically, Section 53 of the PCA provides that the government shall undertake an advocacy program to inform the general public of the provisions of the Act within the two (2)-year transition period.

II. SCOPE OF WORK

The Communication and Knowledge Management Office (CKMO) is proposing to contract a firm to design, layout, and develop the following IEC materials:

1. PCC Guidebook for the general public
 - a. Size: 8.27" x 5.845" (folded) or 8.27" x 11.69" (spread)
 - b. Fold type: Single fold
 - c. Colors: Full color (should follow the color palettes approved in the PCC Brand Guidelines)
 - d. Number of pages: 20 – 30 pages (at least 50% of the total number of pages should have illustrations/drawings, if appropriate)

2. PCC Guidebook for businesses
 - a. Size: 8.27" x 5.845" (folded) or 8.27" x 11.69" (spread)
 - b. Fold type: Single fold
 - c. Colors: Full color (should follow the color palettes approved in the PCC Brand Guidelines)
 - d. Number of pages: 40 – 50 pages (at least 50% of the total number of pages should have illustrations/drawings, if appropriate)

3. PCC information kit/folder (with inserts)

Folder

 - a. Size: 9.5" x 14.5" (folded); 19" x 14.5" (spread)
 - b. Other specifications:
 - With inside pockets
 - Should follow the color palettes approved in the PCC Brand Guidelines

Inserts

 - a. Number: at least three (3)
 - b. Size: ~8.27" x 11.69" (folded)
 - c. Colors: full color (should follow the color palettes approved in the PCC Brand Guidelines)

- d. Pages: 8-12 pages each (at least 50% of each of the insert should have illustrations/drawings, if appropriate)

Contract duration: 60 business days from the issuance of the Purchase Order (PO)/Notice to Proceed (NTP).

III. RESPONSIBILITIES OF THE PARTIES AND OTHER ARRANGEMENTS

The PCC-CKMO (*end-user*) shall:

- a. Draft the writeup/contents for the abovementioned IEC materials;
- b. Provide copy of the PCC brand guidelines, for the service provider's reference;
- c. Give comments/approval on the submitted designs/studies of the service provider within five (5) calendar days from receipt of the same; and
- d. Facilitate the payment to the *service provider* within the prescribed period.

The *service provider* shall:

- a. Entitle the *end-user* a maximum of three (3) revisions on the drafts of each of the IEC material, based on the approved outline or design studies;
- b. Follow the PCC brand guidelines in designing and developing the subject IEC materials;
- c. Present at least two (2) design studies for the front and back covers of each of the subject IEC materials;
- d. Avoid using stock images, as much as possible, in designing and developing the subject IEC materials. If stock images cannot be avoided, the *service provider* shall shoulder the fees for the perpetual rights/royalty of the images;
- e. Submit all the files, in editable formats (e.g. InDesign, tiff, etc.) to the *end-user* within the prescribed time indicated below; and
- f. Submit at least five (5) printed sample copies of each of the IEC materials within the prescribed time indicated below.

| Deliverable | Timeline |
|--|--|
| First draft of the laid-out PCC guidebook for the general public, and at least 5 printed sample copies. | Within 10 business days from issuance of Notice to Proceed (NTP) |
| Final laid-out PCC guidebook for the general public, including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | Within 15 business days from issuance of NTP. |
| First draft of the laid-out PCC guidebook for businesses, and at least 5 printed sample copies. | Within 25 business days from issuance of NTP. |
| Final laid-out PCC guidebook for businesses, including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | Within 30 calendar days from issuance of NTP. |
| First draft of the laid-out PCC information kit/folder (with the three inserts), and at least 5 printed sample copies. | Within 45 calendar days from issuance of NTP. |
| Final laid-out PCC information kit/folder (with the three inserts), including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | Within 55 calendar days from issuance of NTP. |

IV. QUALIFICATION REQUIREMENTS

The firm/company must submit documentary proof of the following requirements:

- a. Must be a domestic firm, either under sole proprietorship or corporation, with office/workshop located in NCR (preferably near Ortigas);
- b. Must have a minimum three (3) years of similar and/or relevant work experience in the required activities (i.e. layout design and/or illustration, as evidenced by samples of previous similar work). Work samples must be of excellent quality;
- c. Has maintained good professional relationships with former clients as evidenced by certificates of satisfactory service from at least three (3) clients for the last three (3) years. Certificates of satisfactory service must be for similar and/or relevant work and must be accompanied by samples of the said printed works;
- d. Has Adobe Creative Suite 6 package or higher to ensure the compatibility and quality of graphics, layout design, and illustration outputs.

V. MODE OF PROCUREMENT

The procurement for the design and development of the subject IEC materials shall be undertaken through Small Value Procurement (SVP), pursuant to Section 53.9 of the revised rules and regulations implementing Republic Act. No. 9184, and relevant guidelines.

VI. PROPOSED BUDGET

The proposed maximum budget for this project is **THREE HUNDRED THOUSAND PESOS (Php300,000.00)**.

VII. PAYMENT SCHEMES/SCHEDULE

| Activity | Percent of the budget |
|--|-----------------------|
| Upon acceptance by PCC-CKMO of the first draft of the laid-out PCC guidebook for the general public, and at least 5 printed sample copies. | 10 |
| Upon acceptance by PCC-CKMO of the final laid-out PCC guidebook for the general public, including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | 20 |
| Upon acceptance by PCC-CKMO of the first draft of the laid-out PCC guidebook for businesses, and at least 5 printed sample copies. | 10 |
| Upon acceptance by PCC-CKMO of the final laid-out PCC guidebook for businesses, including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | 20 |
| Upon acceptance by PCC-CKMO of the first draft of the laid-out PCC information kit/folder (with the three inserts), including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | 20 |
| Upon acceptance by PCC-CKMO of the final laid-out PCC information kit/folder (with the three inserts), including all the related files in editable formats (e.g. indd, tiff, etc.), and at least 5 printed sample copies. | 20 |

**Annex A.
EVALUATION CRITERIA**

| Criteria | Percentage points |
|--|-------------------|
| A. Quality of firm | 70 |
| 1. <i>Years of similar and/or relevant work experience</i> | 20 |
| 2. <i>Contract fees of similar and/or relevant work experience</i> | 30 |
| 3. <i>Number of contracts with certificates of satisfactory rating in similar and/or relevant service for the last three (3) years</i> | 20 |
| B. Quality of consultant/s | 20 |
| 1. <i>Years of similar and/or relevant experience of the in-house graphic artist/illustrator/ animator to be assigned in the project</i> | 10 |
| 2. <i>Number of in-house graphic artist/illustrator/ animator to be assigned in the project</i> | 10 |
| C. Overall work commitment (job capacity) | 10 |
| TOTAL | 100 |

I hereby commit to comply with all the above Technical Specifications and Schedule of Requirements.

Name of Company

Signature of Company Authorized Representative

Tax Identification Number

Name / Designation

Contact Details (Tel. and Fax Number, email)

Date