



Central Portal for  
Philippine Government  
Procurement Opportunities

## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 8200426  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Procurement of Website Development Company for the Design, Development, and Uploading of the Philippine Health and Wellness Tourism Website

#### Area of Delivery

<b>Solicitation Number:</b>	RFP No. 2021 - 11 - 0181	<b>Status</b>	<b>Pending</b>
<b>Trade Agreement:</b>	Implementing Rules and Regulations		
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Associated Components</b>	5
<b>Classification:</b>	Consulting Services	<b>Bid Supplements</b>	0
<b>Category:</b>	Consulting Services		
<b>Approved Budget for the Contract:</b>	PHP 696,500.00	<b>Document Request List</b>	0
<b>Delivery Period:</b>	3 Month/s		
<b>Client Agency:</b>		<b>Date Published</b>	17/11/2021
<b>Contact Person:</b>	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph	<b>Last Updated / Time</b>	16/11/2021 20:56 PM
		<b>Closing Date / Time</b>	22/11/2021 10:00 AM

#### Description

##### TERMS OF REFERENCE

Bidder: WEBSITE DEVELOPMENT COMPANY

Project: DESIGN, DEVELOPMENT AND UPLOADING OF THE PHILIPPINE HEALTH AND WELLNESS TOURISM WEBSITE

##### I. Minimum Requirements

- A reputable creative agency experienced in developing and maintaining websites of corporations or SMEs, preferably those involved in the health and wellness industry.
- Must have at least six (6) years of experience in the digital platforms or virtual products/ services
- Must have a professional/legitimate consultant and workforce who will be in-charge of all the administrative, technical, and maintenance of the project.

##### II. Background

In line with the Department of Tourism's recovery program for Health and Wellness Tourism, one of the affected segments of the tourism industry caused by the current pandemic, the Office of Product and Market Development-Medical Travel and Wellness Tourism Team is currently updating its information, communication and promotion plan preparatory to the new normal world of the industry. Among the initiatives to be undertaken is the creation, development and maintenance of the Health and Wellness Tourism website, a digital platform that will serve not only as venue to update the market of the current plans and programs of the government on the development and promotion of the country's Health and Wellness Tourism, but more so as a virtual stage where the private sector stakeholders can showcase their products and services, and innovations, as well as share inspiring success stories during this pandemic.

The above project is also part of the DOT's initiative to continue positioning the country as a preferred destination for

medical, dental and wellness tourism for the domestic market as the regional and international markets when restrictions are lifted.

### III. Objectives

The development and maintenance of the Philippine Health and Wellness Tourism Website aims to:

Create and maintain an on-line 24/7 virtual platform for the DOT's Health and Wellness Tourism Program

Provide a venue for the country's Health and Wellness Industry stakeholders to showcase their products and services and connect with the market, both domestic and international.

Provide support to the industry through a platform that can serve as a networking stage between the industry sellers and the buyers.

Provide updated information on the unique Filipino brand of wellness alongside the variety of quality services and treatments offered in high standard dental and medical facilities accredited by the international organizations.

### IV. Scope of Work and Deliverables

The expected work and deliverables of the engaged creative agency include the following:

a) Conduct and provide the following:

#### CONTENT DEVELOPMENT

#### TECHNICAL PRODUCTION

1) Research

1) Domain Registration / 1 year subscription

2) Copywriting

2) Website Security

3) Editorial

3) On-the-go Editing and Updating

4) Design and Layout

4) Guidance and Analytics

5) Original Medical, Dental and Wellness images/photos (including offices on-site shooting, optimization, editing, and compositing)

5) Email and Chat Marketing

6) Hyperlinks to government

7) Hyperlinks to accredited establishments

8) Advertising Display

9) Feedback and Survey Platform

10) Uploading of the Website and

Support Services

b) Comply to the creative content and guidelines:

The overall mood and tone of the website should be informative. It must:

Provide updated information on the following:

o DOT plans, activities and developments of the wellness, medical and dental tourism industry of the Philippines

o Filipino Brand of Wellness

o Health and Wellness Safety Guidelines and Protocols for Wellness, Dental and Medical

Provide updated data on the different medical, wellness and dental services and treatments offered and sold by the Health and Wellness Stakeholders and Integrators/DMCs, respectively

Provide updated information on the different facilities that provides services for the Health and Wellness Tourism Stakeholders and other related establishments:

o Accredited Hospitals and Ambulatory Clinics

o Accredited Wellness and Spa Facilities

o Accredited Dental Clinics

o Accredited DMCs/Integrators and Tour Operators and Travel Agencies involved in Health and Wellness Tourism

o Accredited Ancillary Services / Medical Concierge

o Accredited Hotels and Resorts

Must provide updated data on the industry's plans, activities and developments within the Philippine Medical Tourism Industry

Must be able to engage audience with aspirational appeal enjoining support and patronage

Utilize said website as a presentation material of the industry and response venue to inquiries from the following groups:

#### TRADE

#### CONSUMERS

Health and Wellness Tourism Operators

Hospitals & Clinics

Doctors and other Medical and Wellness

Practitioners

Existing and Potential Clients

Corporations / Organizations

Accrediting Institutions

Mandatory Inclusions:

o DOT logo and website

o "It's more Fun in the Philippines" logo

o Logo of current DOT campaign programs

c) As a post-activity requirement, the company must provide to DOT the following for monitoring and feedback:

One complete report to be submitted three (3) weeks after the contract period.

Attachments may include but are not limited to the following:

o documentation of activities conducted related to the implementation of the project

o images/photos produced during the shooting

o database of the engaged viewers and general audience and result of the feedback and survey platform

Complete action and delivery of all the above items, tasks by the company is required as supervised and monitored by the PPDD-MTWT Team.

**V. Coverage Period**

December 1, 2021 – February 28, 2022

**VI. Technical and Legal Eligibility Documents****a) Company Profile****b) List of websites developed/maintained in the past****c) Philippine Government Electronic Procurement System (PHILGEPS) Registration Certificate/Number****d) Mayor's permit****e) Business Tax Return****VII. Contract of Service**

The financial proposal of the Website Development and Maintenance Company should be within the approved budget and cover all expenditures of the activity to include but not limited with the following:

**a) Development and one-year maintenance including updating of the website****b) Workforce of the Company****c) Processing of terminal report including on-site shooting, editing, images/photos, both print and digital copies.****VIII. Budget and Terms of Payment**

The budget required for the above project is SIX HUNDRED NINETY-SIX THOUSAND FIVE HUNDRED PESOS ONLY (PHP 696,500.00) inclusive of all applicable taxes, subject to the usual government accounting and auditing rules and regulations.

The payment for the services shall be based on a send-bill arrangement and to be processed in three tranches with details below. The processing of all tranches will proceed after receipt of original requirement/support documents as required (e.g. Contract of Service, Certification of Satisfactory Services Delivery issued by the enduser, receipt of invoice/SOA, terminal report, and other requirements).

**Tranche****Percentage****Deliverables/Services****First Tranche**

15%

Upon submission of the Secured Domain Name and Work Plan

**Second Tranche**

55%

Upon Development of the Website Design and

Content (such as Copy Manuscript, Support Visuals, and Design)

**Third Tranche**

30%

Upon finalization of the Website Design and Content, and Website uploading online

**IX. Evaluation Procedure**

The winning bid should be determined based on the proposal with most advantageous financial package cost, provided that the amount of the bid is within the approved allotted budget.

Selection shall also be based not solely on the approved amount of the bid but shall also consider the expertise of the team leader and its members (preferably possessing specialization in the studies and implementation of tourism development concepts, including health and wellness tourism). A storyboard will also be required.

**X. Contact Person:**

Regielyn Carreon-Dayag

Project Officer

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APPROVED BY:

RENEE MARIE N. REYES

Director

Office of Product and Market Development

Date: 12 November 2021

**Line Items**

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Procurement of Website Development Company for the Design, Development, and Uploading of the Philippine Health and Wellness Tourism Website	1	Lot	696,500.00

**Other Information****Eligibility Requirements**

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.

2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be

submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number

4. Latest Income/Business Tax Return (For ABC above PhP500, 000.00)

5. Professional License/Curriculum Vitae

6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.

7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference. (See attached Annexes TD 1 & 2)

8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposals together with your eligibility requirements thru email and sent it to [jsfrancisco@tourism.gov.ph](mailto:jsfrancisco@tourism.gov.ph) on or before 22 November 2021 at 10:00 am. Late and unsigned proposals shall not be accepted.

**Created by** John Paulo Samonte Francisco

**Date Created** 16/11/2021

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