

## REQUEST FOR PROPOSAL/QUOTATION

The Department of Trade & Industry Region IV-A (DTI-CALABARZON) invites all interested bidders to submit their quotation re: Consulting Services for Packaging and Labeling Clinics for MSMEs under the Priority Industry Clusters of Coffee, Cacao, and Processed Fruits and Nuts.

The Approved Budget for the Contract (ABC) is Php 120,000.00.

Please submit your quotation in a sealed envelope indicating your Company Name and RFQ - (Reference Number) and address it to the BAC Secretariat, DTI-Region IV-A, 3rd Floor Marcelita Building, Brgy. Real, Calamba City, Laguna.

The deadline for submission of proposal/quotation is on September 21, 2020 at 9:00 AM. Late submission will not be accepted.

Please submit the following documents.

1. PhilGEPS Certificate of Registration (for Platinum Membership) or PhilGEPS Registration Number (for Red Membership)
2. 2020 Mayor's Permit
3. Latest Income/Business Tax Return
4. Notarized Omnibus Sworn Statement (please see attached template)
5. DTI Certificate of Registration (for Sole Proprietorship) or SEC Registration with latest Articles of Incorporation (for Partnership or Corporation)
6. BIR Certificate of Registration
7. Company Profile and Curriculum Vitae of Resource Persons
8. Proposal/Quotation

Thank you.

## PURCHASE REQUEST

**Entity Name: DEPARTMENT OF TRADE AND INDUSTRY REGION IV-A**

**Fund Cluster: ICE Program 002**

[illegible]

## TERMS OF REFERENCE (TOR)

<b>Title</b>	<b>Packaging and Labeling Clinics for MSMEs under the Priority Industry Clusters of Coffee, Cacao and Processed Fruit and Nuts</b>
<b>Source of Fund</b>	002 Industry Development Program
<b>Contract Price</b>	Php 120,000.00
<b>Duration</b>	October to November 2020

### A. BACKGROUND

Packaging and labeling is an important part of marketing a product. Its role has become quite significant as it helps to grab the attention of the audience or the target market. A package that stands out lends itself to greater visibility.

Packaging and labeling is also used for identification. This helps a buyer to differentiate the product from the rest in the shelves of a supermarket. Certain brands and products are often recognized due to their specific labelling, their logo, and design. The distinct label of a product is one of its most identifiable features.

Labeling also helps to provide the information about a product to the prospective market, including ingredients, expiration date, contact information of the manufacturer and how to use and dispose. Some even indicate short stories to encourage potential buyers to support a certain cause. These information is contributory in gaining customer's trust, leading to patronage and boosting sales.

Having a good packaging and labeling design is therefore considered as a competitive advantage in the marketplace.

Meanwhile, the DTI IV-A thru its Industry Cluster Enhancement Program has identified several priority industries which it aims to develop in the succeeding years. In the National Roadmaps for the industry clusters of coffee, cacao and processed fruits and nuts, improvement in packaging and labelling has been consistently included in the strategies and PAPs. Poor packaging of products is one of the constraints identified which hinders local micro, small processors to compete with bigger manufacturers and imported products.

Having acknowledged the importance of packaging in marketing and the need to address the constraints faced by these three (3) industry clusters, the DTI IV-A Industry Development Division would like to engage into a project that would enhance the product packaging and labelling of select MSME products in the priority industry clusters of coffee, cacao and processed fruits and nuts.

An improved packaging and labeling design of products is viewed as a way to develop more competitive MSMEs and would be contributory in strengthening the industries, building brand awareness and promoting Calabarzon products.

By helping micro and small businesses in the priority industry clusters, they may also be instrumental in poverty alleviation thru their support to local farmers and creation of jobs, thus promoting business and industry sustainability.

## **B. OBJECTIVES**

Specifically, the project aims to:

- assist the micro and small processors in the priority industry clusters of coffee, cacao and processed fruits and nuts;
- improve the product packaging, labeling and logo design of the five (5) MSME-beneficiaries to be identified by the DTI Provincial Offices;
- provide an initial batch of new packaging materials with the improved design to be used by the MSME-beneficiaries;

## **C. DELIVERABLES OF THE CONTRACTOR**

1. Conduct assessment on the current labels and packaging designs of the MSME-beneficiaries;
2. Complete the product design brief for each MSME;
3. Come up and provide MSMEs with three (3) proposed packaging and labeling designs. MSMEs to choose only one (1) design for execution;
4. Come up and provide MSMEs with three (3) proposed logo designs. MSMEs to choose only one (1) logo design for execution;
5. Allow MSMEs three (3) major revisions/ modification on the chosen design;
6. Provide MSMEs and DTI IV-A Focal Person with high resolution file/ copy of the new packaging and labeling and logo designs, ready for printing.
7. *Arrange and cover expenses for printing of at least 100 pcs new packaging and label design for each of the MSME-beneficiaries;*
8. Send/ deliver the new packaging materials to DTI IV-A;
9. Provide post-activity report upon completion of the project. This includes pre-assessment results and designer's feedback and recommendations, activity photos and before and after photos.

## **D. QUALIFICATION, SKILLS AND EXPERIENCE REQUIRED**

1. Designer should have a Bachelor's Degree in Graphic Design and other related field such as Fine Arts;
2. At least two (2) year work employment in graphic design and other related fields such as creative design or product development or minimum of 30 designs on their portfolio;
3. Has implemented design consultancy services with two or more agencies/ industries;
4. Must have knowledge on the mandatory labeling requirements;

## **E. PROFESSIONAL FEE**

A total of Php 120,000.00 professional fee, subject to mandatory tax will be paid for this engagement.

## **F. TERMS OF PAYMENT**

The payment shall be processed upon completion of delivery of the Packaging and Labeling Clinics Project, sending of the new packaging materials to DTI IV-A and submission of post activity report.

Deliverables	Tranches
Conduct of Packaging and Labeling Clinics for MSMEs with printing and delivery of packaging materials with new designs to DTI IV-A	100% of the Total Contract Price; within 15 working days upon completion


## G. METHODOLOGY

The consultant/ designer will conduct assessment of the current packaging and label designs of the MSME-beneficiaries, and develop new packaging and labeling prototypes upon consultation with the MSMEs. The designer is expected to come up with at least three (3) proposed designs for each of the MSMEs. The MSMEs then will choose from the designs provided by the designer and will be allowed to request for modifications on the design as deemed necessary. Once the design and label was finalized, the designer will arrange and cover the printing expenses of the initial batch of the new packaging prototypes, with a minimum of 100 pcs per MSME, depending on the type of product and material.

### Time lined Work Program and Deliverables

Activity	Target Schedule
Conduct of Online Preliminary Meeting with the Consultant and MSME-beneficiaries	October 06, 2020
One-on-one Online Consultation with the Designer and the MSMEs	October 07-08, 2020
Sending of Photos and Videos to the Designer and/ or actual products if necessary (c/o MSMEs)	October 09-13, 2020
Design conceptualization (c/o Designer)	October 14-28, 2020
Online Presentation of Proposed Designs to the MSMEs	October 29-30, 2020
Finalization of Designs	November 03-13 2020
Printing of New Packaging Materials	November 16-20, 2020
Delivery of the New Packaging Materials to DTI IV-A	November 24, 2020

Prepared by:

  
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 STIDS

Reviewed by:

  
**PRISCILA P. FLORES**  
 CTIDS, IDD

Recommended by:

  
**MARISSA C. ARGENTE**  
 Assistant Regional Director

Approved by:

  
**MARILOU Q. TOLEDO**  
 Regional Director



## Omnibus Sworn Statement

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REPUBLIC OF THE PHILIPPINES )  
CITY/MUNICIPALITY OF \_\_\_\_\_ ) S.S.

### AFFIDAVIT

I, *[Name of Affiant]*, of legal age, *[Civil Status]*, *[Nationality]*, and residing at *[Address of Affiant]*, after having been duly sworn in accordance with law, do hereby depose and state that:

1. **Select one, delete the other:**

*If a sole proprietorship:* I am the sole proprietor of *[Name of Bidder]* with office address at *[address of Bidder]*;

*If a partnership, corporation, cooperative, or joint venture:* I am the duly authorized and designated representative of *[Name of Bidder]* with office address at *[address of Bidder]*;

2. **Select one, delete the other:**

*If a sole proprietorship:* As the owner and sole proprietor of *[Name of Bidder]*, I have full power and authority to do, execute and perform any and all acts necessary to represent it in the bidding for *[Name of the Project]* of the *[Name of the Procuring Entity]*;

*If a partnership, corporation, cooperative, or joint venture:* I am granted full power and authority to do, execute and perform any and all acts necessary and/or to represent the *[Name of Bidder]* in the bidding as shown in the attached *[state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate issued by the corporation or the members of the joint venture)]*;

3. *[Name of Bidder]* is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board;

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. *[Name of Bidder]* is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. **Select one, delete the rest:**

*If a sole proprietorship:* I am not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*If a partnership or cooperative:* None of the officers and members of [Name of Bidder] is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*If a corporation or joint venture:* None of the officers, directors, and controlling stockholders of [Name of Bidder] is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. [Name of Bidder] complies with existing labor laws and standards; and
8. [Name of Bidder] is aware of and has undertaken the following responsibilities as a Bidder:
  - a) Carefully examine all of the Bidding Documents;
  - b) Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract;
  - c) Made an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d) Inquire or secure Supplemental/Bid Bulletin(s) issued for the [Name of the Project].

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_ day of \_\_, 20\_\_ at \_\_\_\_\_, Philippines.

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Bidder's Representative/Authorized Signatory

[JURAT]