



REQUEST FOR PROPOSAL

The Department of Tourism through its Bids and Awards Committee (DOT-BAC) is inviting interested bidders to submit proposals for the **Consultancy Services for the conduct of Market Test for the Proposed Tourism Brand.**

TERMS OF REFERENCE (TOR):

Background

The Department of Tourism (DOT) recently conducted public competitive bidding for the conceptualization and design of the New Tourism Brand and Campaign, which will serve as an anchor for the implementation of tourism development and promotional programs. However, there is a need to determine the perceived acceptance and agreement to the new Brand by the tourism industry players and local people, including its applicability to both foreign and domestic market.

In this regard, there is a need to engage the services of a market research company/firm which will work closely with the DOT and its chosen ad agency to undertake a market test of the New Tourism Brand.

Objective

To assess and determine the perceived acceptance and agreement of the tourism industry, local people (domestic tourists) and other stakeholders on the DOT's New Tourism Brand, including its applicability to both foreign and domestic markets.

Scope of Work

1. Undertake a qualitative research or market test of the New Tourism Brand, employing primarily a focus group discussion (FGD) methodology, to determine its perceived acceptability and agreement by the industry players, local people and other stakeholders as well as its applicability to both foreign and domestic markets.
2. Elicit comments, reactions and suggestions on the New Tourism Brand concept, tagline, design, including colours, graphics, and artistic execution, among others.
3. Conduct FGDs in key cities of the country participated by key informants from the tourism industry, allied sectors, key leaders, and local tourists and people taking into consideration representation in terms of social strata and the economy.
4. Document and provide a recommendation and report to the DOT and its chosen ad agency on the data gathered from FGDs, highlighting on perceived acceptance, applicability and comments from stakeholders.

Deliverable

Ten (10) copies of printed report undertaken to determine the perceived acceptance, applicability and engagement of the stakeholders on the New Tourism Brand.

Duration

The market research will be undertaken for 10 days, commencing on the issuance of notice to proceed, including preparation, conduct of FGD and report generation.

Approved Budget for the Contract:

P 450,000.00, inclusive of taxes and out of pocket expenses

INSTRUCTION TO BIDDERS:

Please submit your proposal on or before 12:00 noon of December 5, 2011 to DOT-BAC Secretariat at Room 313 3rd Floor DOT Building T.M. Kalaw St. Ermita, Manila. Proposal should be duly signed by your authorized representative and should comply with the Terms of Reference (TOR) stated above.

Please address your proposal to the undersigned.



USEC. MYRA MARIE D. VILLARICA
Chairperson, Bids and Awards Committee